

Strategic Planning Results

Sorted By: Institutional Goal

Planning Year: 2015-2016

Institutional Goal: 3 - Strategic Goal #3

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

Obj ID	Objective	Objective Purpose	Objective Status
1607	Increase opportunities for part-time, evening, and weekend students to access College services and activities (Supports Strategic Goal #3)	Developmental	In Progress

Objective Description

Increase opportunities for part-time, evening, and weekend students to access College services and activities. (Supports Strategic Goal #3)

Institutional Goals

14-17 SG-3

3 Strategic Goal #3

Assessment Measures

Date	Description
09/29/2014	Actual implementation of recommendations coming out of SSC Committee #3.

Intended Results

Date	Description
09/29/2014	Implementation of recommendations coming out of SSC Committee #3.

Actual Results

Date	Description
09/30/2016	While SSC #3 developed three recommendations, only one recommendation was implemented. The recommendation was to create an "I WILL" poster campaign, The campaign is designed for students to put their educational goals in writing and "advertise" those goals across campus. The students picture will be taken and their associated educational goal will be written next to their picture. This will encourage fellow students, faculty and staff to ask those participating in the "I WILL" program about their progress on educational goals. Twenty-four "I will" posters were produced and displayed around campus.

Use of Results

Date	Description
09/30/2016	Twenty-four "I will" posters are displayed around campus and hopefully will raise student expectations of their own academic potential.

Unit Code: 31200
Planning Unit: Fine Arts

Unit Manager
Koerner, Sparky

Obj ID	Objective	Objective Purpose	Objective Status
1642	Assessment of SLOs - Provide quality instruction as evidenced by the assessment of student learner outcomes.	Developmental	No Status

Objective Description

Student learner outcomes will be established and regularly assessed at both the program and course level.

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

Assessment Measures

Date	Description
09/05/2013	The percentage of sections taught that have submitted results for the assessment of student learner outcomes. Data will be summarized by course and semester.

Intended Results

Date	Description
09/05/2013	100% of all SLOs will be assessed by full and part-time faculty members each semester.

Actual Results

Date	Description
06/22/2016	Student learner outcomes for classes and programs in the Fine Arts were assessed by all faculty members in the 2015-16 academic year. Art instructors revised their SLO's to go along with the ACGM. Theatre SLO's were revised because of new instructor for the classes. Music has yet to have SLO's provided in the ACGM. Faculty continue to use their own. As faculty revise their Syllabi for the fall 2016 semester some SLO's may be revised as needed.

Use of Results

Date	Description
06/22/2016	Each faculty member will adjust as needed their class if their assessment shows need.

Obj ID	Objective	Objective Purpose	Objective Status
1643	Class Schedule - Provide instruction through multiple delivery modes to meet student demand.	Operational	No Status

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-3
3 Strategic Goal #3

Assessment Measures

Date	Description
09/05/2013	Percentage of scheduled classes that are not cancelled. Data will be summarized by rubric and semester. The cancelation of MUAP classes happens once no student is enrolled into that class. As mentioned in the Intended Results MUAP classes will be listed so that students are aware that COM teaches that instrument. It is possible no one will sign up for that class.

Intended Results

Date	Description
09/05/2013	80% of classes offered each semester under a specific rubric will make. MUAP classes will be listed so that students are aware that COM teaches that instrument. It is possible that no one will sign up for that MUAP instrument and this can cause the percentage to be off. I am lowering the percentage for 2013-14 to 80% from the 90% used in 2012-13.

Actual Results

Date	Description
06/22/2016	Fine Arts Classes have continued to be taught in various delivery modes to meet the students demands. There are face to face, hybrid and online classes offered in all areas of the Fine Arts. The MUAP classes are offered as needed according to the previous semesters enrollment. Will continue to monitor enrolled MUAP so that each semester it is not necessary to offer all MUAP course numbers.

Use of Results

Date	Description
06/22/2016	Continue to offer a class schedule in a manner which meets students demand while maximizing the efficient use of instructional resources and offer all forms of class formats.

