Strategic Planning Results

Sorted By: Institutional Goal

Planning Year: 2015-2016

Institutional Goal: 1 - Strategic Goal #1

Unit Code:	Planning Unit:		Unit Manager
20100	College Annual Plan		Sewell, Steve

Obj ID	Objective	Objective Purpose	Objective Status
1605	Implement proactive advisement (Supports Strategic Goal #1)	Developmental	No Status

Objective Description

Implement proactive advisement. This objective supports Strategic Goal #1.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
09/29/2014	Recommendations actually implemented coming out of SSC Committee #1.

Intended Results

Date	Description
09/29/2014	Implementation of recommendations coming out of SSC Committee #1.

Actual Results

Date	Description
09/30/2016	The cabinet approved SSC #1 recommendation that the advisors work with instructional departments to create up-to-date FACT sheets for each instructor to utilize in the proactive advising sessions for all students. Director of Student Success Center has assigned Academic Advisors to Instructional Departments to assist in developing the program FACT sheets. A committee has also been formed on the instructional side to coordinate the format in content for the academic programs. Brian Anderson is the chair of this committee.

Use of Results

Date	Description
09/30/2016	This is an ongoing project.

Unit Code:	**Planning Unit:**		**Unit Manager**
30000	Instruction		Templer, James

Obj ID	**Objective**	**Objective Purpose**	**Objective Status**
1649	Continue to expand dual credit to workforce programs.	Developmental	In Progress

Objective Description

Dual credit students will have the opportunity in Fall 2015 and Spring 2016 to enroll in at least two workforce programs which will lead to opportunities for the completion of certificates and degrees after high school graduation.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-4
4 Strategic Goal #4
14-17 SG-6
6 Strategic Goal #6

Assessment Measures

Date	Description
04/30/2014	Fall 2014 and Spring 2015 dual credit course schedules will confirm that dual credit students had the opportunity to enroll in at least one workforce program.

Intended Results

Date	Description
04/30/2014	Dual credit students will have the opportunity in Fall 2015 and Spring 2016 to enroll in at least two workforce programs which will lead to opportunities for the completion of certificates and degrees after high school graduation.

Obj ID	Objective	Objective Purpose	Objective Status
1653	Continue to improve implementation of TSI plan to include review of "bubble" score ranges and implementation of supportive services for "bubble" students placed in credit courses.	Developmental	In Progress

Objective Description

Define range of scores on TSI tests to identify "bubble" students in math, reading, and writing, and develop plans to support students placed in next higher level of instruction with non-course-based options or supplemental instruction.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-4
4 Strategic Goal #4

Assessment Measures

Date	Description
10/03/2014	Range of scores on TSI tests to identify "bubble" students in math, reading, and writing will have been developed and documented, and plans to support students placed in next higher level of instruction with non-course-based options or supplemental instruction will have been developed and implemented.

Intended Results

Date	Description
10/03/2014	Range of scores on TSI tests to identify "bubble" students in math, reading, and writing will be developed, and plans to support students placed in next higher level of instruction with non-course-based options or supplemental instruction will be developed and implemented.

Unit Code:	Planning Unit:		Unit Manager
30201	Educational Technology Services		Cutaia, Janis

Obj ID	Objective	Objective Purpose	Objective Status
1820	Facilitate creation of a Professional Development Academy lending library.	Developmental	Complete

Objective Description

Create location for PDA lending library and facilitate record keeping of resources and the use of those resources.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Intended Results

Date	Description
09/23/2015	Faculty will have a centralized location where they can find professional development literature in a variety of categories. They will be able to browse available titles via the web and reserve titles online.

Actual Results

Date	Description
03/22/2016	An online program was developed to facilitate the lending of text and video based learning resources. The resource can be viewed via the web at http://edtech.com.edu/pdalib. Resources can be viewed and placed on hold until they are physically checked out. There are currently 68 resources available on a variety of subjects.

Use of Results

Date	Description
03/22/2016	Faculty and instructional staff members can access a list of resources via the web. These resources can be checked out and tracked using a home-grown database program.

