

# Strategic Planning Results

Sorted By: Institutional Goal

Planning Year: 2014-2015

## Institutional Goal: 6 - Strategic Goal #6

**Unit Code:** 20000      **Planning Unit:** President's Office      **Unit Manager:** Allbright, A. Rodney

Obj ID	Objective	Objective Purpose	Objective Status
1583	Improve campus physical environment	Operational	Ongoing

### Objective Description

Improve College of the Mainland's Image and Presence: Continue to make positive changes to the campus' physical environment and promote a collegial culture.

Responsible unit: Objectives pertaining to this process can be found in the unit plans for Facility Services, managed by Charles King, and Student Success Council Committee #5, co-chaired by Jim Hackett and Angela Dampeer.

Institutional Goals
14-17 SG-5
5 Strategic Goal #5
14-17 SG-6
6 Strategic Goal #6

### Assessment Measures

Date	Description
01/23/2015	Number of completed projects directed toward improvement of the campus physical environment.

### Intended Results

Date	Description
01/23/2015	Improved campus physical environment which results in an improved community image.

### Actual Results

Date	Description
09/18/2015	For specific results the director of facilities should be consulted.

### Use of Results

Date	Description
09/18/2015	We will continue to devote resources to making the campus attractive and comfortable.

Obj ID	Objective	Objective Purpose	Objective Status
1584	Positive COM messaging campaign	Operational	Ongoing

### Objective Description

Improve College of the Mainland's Image and Presence: Develop and implement a truthful and positive COM messaging campaign.

Responsible unit: An objective pertaining to this process can be found in the unit plan for Marketing, managed by Gina Castro.

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

### Assessment Measures

Date	Description
01/23/2015	Number of positive message articles published.

### Intended Results

Date	Description
01/23/2015	Improved COM image in the community.

### Actual Results

Date	Description
09/18/2015	The COM's messaging campaign continues to be positive and truthful, stating the first-year salary of technical graduates, for example.

### Use of Results

Date	Description
09/18/2015	Moving forward, we will continue to take advantage of electronic media, such as COM-TV, to reach our students and future students.

Obj ID	Objective	Objective Purpose	Objective Status
1585	Expand COM partnerships	Developmental	Ongoing

**Objective Description**

Improve College of the Mainland's Image and Presence:Expand COM partnerships in workforce development throughout the service area.

Responsible unit: An objective pertaining to this process can be found in the unit plan for the Dean of Workforce and Continuing Education, managed by Dean Carla Boone.

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

**Assessment Measures**

Date	Description
01/23/2015	Number of COM partnerships

**Intended Results**

Date	Description
01/23/2015	Increase number of COM partnerships.

**Actual Results**

Date	Description
09/18/2015	Objective assigned to Dr. Carla Boone.

Obj ID	Objective	Objective Purpose	Objective Status
1586	Serving North County residents	Developmental	Ongoing

**Objective Description**

Improve College of the Mainland's Image and Presence: Determine the best methods for serving North County residents.

Responsible unit: An objective pertaining to this process can be found in the unit plan for Student Success Council Committee #5, co-chaired by Jim Hackett and Angela Dampeer.

Institutional Goals
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
01/23/2015	The ability to meet the needs and demands of North County residents.

**Intended Results**

Date	Description
01/23/2015	Solution developed to effectively serve North County residents.

**Actual Results**

Date	Description
09/18/2015	This objective continues to be problematic, in that there is not consensus among the board of trustees in how to best serve the north county students. Some feel that we should only operate a location in our taxing district, while others feel that it does not matter, as long as it is in our service area.

**Use of Results**

Date	Description
09/18/2015	We will try to ascertain a consensus among the BOT regarding a location in the north county. In the meantime, we will continue to work with area ISDs and economic development to locate usable space.

**Unit Code:** 28000  
**Planning Unit:** Emergency Management

**Unit Manager**  
McIntosh, Trish

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1226	Exercises	Operational	No Status

### Objective Description

Prepare, conduct and summarize emergency management exercises to allow consideration of and practice with preparedness, response, recovery and mitigation ideas, protocols, and plans.