Obj ID	Objective	Objective Purpose	Objective Status
1647	Section Capacity - Provide instruction through multiple delivery modes to meet student demand.	Operational	No Status

Objective Description

An adequate number of sections will be offered for each course such that student demand is met without violating pedagogical standards.

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

Assessment Measures

Date	Description
09/05/2013	The percentage of classes whose actual enrollment exceeds the enrollment capacity. Data will be summarized by rubric and semester.

Intended Results

Date	Description
09/05/2013	No more than 1% of classes under a specific rubric will exceed pedagogical capacity each semester.

Actual Results

Date	Description
09/09/2016	Various sections of Art, Music and Theatre classes were offered at various times and in various formats (face to face, online, hybrid) to give the students the opportunity to engage in a class of their choice. MUSI offered 16 sections in Spring 2015 and 6% exceeded capacity. This was actually a good thing for the these MUSI classes because it meant a good enrollment.

Use of Results

Date	Description
09/09/2016	Continue to look at class size and see if another section might need to be added or subtracted from the course offerings. This will be looked at for all sections offered. Especially for the MUSI that exceeded in Spring 2015.

Unit Code: 31210
Planning Unit: Art Gallery

Unit Manager
Ono Gray, Mayuko

Obj ID 1768
Objective Increase students participation

Objective Purpose
Developmental

Objective Status
In Progress

Objective Description

Increase inclusion and participation of students in activities at the gallery and other art related activities off campus.

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

Assessment Measures

Date	Description
09/12/2014	Keep the count of number of students participated in each activities associated with each exhibition.

Intended Results

Date	Description
09/08/2015	Students especially those with strong interest in art are actively invited to participate in activities associated with each gallery exhibition. Students are also informed of other important art related activities outside of COM art gallery, and will be strongly encouraged to participate.

Actual Results

Date	Description
09/09/2016	In addition to annual student exhibition, art club was invited to organize an exhibition during summer at the gallery. Art lecture was held and students interested had the opportunity to interact, discuss, and receive critiques of their works by the artist.

Use of Results

Date	Description
09/09/2016	Continue to plan activities and opportunities for students interested in art to be involved.

Unit Code: 35200
Planning Unit: C.E. Allied Health Programs

Unit Manager
 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: 35900
Planning Unit: Public Services Careers

Unit Manager
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.

Unit Code: 42000
Planning Unit: Students

Unit Manager
Kimbark, Kris

Obj ID	Objective	Objective Purpose	Objective Status
1723	faculty training for student conduct	Operational	In Progress

Objective Description

Process all referrals for student conduct in accordance with COM policies and procedures

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

Assessment Measures

Date	Description
09/25/2014	There will be a sign-in sheet at convocation presentations.

Intended Results

Date	Description
09/25/2014	Faculty will be trained regarding student conduct referral processes.

Unit Code: 42400
Planning Unit: Student Life

Unit Manager
Cornelius, Tige

Obj ID	Objective	Objective Purpose	Objective Status
1724	Evening Students	Assessment Objective	In Progress

Objective Description

Survey evening students to determine their needs related to student life.

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

Assessment Measures

Date	Description
10/14/2014	A survey will be developed with assistance from IR. A minimum of 50 evening students will take the survey.

Intended Results

Date	Description
10/14/2014	Identify needs of evening students and plan appropriate programming to meet those needs.

Actual Results

Date	Description
09/23/2016	Survey was not created during this time. Student life continued to offer evening Evening Welcome Back event , Meet and Greet at the North Campus, and Finals fest activities.

Use of Results

Date	Description
09/23/2016	As this objective was not complete. No use of results are available.

Obj ID	Objective	Objective Purpose	Objective Status
1759	Increase Event Participation	Assessment Objective	In Progress

Objective Description

Increase student participation in student life by 5%.

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

Assessment Measures

Date	Description
10/14/2014	Using baseline data from 2014 - 2015, comparative reports will be generated.