Unit Code:	Planning Unit:		Unit Manager
30500	Dual Credit		Jones, Theresa

Obj ID	Objective	Objective Purpose	Objective Status
1822	Dual Credit Data	Developmental	In Progress

Objective Description

Dual Credit will continue to work with the IR office to develop and refine an annual report for COM administration regarding growth of the program and potential barriers.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
09/12/2014	Was a report created and shared with college administration?

Intended Results

Date	Description
09/12/2014	Keep college administration informed of dual credit program growth and potential barriers.

Obj ID	**Objective**	**Objective Purpose**	**Objective Status**
1823	Dual Credit Enrollment Numbers	Operational	No Status

Objective Description

Increase dual credit student enrollment 10% from Fall 2015 to Fall 2016.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
10/13/2014	Compare dual credit enrollment from fall 2015 to fall 2016 to determine if a 10% increase in enrollment was accomplished.

Intended Results

Date	Description
10/13/2014	Continue to provide opportunities for high school students to earn college credit and engage in a positive higher education experience before high school graduation.

Unit Code:	Planning Unit:		Unit Manager
30600	Collegiate High School		Belcher, Sandi

Obj ID	Objective	Objective Purpose	Objective Status
1629	CHS Graduates	Operational	Discontinued

Objective Description

Senior students enrolled in CHS for two (2) years will attain associates degrees.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
08/15/2012	percentage of seniors CHS students who received a degree

Intended Results

Date	Description
08/15/2012	60% of the senior students enrolled in CHS for two (2) years will attain assocaites degrees.

Use of Results

Date	Description
09/04/2015	CHS Statistics for ISD's Student Success Points

Obj ID	Objective	Objective Purpose	Objective Status
1630	Collegiate High School-AA Degree's	Operational	Ongoing

Objective Description

Senior students enrolled in CHS for two (2) years will attain assocaite degrees.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
08/31/2012	COM gradution applications; CHS Data (Datatel)
08/31/2012	Transcripts
10/21/2013	COM gradution applications; CHS Data (Datatel); Transcripts

Intended Results

Date	Description
08/31/2012	60% of the senior students enrolled in CHS for two (2) years will attain assocate degree.
10/21/2013	65% of the senior students enrolled in CHS for two (2) years will attain assocate degree.

Actual Results

Date	Description
09/09/2016	84% of the students enrolled for 2 years graduated with an AA, AS or AAS

Use of Results

Date	Description
09/04/2015	The college utilizes the outcomes for Student Success Points
09/09/2016	The college utilizes the graduation outcomes for the Student Success Points for funding.

Obj ID	Objective	Objective Purpose	Objective Status
1631	Collegiate High School-Enrollment	Developmental	Ongoing

Objective Description

Students enrolled in AY 2011 will re-enroll in AY 2012, excluding those who graduate.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
08/31/2012	Accepted enrollment applications; School District Data; CHS Data (datatel)
10/21/2013	Accepted enrollment applications; School District Data; CHS Data (datatel)

Intended Results

Date	Description
08/31/2012	100% of the students enrolled in AY 2011 will re-enroll in AY 2012, witht the exception of those that graduated.
10/21/2013	100% of the students enrolled in AY 2013 will re-enroll in AY 2014, witht the exception of those that graduated.

Actual Results

Date	Description
09/09/2016	99% of the students enrolled in AY2015 re- enrolled in CHS for AY2016

Use of Results

Date	Description
09/04/2015	Collegiate High School recruiting and academic advising.

Obj ID	Objective	Objective Purpose	Objective Status
1632	Collegiate High School-Underrepresented students	Operational	Ongoing

Objective Description

Increase underrepresented student groups in the Collegiate High School program.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
08/31/2012	Accepted enrollment applications; School District Data CHS data (Datatel)
10/21/2013	Accepted enrollment applications; School District Data CHS data (Datatel)

Intended Results

Date	Description
08/31/2012	50% of the students enrolled in the Collegiate High School will be students from underserved populations in higher education.
10/21/2013	50% of the students enrolled in the Collegiate High School will be students from underserved populations in higher education.