<b>Institutional Goals</b>
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
6 Strategic Goal #6

### Assessment Measures

<b>Date</b>	<b>Description</b>
06/23/2014	Exercise documentation will include sign-in sheets to show participants and After Action Report.  After Action Report and Improvement Plans will show: <ul style="list-style-type: none"><li>- Exercise type,</li><li>- Exercise content,</li><li>- Attendees,</li><li>- Outcomes.</li></ul>

### Intended Results

<b>Date</b>	<b>Description</b>
06/23/2014	Prepare and deliver at least one per year - Can include seminar, tabletop, functional, or full scale exercises.

### Actual Results

<b>Date</b>	<b>Description</b>
09/18/2015	Three Exercises/Drills (not including Fire Drills) conducted. One Actual response included for lessons learned.

### Use of Results

<b>Date</b>	<b>Description</b>
09/18/2015	Continue to reinforce emergency response, management and recovery functions through exercises.

Obj ID	Objective	Objective Purpose	Objective Status
1380	Review and Update Emergency Operations Plans and Annexes	Operational	Ongoing

### Objective Description

The Emergency Operations Plan (EOP) and associated annexes require annual review to ensure they are current and consistent with college policy, emergency management requirements, partnering jurisdictions and organizations, and best practices. Minor changes may be made and noted on record of changes by Emergency Management Coordinator. Major revisions are required every three years, and shall be provided to President for review, approval and presentation to the Board of Trustees. The most current version of the EOP and associated annexes shall be posted to the I: Drive (Info Central) in the Emergency Management folder within the President's folder.

Institutional Goals
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
6 Strategic Goal #6

### Assessment Measures

Date	Description
09/05/2014	Show signature pages with date of review for each document.

### Intended Results

Date	Description
09/05/2014	For this year, EMC will review entire plan and all associated annexes. Presidential and Board approval not required unless major changes are made.

### Actual Results

Date	Description
09/18/2015	Emergency Operations Plan updated and approved. Several Annexes developed or updated. Several annexes still under development (Recovery, Mitigation). Still waiting for Texas City to complete their comprehensive EOP update.

### Use of Results

Date	Description
09/18/2015	Have developed a rotation and tracking mechanism to more easily monitor what plans or annexes are due for review. Continue annual review schedule.

Obj ID	Objective	Objective Purpose	Objective Status
1382	Create Emergency Management Credit Program	Developmental	In Progress

### Objective Description

Develop certificate program with intention of future Associates Degree in Emergency Management.

Convene Advisory Committee.

Seek approvals from college administration and WECM

Target for first class enrollment Fall 2015.

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

### Assessment Measures

Date	Description
09/22/2014	Does Advisory panel exist? Has it met? (Show Agenda, minutes, sign in sheet) Does certificate program curriculum exist? (Show structure) Has course content been created and approved? (Show course content) Are courses being offered? (Show listings)

### Intended Results

Date	Description
09/22/2014	Long term results include existence of a credit degree program in Emergency Management. Interim results include: - creation of advisory committee - creation of program structure - creation of course content - approval of program - initial credit offering

### Actual Results

Date	Description
09/18/2015	This objective was coopted by Dean of Continuing Education and Workforce Development.

### Use of Results

Date	Description
09/18/2015	Delete objective from EMC's SPOL. Add to Dean of CEWD.

**Unit Code:** 30000  
**Planning Unit:** Instruction

**Unit Manager**  
Templer, James

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1232	Create plans to expand dual credit to workforce programs.	Developmental	In Progress

**Objective Description**

Dual credit students will have the opportunity in Fall 2014 and Spring 2015 to enroll in at least one workforce program which will lead to opportunities for the completion of certificates and degrees after high school graduation.

<b>Institutional Goals</b>
<b>14-17 SG-1</b>
1 Strategic Goal #1
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

<b>Date</b>	<b>Description</b>
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**

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

**Actual Results**

<b>Date</b>	<b>Description</b>
09/04/2015	Dual credit students this year had the opportunity to enroll in Cosmetology courses, Welding courses, Criminal Justice courses,

**Use of Results**

<b>Date</b>	<b>Description</b>
09/04/2015	We continue to work with the ISD's to expand workforce program offerings in tandem with House Bill 5 endorsement tracks. We have also revived articulated credit opportunities via our membership in a statewide consortium coordinated by Lone Star College.



