

Strategic Planning Results

Sorted By: Planning Priority

Planning Year: 2015-2016

Planning Priority: AP #6 - Improve COM's image in the community

Unit Code: 20000	Planning Unit: President's Office	Unit Manager Allbright, A. Rodney	
Obj ID 1802	Objective Positive COM messaging campaign	Objective Purpose Operational	Objective Status 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.

Assessment Measures

Date	Description
01/23/2015	Number of positive message articles published. Positive response to the campus master plan process.

Intended Results

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

Obj ID	Objective	Objective Purpose	Objective Status
1803	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.

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.

Unit Code: 30100
Planning Unit: Library

Unit Manager
Park, Kathryn

Obj ID	Objective	Objective Purpose	Objective Status
1635	COM History	Operational	In Progress

Objective Description

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

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.

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	Collected and preserved: 658 photos, 720 slides and 21,312 digital photos were collected and preserved. Cataloged, digitized and available via Web: 245 items digitized; 51 items cataloged; 62,798 waiting for funding

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

Unit Manager
Bergvall, Christina

Obj ID	Objective	Objective Purpose	Objective Status
1717	Maintain an Advisory Board to meet annually	Operational	Not Started

Objective Description

The Advisory Board will meet annually to determine best practices for the current programs, and exchange ideas and information for new programs.

Assessment Measures

Date	Description
09/04/2015	The Advisory Board will meet annually.

Intended Results

Date	Description
09/04/2015	The CE Allied Health programs will receive input from community healthcare providers regarding program practices, structure, new program offerings, and program evaluations.

Actual Results

Date	Description
09/09/2016	The Advisory Board met in May of 2016.

Use of Results

Date	Description
09/09/2016	The feedback from the Advisory Board meeting assisted us in streamlining our processes, and gave us opportunities to discuss how to improve program evaluations.

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

Unit Manager
Bacot, Danny

Obj ID	Objective	Objective Purpose	Objective Status
1777	Provide grant opportunities for industry	Operational	Ongoing

Objective Description

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

Assessment Measures

Date	Description
09/17/2015	Grant enrollment records

Intended Results

Date	Description
09/17/2015	Increase CE enrollments

Actual Results

Date	Description
09/09/2016	Discussed grant opportunities with companies and the International Brotherhood of Electrical Workers.

Use of Results

Date	Description
09/09/2016	Companies declined. International Brotherhood of Electrical Workers (IBEW) applied for an additional grant for their Journey worker courses. We received a grant for the IBEW courses, but not the additional grant for Journey worker training due to the class schedule not being in the funding timeline.

Unit Code:	Planning Unit:	Unit Manager
76000	SSC Subcommittee 6: Community Support and Connections	Koerner, Sparky

Obj ID	Objective	Objective Purpose	Objective Status
2031	College of the Mainland will provide services/processes that connect the College to the community in a mutually growth-enhancing cycle.	Operational	Ongoing

Objective Description

In working with the community SSC#6 decided to create a Community Volunteer Corps (CVC) This was a directive from the Leadership Retreat from January 2016.

Assessment Measures

Date	Description
09/23/2016	<ol style="list-style-type: none"> 1. Number of volunteers 2. Number of departments using volunteers 3. Number of student contact hours with volunteers 4. Total number of hours volunteered for the year

Intended Results

Date	Description
09/23/2016	<p>The members of the community volunteer Corps (CVC) will support special events in various departments across the campus throughout the year. They will work along with COM employees and the multi-generational student population and will gain an understanding of the campus and the learning experience available to the students. They can then share their experience with the community. Place 3-5 CVC Partners in the following :</p> <ol style="list-style-type: none"> 1. Library 2. Theatre 3. Art Gallery 4. 1st week of registration and 1st week of classes (6 weeks per year) 5. Mentors / Tutors 6. Children / Lab School 7. Lifelong Learning reception / Greeter / Front Desk and 50 Plus Events 8. Office work (Filing, mailings, inventory, etc.) various departments 9. Special Events (all CVC partners)

Actual Results

Date	Description
09/23/2016	This proposal is on hold until further notice.
09/23/2016	<p>Proposed Budget Implications:</p> <p>A. Budget</p> <p>a. Personnel: One part-time Volunteer Coordinator (19/wk) and one part-time Asst. Volunteer Coordinator(so no benefits)</p> <p>Coordinator Pay: (19/wk) = 19 x \$15 = \$285 x 48 weeks = \$13680</p> <p>Asst. Coordinator Pay: (19hrs/wk) x \$9.5 =\$180.50 x 48 wks = \$8664</p> <p>b. Background Checks for all volunteers (using Hireright.com or similar – approx.. \$30 per applicant) \$30 x 75 people = \$2250</p> <p>c. Office supplies \$1000</p> <p>d. Marketing, applications, brochures, guidelines and process for approving volunteers \$1000</p> <p>e. Volunteer</p> <p>i. Vests (property of the college – stays at the college) \$20 x 100 = \$2000</p> <p>ii. T-shirts (given to volunteers as recognition) \$10 x 75 ppl = \$750</p> <p>f. Annual volunteer recognition luncheon and recognition items \$1500</p> <p>g. Total = \$30844</p>

Use of Results

Date	Description
09/23/2016	No action is being taken at this time so there are no Use of Results
09/23/2016	<p>EXPECTED OUTCOMES</p> <p>Expected Outcomes</p> <p>b. Volunteer Partner's participating in the College of the Mainland (COM) Community Volunteer Corps (CVC) will experience internal growth and satisfaction by interacting with multi-generational students and multiple departments across campus. CVC partners' will learn and see firsthand how and why a community college functions, and seeing our dedication to student success, development, and growth.</p> <p>c. While experiencing positive interactions and service at COM as a Volunteer Partner; Partner's will grow into ambassadors for College of the Mainland when out in community. Volunteer Partner's will be able to speak to the College's mission and dedication to student success as they attend community events in their personal lives. Such functions as Church service and events, Neighborhood functions, and community gatherings will provide the opportunity for the Volunteer Partner's to disseminate positive information of the College and to tell of their experiences of spending time on campus assisting with our events and mission.</p>