Actual Results

Date	Description
09/09/2016	59.2% of the CHS student population served is underrepresented college going population. 52% minority 66.4% 1st generation

Use of Results

Date	Description
09/04/2015	CHS recruiting and statical information
09/09/2016	CHS statistical information for CHS recruitment and ISD information

Unit Code:	Planning Unit:		Unit Manager
30700	Instructional Lab Department		Cutaia, Janis

Obj ID	Objective	Objective Purpose	Objective Status
1677	Professional Assistance	Operational	In Progress

Objective Description

Cross-Train all lab assistants to ensure knowledge of college operations and software usage.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-4
4 Strategic Goal #4

Intended Results

Date	Description
09/18/2014	Lab Assistants will be knowledgeable in the following areas: Operating Systems, Software, Blackboard, College Lab Procedures, People Skills

Actual Results

Date	Description
09/04/2015	Cross-Training is on-going in the department.

Use of Results

Date	Description
09/04/2015	To ensure departmental members are trained in all areas. The procedure ensures that staff acquire a well rounded knowledge of college operations and software usage.
09/08/2016	Lab Assistants can assist or work in any of the college labs/lab classes.

Obj ID	Objective		Objective Purpose	Objective Status
1678	Restructure Instructional Labs		Operational	In Progress

Objective Description

Restructure the Instructional Labs/Staff on campus to better serve our students, faculty, staff and community members.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-4
4 Strategic Goal #4

Assessment Measures

Date	Description
09/18/2014	Document Usage

Intended Results

Date	Description
09/18/2015	Ensure each lab is updated for instructional purposes. (Software, Computers, Disability Stations)
09/30/2015	Streamline labs yearly to ensure they are staffed properly for assistance.

Actual Results

Date	Description
11/03/2015	Department restructured in order to serve our ever changing instructional needs. TVB 1528A - computers were placed in the testing center and the lab was renamed - The Instructional Assessment Lab. All instructional units are welcome to use the new testing lab. Nursing uses the new lab regularly. TVB 1318 was converted to a testing lab for classes. The Innovations Lab was converted back to an open lab.

Use of Results

Date	Description
09/04/2015	Ability to better serve our faculty, staff and student population.

Obj ID	Objective	Objective Purpose	Objective Status
1679	Software Compliance	Operational	Ongoing

Objective Description

All software licenses will be up to date and in compliance.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-4
4 Strategic Goal #4

Assessment Measures

Date	Description
08/22/2012	Percentage of software licensing that is current as noted in departmental records.

Intended Results

Date	Description
09/03/2015	100% of licensing that is current as noted in departmental records.

Actual Results

Date	Description
09/04/2015	Departmental Software - managed by lab staff and IT Services. IT Services has taken over the renewal of DeepFreeze and PCounter software renewals. The programs are no longer on the server in the labs, but in the server room on campus.

Use of Results

Date	Description
09/04/2015	Instructional departments have the ability to teach using current technology.

Unit Code:	Planning Unit:		Unit Manager
30800	Quality Enhancement Plan (QEP)		White, Gilchrist

Obj ID	Objective	Objective Purpose	Objective Status
1621	To collect and analyze data from the QEP Rubric	Operational	In Progress

Objective Description

QEP Rubric data is gathered at the end of every fall, spring, and summer session and analyzed to show student progress.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
09/12/2014	QEP Rubric data

Intended Results

Date	Description
09/04/2015	50% of students delivering an oral presentation will score a 3 or higher on the rubric.

Actual Results

Date	Description
09/09/2016	75% of students (fa: 1859 of 2466 and sp: 1660 of 2228) scored 3 or 4 on the rubric.

Use of Results

Date	Description
09/09/2016	Continue to track student success in the QEP by monitoring scores on the QEP Oral Communication Rubric.