**Unit Code:** 30100  
**Planning Unit:** Library

**Unit Manager**  
Park, Kathryn

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1404	COM History	Operational	In Progress

**Objective Description**

Items related to the history of the College will be collected, preserved and made available.

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
09/29/2012	Number of items collected and preserved.
09/29/2012	Number of items cataloged, converted to digital format, available via Web.
09/14/2015	Views of COM History guide, photos, videos, blog and Google+.

**Intended Results**

Date	Description
09/29/2012	Items related to the history of the College will be collected and preserved.
09/29/2012	Items related to the history of the College will be accessible.

**Actual Results**

Date	Description
09/04/2015	<p>Cataloged, digitized and available via Web: 1,629 new photos made available via the web and 1 MP4 video; 127 times cataloged; 24 displays; 62,798 films, photos, slides and text documents waiting for funding to be digitized.</p> <p>Progress with collecting, cataloging, preserving, digitizing and publishing via Web is slow but significant. Assessment is ongoing.</p> <p>Collected and preserved: No additional materials were collected or preserved.</p> <p>There were 147,365 views of COM History guide, photos, videos, blog and Google+.</p>

**Use of Results**

Date	Description
09/04/2015	COM History items will continue to be collected, cataloging, preserved, digitized, with some made accessible via Web as time, funds and staffing permits. Gathering data on items was problematic so a new central spreadsheet has been created for recording stats. Other challenges are the overwhelming amount of work with very little staffing and obtaining items from other departments on campus.

**Unit Code:** 30300  
**Planning Unit:** Distance Education (Inactive 2015-2016)

**Unit Manager**  
 Wortman, Janet

Obj ID	Objective	Objective Purpose	Objective Status
1418	In support of Strategic goal #6 we will support compliance with HB 2504 by creating and facilitate the use of a publically accessible list of course syllabi, faculty CVs and course evaluations.	Developmental	In Progress

**Objective Description**

Support compliance with Texas HB 2504 by creating a publicly accessible web site where course documents, faculty CVs and course evaluations will be housed and provide training on the use of the new syllabus portal and facilitate its use.

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

**Assessment Measures**

Date	Description
09/12/2014	Create a publically accessible COM Syllabus course on Blackboard.
09/12/2014	Provide multiple formal training opportunities for all instructional program administrators on how to upload and display documents.
09/12/2014	Provide one-on-one follow-up sessions with program assistants as needed throughout the school year.

**Intended Results**

Date	Description
09/12/2014	To provide public access to courses syllabi, faculty CVs and course evaluations using Blackboard and train and support the program assistants who must upload and manage all documents.

**Actual Results**

Date	Description
05/18/2015	<p>A publically accessible location was created on COM's Blackboard server where areas were created for each of the instructional disciplines.</p> <p>Training sessions were held on July 23 and 29, 2014 giving administrative assistants instruction on how to manage their syllabi. Training included uploading, displaying and organizing course documents for each semester. Appropriate documentation was provided. Follow-up training was provided on 8/13/2014.</p> <p>Additional one-on-one training is ongoing and provided as needed.</p> <p>The publically accessible web site went live in September 2014.</p>

**Use of Results**

Date	Description
05/18/2015	Any member of the community can see course syllabi and faculty CVs for any credit course shortly after the start of the semester. Syllabi for previous semesters will remain visible for two years.

**Unit Code:** 30500  
**Planning Unit:** Dual Credit

**Unit Manager**  
Jones, Theresa

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1419	House Bill 5	Developmental	In Progress

**Objective Description**

Work with the ISDs and Dean of Workforce & Continuing Education to create 3 new endorsements the ISDs can offer their high school students.

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
09/12/2014	Evidence of new high school endorsements, programs and classes offered.

**Intended Results**

Date	Description
09/12/2014	Create a stronger partnership with the ISDs and increase dual credit options and enrollment.

**Actual Results**

Date	Description
09/24/2015	This goal has not been accomplished, it will be rolled to 2015-16. We have had an increase in work force dual credit enrollment with Hitchcock sending students to welding & cosmetology classes and SFHS continuing to send students to welding classes.