Intended Results

Date	Description
10/14/2014	Increase student engagement by increasing participation in scheduled events.

Obj ID	Objective	Objective Purpose	Objective Status
1761	Student Life Events 14-15	Operational	In Progress

Objective Description

Both attendance and satisfaction data will be collected for all student life events in SY 2014-2015.

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

Assessment Measures

Date	Description
10/14/2014	Electronic sign-in and survey's reports generated from each event and culminated in semester and annual reports.

Intended Results

Date	Description
10/14/2014	Have accurate data regarding attendance at events and track student satisfaction with events offered.

Actual Results

Date	Description
09/23/2016	At this time we are still using paper sign in for events. The Epic system that was used to help track students is no longer a software available for use.

Use of Results

Date	Description
09/23/2016	At this time we are still using paper sign in for events. The Epic system that was used to help track students is no longer a software available for use.

Unit Code: 63000
Planning Unit: Marketing & Communications

Unit Manager
 Garza, Amanda

Obj ID 1845 **Objective** Continuously improve the COM website **Objective Purpose** Operational **Objective Status** 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	<p>CBS Radio spots with Mega 101 targeting Black/Hispanic males and geotargeting with online ads</p> <p>2014 African American, 624 total 2015 African American, 671 total Percentage went from 16 percent to 17 percent of our total head count</p> <p>2014 Hispanics, 1036 total 2015 Hispanics, 1091 total Percentage remained at 27 percent of total head count</p> <p>2014 Asians, 116 total 2015 Asians, 108 total Percentage remained 3 percent of total head count</p> <p>2014 Others, 44 total 2015 Other, 44 total Percentage remained 1 percent of total head count</p>

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	<p>Analytics from social media sites will be evaluated for the increase in social media activity</p> <p>Budget approval to order more digital screens to place around campus.</p> <p>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.</p>

Intended Results

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

Actual Results

Date	Description
07/26/2016	<p>Increase of 739 followers on Facebook (as of 7.26.16)</p> <p>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</p> <p>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.</p> <p>YouTube - 20,799 views</p> <p>The digital displays were removed from the budget.</p>

Use of Results

Date	Description
09/09/2016	<p>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.</p>

Unit Code: 70000
Planning Unit: Student Success Council

Unit Manager
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
73000	SSC Subcommittee 3: Keeping the Students Motivated to Stay on the Pathway	Kimbark, Kris

Obj ID	Objective	Objective Purpose	Objective Status
1737	Leadership Program	Developmental	In Progress

Objective Description

A formalized leadership program for students that includes SLO's will be developed.

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

Assessment Measures

Date	Description
09/24/2014	A formalized leadership program will be developed in writing and a minimum of 20 students will be recruited into the program by summer 2015.

Intended Results

Date	Description
09/24/2014	The leadership program will engage students on campus, allowing for students to become campus and civic leaders.

Actual Results

Date	Description
09/30/2016	Development of a leadership program was postponed as the Minority Male initiative took precedence.

Use of Results

Date	Description
09/30/2016	Leadership program development was postponed.

Obj ID	Objective	Objective Purpose	Objective Status
1739	Student ID's	Developmental	In Progress

Objective Description

A process for requiring all students to obtain a student identification card upon enrolling at COM will be created.

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

Assessment Measures

Date	Description
10/03/2014	A list of individuals will be identified that need to be included in this process. A written process will be submitted to the SSC for approval to require all students to obtain a Student ID card. Appropriate exclusions will be included in this process.

Intended Results

Date	Description
10/03/2014	Requiring all students to have a student ID will allow faculty members to connect students names with their faces and also facilitate all faculty and staff learning the names of students.

Actual Results

Date	Description
09/23/2016	There are no actual results to report, as this objective was not approved by the President's Cabinet; therefore, no additional work was done on this objective.

Use of Results

Date	Description
09/23/2016	Since there are no results, there was also no use of these results.