

Ogden-Weber Applied Technology College Strategic Plan Overview Outcome Measures – FY2012

Objective	Strategies	Responsible	Quarterly Benchmark Dates	Specific Actions	Outcome Measures
<p><u>Enrollment/Retention:</u> Increase student completion, licensure, and placement by ensuring that students possess the skills and capabilities, e.g., academic readiness, life skills, job skills, work ethic, that will allow them to be successful in their chosen programs and occupations.</p>	<p>Implement changes in programmatic structuring to provide an enhanced experience for new students.</p>	<p align="center">James Taggart</p>	<p align="center">9/30/11 12/31/11 3/31/12 6/30/12</p>	<p>09/30/11: Establish cohort start dates for each program. 12/31/11: Based on student and instructor feedback, develop first week class orientation guidelines. 03/31/12: Conduct evaluation on retention impact during second and third quarters. 06/30/12: Finalize retention data in determining impact of cohort start dates and enhanced program orientation.</p>	<p>Each program will have an increase in student retention rates for FY12.</p>
	<p>Develop and coordinate ongoing student feedback practices as part of programmatic continuous improvement processes.</p>			<p align="center">James Taggart</p>	<p align="center">9/30/11 12/31/11 3/31/12 6/30/12</p>

<p><u>Enrollment/Retention (cont.)</u>: Increase student completion, licensure, and placement by ensuring that students possess the skills and capabilities, e.g., academic readiness, life skills, job skills, work ethic, that will allow them to be successful in their chosen programs and occupations.</p>	<p>Implement phase two of the Safety Security Emergency Management (SSEM) Plan.</p>	<p>Tyler Call</p>	<p>9/30/11 12/31/11 3/31/12 6/30/12</p>	<p>9/30/11: Complete a Security webpage on college website to be a source of SSEM info. Conduct a college security survey. 12/31/11: Complete a 3 year Training & Exercise Plan (TEP) to include campus safety, security and emergency management. Evaluate security survey. 3/31/12: Implement training plan. Participate in statewide earthquake exercise, i.e. activate Emergency Operations Center (EOC) and exercise Community Emergency Response Team (CERT). 6/30/12: Continue training plan. Conduct exercise.</p>	<p>Successful execution of phase two of the SSEM Plan.</p>
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<p><u>Enrollment/Retention (cont.):</u> Increase student completion, licensure, and placement by ensuring that students possess the skills and capabilities, e.g., academic readiness, life skills, job skills, work ethic, that will allow them to be successful in their chosen programs and occupations.</p>	<p>Launch a customer experience initiative to improve the way we route calls, answer questions, and utilize feedback throughout student services.</p>	<p>Rhonda Lauritzen</p>	<p>9/30/11 12/31/11 3/31/12 6/30/12</p>	<p>9/30/11: Merge main switchboard function with student services receptionist, hire new receptionists and create help desk function, ensuring that calls are answered by a live person. Train staff and establish flow for routing calls and questions. 12/31/11: Obtain feedback on how the call routing process is working and make adjustments. Research methods for collecting customer feedback regarding student services and write a plan for implementation. 3/31/12: Implement new collection methods. 6/30/12: Compile data obtained throughout year and provide report to student services staff, Admin and college employees. Write separate memo on improvements to make based on data.</p>	<p>Establish new customer feedback methods and benchmarks for customer service.</p>
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<p><u>Enrollment/Retention (cont.):</u> Increase student completion, licensure, and placement by ensuring that students possess the skills and capabilities, e.g., academic readiness, life skills, job skills, work ethic, that will allow them to be successful in their chosen programs and occupations.</p>	<p>Craft a marketing strategy to recruit students as they graduate from high school.</p>	<p>Rhonda Lauritzen</p>	<p>9/30/11 12/31/11 3/31/12 6/30/12</p>	<p>9/30/10: Explore marketing ideas for reaching students as they graduate from high school and draft an 18-month plan. 12/31/10: Host parent night and attend college tours on the high school campuses, emphasizing attendance after graduation. 3/31/11: Implement strategies targeting seniors who are in college application mode. 6/30/11: Implement strategies to attract summer and fall college enrollments for recent graduates.</p>	<p>Establish benchmarks for recruiting students as they complete high school.</p>
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<p><u>Enrollment/Retention (cont.):</u> Increase student completion, licensure, and placement by ensuring that students possess the skills and capabilities, e.g., academic readiness, life skills, job skills, work ethic, that will allow them to be successful in their chosen programs and occupations.</p>	<p>Implement changes in reporting and processes within Fiscal Services and Human Resources to enhance efficiencies, resulting in improved customer service to faculty and staff.</p>	<p>Tyler Call</p>	<p>9/30/11 12/31/11 3/31/12 6/30/12</p>	<p>9/30/11: Complete the remodel of Human Resource space, allowing for greater training capability and a more aesthetically pleasing and welcoming environment. Update MAS500 to latest version in preparation for the implementation of new MAS Intelligence financial reporting tool. Survey faculty and staff regarding areas for improvement in customer service in Fiscal and HR. 12/31/11: Design current financial reports using MAS Intelligence. Create new reports based on user recommendations. Coordinate with directors and managers to develop a list of training opportunities and other resources available through HR. Provide administration with survey results and a plan on how customer service recommendations will be implemented. 3/31/12: Research and provide management with options associated with HR databases that will allow for greater efficiencies in reporting with employee data. Train on use of new financial reporting tool MAS Intelligence. 6/30/12: Follow-up survey to faculty and staff to receive feedback on implementation of new tools and resources.</p>	<p>Better customer service for faculty and staff by implementing new tools and expanding resources available to them. Chart progress in areas that need improvement by documenting with pre and post customer satisfaction surveys.</p>
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