**Use of Results**

Date	Description
09/24/2015	We are in the process of creating work force dual credit pathways to present to our ISDs that can then be built into endorsements for their students. These programs would be offered fall 2016.

**Unit Code:** 31200  
**Planning Unit:** Fine Arts

**Unit Manager**  
Koerner, Sparky

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1241	Cultural Center for the Community - To serve as a cultural center for the community in the areas of Visual Art, Music and Theatre.	Operational	No Status

**Objective Description**

Provide quality community cultural events while increasing attendance.

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

<b>Date</b>	<b>Description</b>
09/05/2013	Monitor attendance in Art Gallery, Musical Performances and Theatre Performances.

**Intended Results**

<b>Date</b>	<b>Description</b>
09/05/2013	All events will have a minimum attendance of 70% capacity.

**Actual Results**

<b>Date</b>	<b>Description</b>
05/14/2015	The Art Gallery had exhibits though out the year, Music Ensembles Presented Concerts on and off Campus, The Theatre provided 6 productions in 2014-15

**Use of Results**

<b>Date</b>	<b>Description</b>
05/27/2015	Continue to make sure with Marketing that all events are publicized in local newspapers and social media and on the COM Web Site, also using email distribution list.

**Unit Code:** 35000  
**Planning Unit:** Workforce & Continuing Education

**Unit Manager**  
 Boone, Carla

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1322	marketing	Operational	In Progress

**Objective Description**

collaborate with the WACE Leadership and the Marketing Department to create a marketing plan to increase the awareness of the credit and non-credit CTE programs

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
08/16/2012	overall increased enrollment in credit and non-credit workforce programs
10/15/2014	aggregated student survey responses which identify how students found out about the workforce program in which they are enrolled

**Intended Results**

Date	Description
08/16/2012	increased enrollment in both credit and non-credit workforce programs
10/15/2014	a marketing plan for CTE programs will be developed by August 31, 2015

**Actual Results**

Date	Description
09/04/2015	Fall 2015 does show increased enrollment in the credit workforce programs. Non-credit workforce programs are remaining fairly consistent in enrollment as compared to previous years. A marketing plan has not been developed; however, a number of marketing strategies have been deployed in efforts to increase enrollments. These include the purchase of retractable banners for each credit workforce program, program flyers for both credit and non-credit workforce programs, and increased information on the college website.  A student survey has not been deployed. The Dean will be working with the WACE leadership in the next FY to determine if this objective should be rolled over.

Obj ID	Objective	Objective Purpose	Objective Status
1571	COM Partnerships	Operational	Ongoing

### Objective Description

All areas of workforce and continuing education will expand COM partnerships in workforce development throughout the service area.

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

### Assessment Measures

Date	Description
01/20/2015	A Workforce Development Advisory Committee will be developed and will have met by August 1, 2015.
01/20/2015	An Advisory Committee for CE Allied Health will have been established and will have met at least one time by August 1, 2015.
01/20/2015	An Advisory Committee for CE Industrial programs in HVAC and I&E will have been established and will have met at least one time by August 1, 2015.
01/20/2015	COM will partner with DOW to develop an apprenticeship program that targets high school juniors and seniors to enter the Petrochemical field as chemical process operators, I & E technicians, and analyzer technicians. A DOL grant to support this initiative will be submitted on or by April 30, 2015.

### Intended Results

Date	Description
01/20/2015	Workforce and Continuing Education will establish a COM Workforce Development Advisory Committee in collaboration with the Safety Council of Texas City.
01/20/2015	CE Allied Health will develop an advisory committee to guide future program development to meet the workforce needs of our service area.
01/20/2015	CE Industrial Programs will develop advisory committees for HVAC and I&E to guide future program development to meet the workforce needs of our service area.

### Actual Results

Date	Description
09/04/2015	CE Allied Health developed an advisory committee and met in July 2015.
09/04/2015	A Workforce Development Advisory Committee was not developed but steps have occurred toward the completion of such a committee. This measure will be reevaluated with CE directors in the Fall 2015 to determine if we will move forward with developing this committee.
09/04/2015	An Advisory Committee for CE Industrial Programs has not yet been created. The Dean will be working with the Director of Industrial programs to ensure this committee is formed by December 1, 2015.
09/04/2015	This measure will not be met. DOW decided not to include College of the Mainland in this apprenticeship program.