Unit Code:	Planning Unit:		Unit Manager
30810	Speaking, Reading & Writing Center		Hacker, Lisa

Obj ID	Objective	Objective Purpose	Objective Status
1831	To increase access to SRWC tutoring services for students in writing-intensive courses that do not require ENGL 1301 as a prerequisite	Developmental	In Progress

Objective Description

To develop and implement e-tutoring as an option for all dual credit and online students.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
09/29/2015	Blackboard data

Intended Results

Date	Description
11/03/2015	Implement e-tutoring for online and dual credit students in HIST 1301, HIST 1302, GOVT 2305, and GOVT 2306

Unit Code:	Planning Unit:		Unit Manager
31000	Academic Programs		Sewell, Steve

Obj ID	Objective	Objective Purpose	Objective Status
1813	Implement TSI plan to include NCBO's	Developmental	In Progress

Objective Description

Review NCBO offerings to find ways to ensure students make better use of this instructional support.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-4
4 Strategic Goal #4

Assessment Measures

Date	Description
10/03/2014	Range of scores on TSI tests to identify "bubble" students in math, reading, and writing will have been developed and documented, and plans to support students placed in next higher level of instruction with non-course-based options or supplemental instruction will have been developed and implemented. Number of NCBOs offered and review of student successful completion rate in courses that NCBOs are associated with.

Intended Results

Date	Description
10/03/2014	Range of scores on TSI tests to identify "bubble" students in math, reading, and writing will be developed, and plans to support students placed in next higher level of instruction with non-course-based options or supplemental instruction will be developed and implemented. Review NCBOs to find ways to make these support services more attractive to students.

Actual Results

Date	Description
08/04/2016	Results of NCBO efforts have not been as expected. Students attended NCBO sessions at a very low rate.

Use of Results

Date	Description
08/04/2016	Having more success with SI leaders than with the NCBOs, therefore will divert resources to the SI leader option instead.

Obj ID	**Objective**	**Objective Purpose**	**Objective Status**
1874	Part-Time Student Degree Plans	Operational	In Progress

Objective Description

Develop part-time student degree plan for each degree under the Dean of Academic Programs.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
02/12/2016	Part-time student degree plans for all degrees under the Dean of Academic Programs in the 2016-2017 catalog.

Intended Results

Date	Description
02/12/2016	Part-time student degree plans for each degree under the Dean of Academic Programs.

Actual Results

Date	Description
05/17/2016	Part-Time degree plans have been created for every degree under my direction.

Use of Results

Date	Description
05/17/2016	Will review degree completion rates to determine the benefits of offering part-time degree plans.

Unit Code:	Planning Unit:		Unit Manager
35200	C.E. Allied Health Programs		Bergvall, Christina

Obj ID	Objective	Objective Purpose	Objective Status
1681	Develop online orientation modules for potential students in each of the CE Allied Health programs	Developmental	Not Started

Objective Description

Because our student population asks questions about the programs, and will also need to have soft-skills such as critical thinking, listening, and team work, these orientation modules will give them detailed expectations about the healthcare field.
The orientation modules will contain information about each program and include the traits of a successful student. The module will require the student to read or interact with the information, and provide an opportunity to check their understanding through an assessment.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-3
3 Strategic Goal #3

Assessment Measures

Date	Description
09/04/2015	The number of students who complete the modules, will correlate to those who register and complete the program. The students that want to register for a program will be strongly suggested to complete the orientation modules. Those students who complete the modules will be cross referenced with their registration and course/program completion. The goals will be 50% of the students who enroll will have completed the modules and of that 50% of students, 80% percent of them will complete the program.

Intended Results

Date	Description
09/04/2015	The results are that we will see a correlation between student success in the program through registration and/or completing the program/course.

Actual Results

Date	Description
09/09/2016	Rather than implement interactive modules, we created a cover sheet for each program on the corresponding application. The cover sheet acts as a reference to answer any questions, and is accessible without having to go online. It details the characteristics of a successful student in that specific program. The detailed information provides the student with background information to assess themselves, and determine if they would be a good fit for that program.

Use of Results

Date	Description
09/09/2016	We have determined that the general population of students would rather speak with someone over the phone or face to face rather than accessing information online. Because of that, we did not pursue the online modules.

Unit Code:	Planning Unit:		Unit Manager
35900	Public Services Careers		Anderson, Carla

Obj ID	Objective	Objective Purpose	Objective Status
1915	Class schedule	Operational	Ongoing

Objective Description

Classes will be scheduled in a manner which meets student demand while maximizing the efficient use of instructional resources.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-3
3 Strategic Goal #3

Assessment Measures

Date	Description
05/13/2016	Percentage of scheduled classes that are not cancelled. Data will be summarized by rubric and semester. (Report to be provided by IR.)