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

**Unit Manager**  
 Bergvall, Christina

Obj ID	Objective	Objective Purpose	Objective Status
1588	Add 5 more clinical rotation sites through signed affiliation agreements with facilities in the area.	Developmental	In Progress

**Objective Description**

Add 5 more clinical rotation sites to the current list of sites we have affiliation agreements with to allow our students to participate in the program addition, or as alternate site for programs with current clinical rotation components such as Certified Nurse Aide.

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

**Assessment Measures**

Date	Description
02/13/2015	Review the affiliation agreements with area facilities.
02/18/2015	Five additional clinical sites will be added by affiliation agreement by August 31, 2015.

**Intended Results**

Date	Description
02/13/2015	Adding the new sites to our current list will increase the awareness that facilities have of our programs and students ready to be employed, and increase the importance of their partnerships which improve their sense of ownership of the college.

**Actual Results**

Date	Description
09/01/2015	<p>Researched sites through online search engine, and through communication with instructors and network contacts. I then contacted the sites through email and/or phone and or face to face visits to establish a connection with each site. From there, I was able to determine which sites would be able to partner with us. Once those sites were identified, I determined what type of affiliation agreement was needed (COM generated or site generated). The education departments or clinical coordinators at each site were identified, and I communicated with them to ensure that all aspects of the agreement were aligned with expectations, and that our students attending the clinical rotation had clear expectations. We were able to obtain the following additional clinical rotation sites to allow our students to participate in a formal clinical rotation experience:</p> <ul style="list-style-type: none"> <li>The Rio at Mainland</li> <li>Bayou Pines</li> <li>Texas Chiropractic College</li> <li>UTMB clinics</li> <li>Dr. Freshman's Office</li> </ul>

**Unit Code:** 35300  
**Planning Unit:** C.E. Life-long Learning

**Unit Manager**  
 Vardeman-Aulds, Alesha

**Obj ID** 1327  
**Objective** Marketing Strategy  
**Objective Purpose** Developmental  
**Objective Status** In Progress

**Objective Description**

Increase visibility of the program by working with COM Marketing department

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
08/23/2012	Number of articles and events published in local news.
10/08/2014	There will be a brochure for the area of CE Lifelong Learning
10/09/2014	Number of EXPO's and community events attended, and number of community members that I communicate with at these events.
10/09/2014	Number of art shows host or co-hosted by LLL in the community

**Intended Results**

Date	Description
08/23/2012	Increase knowledge of the program in the community by attending EXPO's and other community events.
10/08/2014	Increase the number of art shows hosted or co-hosted by COM LLL by 25 %
09/03/2015	Increase the number of new students by 10%

**Actual Results**

Date	Description
08/31/2015	<p>2nd Annual Seniors Seaside EXPO - September 2014 - met and talked with over 1000 senior adults at our vendor table. 2014 we were \$100 level sponsor. in 2015 we will be a \$400 level sponsor for more publicity.</p> <p>Galveston County Health Fair @ Walter Brooks Parks - met and talked with several hundred senior adults at our vendor table</p> <p>Mainland Hospital Volunteers Quarterly Meeting - met and spoke with over 100 active seniors about the offerings through the COM 50 Plus Program</p> <p>Dickinson Knights of Columbus Monthly Meeting - met and spoke with over 100 members of the Dickinson Knights of the Columbus about the COM 50 Plus Program Offerings.</p> <p>Mainland Retired Teachers Association - met and spoke with over 50 retired teachers, including BOT member, Bennie Mathews, about the COM 50 Plus Program and also talked opportunities to teach in our program.</p> <p>Served on the United Way Allocations Committee Panel 2 with various community members. Attended several United Way functions as a part of this process and was able to talk about COM's Lifelong Learning Program, 50 Plus Program and COM is general to very involved community members.</p> <p>Full page AD was placed in the Texas City High School Reunion Program</p>



08/31/2015

ART SHOWS

In the last fiscal year, March of 2014, COM Senior Adult Program hosted our very first community art show at the Galveston Art League. At the reception and awards presentation, it was standing room only at the gallery and coincided with Art Walk during Mardi Gras, so many tourists to Galveston were able to view the work of our talented Senior Adult Student Artists. Marketing prepared a news story which was published in the Galveston Daily News and surrounding local media.

In July 2014, COM Art Gallery asked the Senior Adult Program to be the feature artists. Out of over 100 submissions 37 were selected by COM faculty to be in the gallery show. Once again, we had standing room only in the gallery and hallways surrounding the gallery for the reception and awards presentation. Marketing prepared a news story which was published in the Galveston Daily News and surrounding local media.

During the 2014-2015 Fiscal Year we participated in the following art shows:

1. The jewelry class participated in the Bead It Forward project and was featured in the October 2014 edition of the Bead and Button Magazine.
2. Selected by the Mayor of Texas City as a feature exhibit at the Texas City Art Festival in April 2015. We also had many students enter the juried show. 3 of our students won awards, including 1st place in 3-D for Quilt. Hundreds of guests were present for evening opening night, reception and awards and hundreds more visited the exhibit throughout the week. Marketing prepared a news story which was published in the Galveston Daily News and surrounding local media.
3. COM 50 Plus Program hosted a daytime reception and viewing of the Texas City Art festival. Approximately 75 senior adults and community members were in attendance for this event.
4. The 50 Plus Program honored one of our oldest and long-time student, Elaine Helm, with a feature exhibit entirely of her works at the Delmar Center in February 2015. Over hundred students and community members attend this event. Marketing prepared a news story which was published in the Galveston Daily News and surrounding local media.
5. COM 50 Plus Program hosted it's 2nd Annual Summer Art Show at the COM Art Gallery on the main campus. Once again, approximately 100 submissions were received and 48 pieces were selected for the gallery show. Once again we had standing room only, including 5 administrators and one BOT member, for the opening, reception and awards presentation in July 2015. Marketing prepared a news story which was published in the Galveston Daily News and surrounding local media. Various outside groups, including one bus of 36 seniors, visited the gallery to view the exhibit during the one month showing.

09/03/2015

Increased marketing in 2014-2015 has led to an increase in new students. Over 250 new students during 2014-2015. The goal of increasing our new students by 10% was exceeded. We achieved an almost 20% increase in new students during 2014-2015.

09/15/2015

Worked with Marketing and accomplished 27 positive articles/ads/press releases in local newspapers, local magazines and local online magazines

Achieved increased community awareness of the program by working with marketing on positive special interest stories about my program – 12 special interest stories were published this past year

**Use of Results**

Date	Description
08/31/2015	Attendance and vendor booths at the events listed, the Director speaking to local community organizations, the increased number of community art shows and the press releases and stories that coincided with many of these events contributed to an increase of over 200 new students in fiscal year 2014-2015.

**Unit Code:** 35500  
**Planning Unit:** C.E. Contract Training

**Unit Manager**  
Bacot, Danny

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1452	Provide grant oportunities for industry	Operational	Ongoing

**Objective Description**

Market to business and industry what grant options the contract training department in CE can offer.

<b>Institutional Goals</b>
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

<b>Date</b>	<b>Description</b>
09/26/2014	Grant enrollment records

**Intended Results**

<b>Date</b>	<b>Description</b>
09/26/2014	Increase CE enrollments

**Actual Results**

<b>Date</b>	<b>Description</b>
09/08/2015	I had two Small Businesses wanting to have a grant but they were denied by TWC due to their business not meeting qualification. The CE office has many grants currently and they will be in effect over the next two years.  This year (2014-2015) enrollments increased 45.8%

**Use of Results**

<b>Date</b>	<b>Description</b>
09/08/2015	Will continue to promote grant oportunities with our local business clients.

<b>Unit Code:</b>	<b>Planning Unit:</b>	<b>Unit Manager</b>
63000	Marketing & Communications	Garza, Amanda

<b>Obj ID</b>	<b>Objective</b>	<b>Objective Purpose</b>	<b>Objective Status</b>
1529	Extend awareness of COM's workforce training and services	Operational	No Status

**Objective Description**

Fall 2014 - Increase number of stories highlighting workforce education

Fall 2014 - Incorporate television and radio as well as national publication advertising and media relations

Spring 2015 - Begin advertising new workforce opportunities and services in local and regional magazines.