Intended Results

Date	Description
05/13/2016	80% of classes offered each semester under a specific rubric will make.

Obj ID	Objective	Objective Purpose	Objective Status
1918	Participation in Summer Camp for High School Students	Operational	Pending

Objective Description

CE/Workforce is sponsoring a week-long summer camp for high school students to highlight the various PSC career and program options.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-6
6 Strategic Goal #6

Assessment Measures

Date	Description
05/13/2016	Number of students attending and evaluation results

Intended Results

Date	Description
05/13/2016	Exposure for high school students to the Fire Tech, EMS and Criminal Justice programs.

Actual Results

Date	Description
09/09/2016	Although the PSC Camp was canceled due to very low enrollment (1 student), the student was present for the camp Monday morning and received 3 hours of law enforcement instruction. (Apparently one parent enrolled the student and the other parent dropped her off at camp with no notice from the other parent.)

Use of Results

Date	Description
05/13/2016	Based on the overall low enrollment, we have received notice from Kelli Frederick, CTE Advisor, that next year's format will be a career exploration day for Jr. high and Sr. high school students.

Unit Code:	Planning Unit:		Unit Manager
41000	Registrar		Musick, Kelly

Obj ID	Objective	Objective Purpose	Objective Status
1730	Student Planning	Operational	In Progress

Objective Description

Implement new Student Planning Module.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
10/03/2014	Implementation completed on or before anticipated deadline.

Intended Results

Date	Description
10/03/2014	Student Planning will be up and running by the 2016 fall semester.

Actual Results

Date	Description
09/04/2015	We are currently working to implement campus wide.

Use of Results

Date	Description
09/04/2015	This objective is being continued from the 14-15 year.
09/23/2016	The Student Planning module is up and running. We met the FA2016 deadline!

Unit Code:	Planning Unit:		Unit Manager
42100	Student Success Center		Valdes, Michelle

Obj ID	Objective	Objective Purpose	Objective Status
1852	Title V	Developmental	Not Started

Objective Description

To fulfill the objectives as set forth in the Title V Grant pertaining to Proactive Advisement.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
10/12/2015	Filling of vacant positions.

Intended Results

Date	Description
10/12/2015	To interview staff to fill the positions funding by the Title V grant during the month of November and take to the Board meeting in December 2015.

Actual Results

Date	Description
09/23/2016	The 2 positions funded by Title V which are housed in the Student Success Center were filled, and both employees began in the month of January. The 2 positions were: Academic Advisor and the Student Success Coach.

Use of Results

Date	Description
09/23/2016	The Student Success Coach primary role is to investigate and revise the EW process as set forth as an activity in the Title V grant.

Obj ID	Objective		Objective Purpose	Objective Status
1853	EW		Developmental	Not Started

Objective Description

To revisit the Early Warning process, and work towards incorporating changes to meet the needs of the students referred to the program.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
11/18/2015	Data gathered from the early warning committee will be utilized to assist in redevelopment of the program.
11/18/2015	Results from an assessment which is to be administered to all FTIC's will assist the Student Success Center in identifying students at risk of encountering academic struggles at the onset of the semester.

Intended Results

Date	Description
10/12/2015	To update the EW process, and develop a process of flagging "at-risk" students before classes begin in order to develop an intervention strategy.

Actual Results

Date	Description
09/23/2016	The use of an assessment was not implemented for the EW program. The creation of online modules for student success based on the reason for referral was used in place of the assessment. The assessment was piloted with selected students, and the feedback gathered was not in support of utilizing the assessment.

Use of Results

Date	Description
09/23/2016	Once the SS Coach was hired, he developed online modules pertaining to topics which support student success. A survey was developed and will be sent to all students who complete the modules.

Obj ID	Objective	Objective Purpose	Objective Status
1854	EW Committee	Developmental	In Progress

Objective Description

To develop an Early Warning Committee primarily composed of Faculty to assist us in gathering feedback necessary for improving the process, and for increasing faculty participation.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
11/18/2015	The committee will work with IR to develop a survey to disseminate to faculty regarding the current EW process.