<b>Institutional Goals</b>
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-6</b>
6 Strategic Goal #6

**Assessment Measures**

Date	Description
10/07/2014	Review enrollment statistics in the workforce programs.

**Intended Results**

Date	Description
10/07/2014	Success by growth in enrollment in the workforce programs and partnerships in workforce-related programs and services.

**Actual Results**

Date	Description
09/30/2015	Increased enrollment in technical programs from 187,408 contact hours to 197,808 contact hours.

**Use of Results**

Date	Description
09/30/2015	Continue advertising campaigns along a similar message and avenues.  Research other ways to advertise to reach target audience.

Obj ID	Objective	Objective Purpose	Objective Status
1575	Develop and implement a positive COM messaging campaign	Operational	Ongoing

### Objective Description

Develop and implement a positive COM messaging campaign.

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

### Assessment Measures

Date	Description
01/22/2015	Track number of articles with positive COM image published locally.

### Intended Results

Date	Description
01/22/2015	Create an environment in which COM is perceived in a positive manner in the community.

### Actual Results

Date	Description
01/22/2015	<p>Since last August more than 200 articles with a positive COM message have been in various local publications.</p> <p>Created advertising campaigns using successful COM students (print ads, billboards, commercials, digital ads, COM digital displays, website, social media) for promoting registration, programs and events.</p>

### Use of Results

Date	Description
01/22/2015	<p>Continue to publish articles about COM that contain a positive message.</p> <p>Continue to highlight COM success stories and using COM students in campaigns.</p>

**Unit Code:** 70000  
**Planning Unit:** Student Success Council

**Unit Manager**  
 Templer, James

**Obj ID** 1431  
**Objective** Administer SSC  
**Objective Purpose** Operational  
**Objective Status** 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
<b>14-17 SG-1</b>
1 Strategic Goal #1
<b>14-17 SG-2</b>
2 Strategic Goal #2
<b>14-17 SG-3</b>
3 Strategic Goal #3
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
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.

**Actual Results**

Date	Description
09/04/2015	During academic year 2014-2015, ten SSC meetings, with an agenda and minutes kept for each, were held on the following dates: 9/23/14 10/28/14 11/5/14 11/25/14 1/27/15 2/24/15 3/24/15 4/28/15 5/26/15 6/23/15

## Use of Results

Date	Description
09/04/2015	Continue to schedule and facilitate meetings of the SSC.

Obj ID	Objective	Objective Purpose	Objective Status
1432	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
<b>14-17 SG-1</b>
1 Strategic Goal #1
<b>14-17 SG-2</b>
2 Strategic Goal #2
<b>14-17 SG-3</b>
3 Strategic Goal #3
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
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.

### Actual Results

Date	Description
09/04/2015	We experienced some challenges in documenting the progress of SSC committee recommendations all the way through from development to assignment to an appropriate unit for implementation. As a result of this difficulty, the VPI and VPSS developed a form to assist in tracking recommendations from the time that they are considered in Cabinet to the time that they are assigned to a unit for implementation.

### Use of Results

Date	Description
09/04/2015	Due to the difficulties experienced in tracking recommendations, the VPI and the VPSS developed a form to assist in tracking recommendations once they have gone to Cabinet for approval and assignment. Not only will we use this form to improve the tracking process, but we will also ensure that the progress of recommendations through the process of review will be regularly documented in the tracking form on the I-drive by making the tracking form a part of the SSC meeting agenda.

Obj ID	Objective	Objective Purpose	Objective Status
1436	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
<b>14-17 SG-1</b>
1 Strategic Goal #1
<b>14-17 SG-2</b>
2 Strategic Goal #2
<b>14-17 SG-3</b>
3 Strategic Goal #3
<b>14-17 SG-4</b>
4 Strategic Goal #4
<b>14-17 SG-5</b>
5 Strategic Goal #5
<b>14-17 SG-6</b>
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.

### Actual Results

Date	Description
09/04/2015	The BOT was kept regularly informed about SSC activity through presentations made by the VPI and the VPSS. Key activities of the SSC were also reported in the ILC and SSLC.

### Use of Results

Date	Description
09/04/2015	Continue to increase communication about SSC activity in these same venues and to other audiences as well.