Intended Results

Date	Description
10/12/2015	Increased faculty participation. Update process to include early referrals (prior to beginning of semester)

Actual Results

Date	Description
09/23/2016	A Early Warning committee was developed. The committee has not reconvened this semester to allow time for the new process to take place. Due to the fact that we did not offer assessments to the students prior to the semester, there were no referrals sent. The Student Success Coach met with faculty departments to discuss the work flow of referrals.

Use of Results

Date	Description
09/23/2016	Due to the feedback from faculty that the referral process is cumbersome, we are looking at alternatives for reporting and referrals.

Unit Code:	Planning Unit:		Unit Manager
53000	Facility Services		King, Charles

Obj ID	Objective	Objective Purpose	Objective Status
1784	Improve the overall appearance of the campus	Operational	Ongoing

Objective Description

Improve the overall appearance of the Campus

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
08/29/2014	Log of completed project files

Intended Results

Date	Description
08/29/2014	Completed projects will result in overall improved appearance of the campus

Unit Code:	Planning Unit:		Unit Manager
63000	Marketing & Communications		Garza, Amanda

Obj ID	Objective	Objective Purpose	Objective Status
1845	Continuously improve the COM website	Operational	No Status

Objective Description

The website is the "front door" to College of the Mainland, and is COM's most valuable communication and marketing tool. An effective, attractive website instills confidence in the college and helps visitors make educational decisions.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-3
3 Strategic Goal #3
14-17 SG-4
4 Strategic Goal #4

Assessment Measures

Date	Description
10/06/2015	Send quarterly emails to remind departments to review their Web pages. The new request forms will have an improved workflow and less redundancy and lost emails. Access tools online to measure speed.

Intended Results

Date	Description
10/06/2015	Continue to work with departments to maintain relevant information. Create a new Web page from SSC #6 recommendation for COM in the Community highlighting volunteerism. Streamline Marketing request forms creating a sign in for COM employees. Implement content delivery network to increase speed of the website.

Actual Results

Date	Description
07/26/2016	Since March 2016, there have been 456 job requests posted on the new job request forms.
07/26/2016	COM purchased SiteImprove to improve WCAG 2 compliance web accessibility. SiteImprove monitors traffic with heat maps, identifies broken links, misspelled words, gives more in-depth analytics than Google analytics.

Use of Results

Date	Description
09/09/2016	We will use the information gathered to improve the website for the 16-17 year. Marketing has purchased SiteImprove to show where visitors are dropping off.

Obj ID	Objective	Objective Purpose	Objective Status
1848	Improve communications and marketing to the diverse populations of the college service area, especially minority males	Operational	No Status

Objective Description

Work with media sources (newspaper/radio stations) that geo target demographics. Communicate college programs and services to this segment of the community.
Communicate with departments to make a stronger impact in reaching the minority males, specifically Black/African American and Hispanic males.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-3
3 Strategic Goal #3

Assessment Measures

Date	Description
10/07/2014	Review the latest data on enrollment and student engagement surveys.

Intended Results

Date	Description
10/07/2014	Success will be measured by an increased enrollment and engagement among the minority male population by five percent.

Actual Results

Date	Description
07/26/2016	CBS Radio spots with Mega 101 targeting Black/Hispanic males and geotargeting with online ads 2014 African American, 624 total 2015 African American, 671 total Percentage went from 16 percent to 17 percent of our total head count 2014 Hispanics, 1036 total 2015 Hispanics, 1091 total Percentage remained at 27 percent of total head count 2014 Asians, 116 total 2015 Asians, 108 total Percentage remained 3 percent of total head count 2014 Others, 44 total 2015 Other, 44 total Percentage remained 1 percent of total head count

Use of Results

Date	Description
09/09/2016	Marketing will increase advertising efforts to specifically targets certain demographics.

Obj ID	Objective	Objective Purpose	Objective Status
1849	Improve social media postings and exchanges to promote student activities, COM programs and community events.	Operational	No Status

Objective Description

A heightened awareness of student events and support will help students improve their college experience, retention and success.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-3
3 Strategic Goal #3

Assessment Measures

Date	Description
10/07/2014	Analytics from social media sites will be evaluated for the increase in social media activity Budget approval to order more digital screens to place around campus. Between Fall 2015 and Spring 2016, the number of students accessing student services and participating in extracurricular activities will increase by five percent. The number of students engaged through social media will increase by 10 percent.

Intended Results

Date	Description
10/07/2014	Increase student engagement via social media Continue promoting student activities on social media Continue to produce video of COM news by COM students Increase the number of digital screens on campus by five monitors.

Actual Results

Date	Description
07/26/2016	Increase of 739 followers on Facebook (as of 7.26.16) Info Needed: Amanda will update on Twitter Amanda will update on Instagram #s from Andrea Contact Tige for numbers Engagement for certain posts for student services COM website page views had a 617 percent increase with a 691 percent increase in Web sessions. 67 percent of all views were new visitors. YouTube - 20,799 views The digital displays were removed from the budget.

Use of Results

Date	Description
09/09/2016	Marketing will work closer with Student Life to promote and cover more events. Marketing will conduct student surveys to see where we can improve. Marketing will produce more videos and try different social platforms to reach more students.

Unit Code:	Planning Unit:		Unit Manager
70000	Student Success Council		Templer, James

Obj ID	Objective	Objective Purpose	Objective Status
1671	Administer SSC	Operational	In Progress

Objective Description

Lead monthly meetings of the Student Success Council (SSC), with prepared agenda and a recorder to document the meetings.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-3
3 Strategic Goal #3
14-17 SG-4
4 Strategic Goal #4
14-17 SG-5
5 Strategic Goal #5
14-17 SG-6
6 Strategic Goal #6

Assessment Measures

Date	Description
09/24/2014	Posting of agenda and minutes for each of the nine meetings held

Intended Results

Date	Description
09/24/2014	A minimum of nine Student Success Council meetings will be held during this academic year, with an agenda and minutes for each.

Obj ID	Objective		Objective Purpose	Objective Status
1672	Communication about SSC		Operational	In Progress

Objective Description

Ensure that activities of the SSC are communicated to a broad audience, to include the Board of Trustees and campus constituencies.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-3
3 Strategic Goal #3
14-17 SG-4
4 Strategic Goal #4
14-17 SG-5
5 Strategic Goal #5
14-17 SG-6
6 Strategic Goal #6

Assessment Measures

Date	Description
09/24/2014	Minutes from meetings of the Board of Trustees, Student Services Leadership Council, and Instructional Leadership Council.

Intended Results

Date	Description
09/24/2014	Evidence of communication to a broad audience will be found in minutes from meetings of the Board of Trustees, Student Services Leadership Council, and Instructional Leadership Council.

Obj ID   **Objective**   **Objective Purpose**   **Objective Status**

1674   Tracking Recommendations   Operational   In Progress

Objective Description

Track recommendations presented to the Student Success Council (SSC) from presentation to SSC through presentation to the President's Cabinet and assignment to unit/personnel responsible, as appropriate.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1
14-17 SG-2
2 Strategic Goal #2
14-17 SG-3
3 Strategic Goal #3
14-17 SG-4
4 Strategic Goal #4
14-17 SG-5
5 Strategic Goal #5
14-17 SG-6
6 Strategic Goal #6

Assessment Measures

Date	Description
09/24/2014	SSC tracking form

Intended Results

Date	Description
09/24/2014	A completed tracking form will be posted on the I-Drive to document that each recommendation was considered and reviewed at all steps in the recommendation consideration process.

Unit Code:	**Planning Unit:**		**Unit Manager**
71000	SSC Subcommittee 1: Getting On Course to Success		Musick, Kelly

Obj ID	**Objective**	**Objective Purpose**	**Objective Status**
1878	Program FACT Sheets	Developmental	Not Started

Objective Description

The advisor liaisons will work with instructional departments to create up-to-date FACT sheets for each instructional program to utilize in the proactive advising sessions for all students.

Institutional Goals
14-17 SG-1
1 Strategic Goal #1

Assessment Measures

Date	Description
03/23/2016	This will be measured by the percentage of departments that complete the FACT sheets.

Intended Results

Date	Description
03/23/2016	100% of departments will provide up-to-date information for the FACT sheets which will assist students in choosing the right path to meet their academic goal.

Actual Results

Date	Description
09/23/2016	This project is ongoing.