

<p>PBCC Goal: Goal #5: The College will practice effective enrollment management to ensure optimal access, retention, program completion and student success.</p>	<p>PBCC Objective: Objective 5A: By 2012, the College will increase retention and completion rates by 10 percent.</p>	
<p>Strategy to Address the Objective: E-mail: Improve the activation process and communication with student via the My.PBCC.EDU e-mail system and implement e-mail communication standards.</p>		
<p>Desired Outcome of the Strategy: Eliminate the barriers of activation of the My.PBCC.EDU e-mail student system by 90 percent in 3 years and improve customer satisfaction for service provided through e-mail to 80 percent by 2012.</p>		
<p>Brief Narrative Description of the Strategy and Plan: This plan calls for increasing the methods by which students can learn the necessity of activating and initiating their My.PBCC.EDU e-mail accounts and creating a uniformly high level of customer service via e-mail through implementation of the related recommendations in the 2008-09 Students Matter initiative report.</p>		
<p>Team Members: Dr. Grace Truman, Col. Relations/Marketing Director, LW/College-Wide Edward Mueller, College Registrar, LW/College-Wide Karen Diamond, BAS Admissions Specialist, LW Erin Jordan, Accounts Receivable Mgr, LW/College-Wide Ron Long, Advisement Coordinator, PBG Donna Marquardt, Testing Coordinator, BR Tabatha McDonald, Col. Relations & Mktg. Specialist, LW/College-Wide Julie Reiman, Business Analyst, LW Rusty Wallraff, College Info. Ctr. Coordinator, LW/College-Wide Paula Souza, Campus Registrar, BR</p>	<p>Submitted by: Edward Mueller and Grace Truman</p>	<p>Date: 4/24/2009</p>

<p>Action Steps <i>What will be done?</i></p>	<p>Responsibilities <i>Who will do it?</i></p>	<p>Timeline <i>By when?</i> <i>(Day/Month)</i></p>	<p>Resources A. <i>Resources Available</i> B. <i>Resources Needed (financial, human, political & other)</i></p>	<p>Potential Barriers A. <i>What individuals or offices may resist?</i> B. <i>How?</i></p>	<p>Involvement A. <i>What groups are involved?</i> B. <i>How are they involved?</i></p>
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Step 3: Develop and implement training in the communication standards for e-mail in "Students Matter."	Human Resources	Fall 2010	A. Students Matter Report Instructors Human Resources Training System B.	A. Faculty and Staff B. Workload	A. Human Resources Instructors B. HR conducts and organizes training Department Managers Implement the standards
Step 4:			A. B.	A. B.	A. B.
Step 5:			A. B.	A. B.	A. B.
Step 6:			A. B.	A. B.	A. B.

Evidence of Success: *(What evidence will be provided that progress is being made? What are the benchmarks of success?)*

Progress will be measured by the completion of each of the above steps according to the prescribed timeline. These completion points also will serve as the success benchmarks.

Assessment Process: *(How will the outcomes of the strategy be measured? What are the specific measures?)*

The outcome of the strategy will be measured by assessing whether each department has completed the above steps and has undergone training in the new e-mail communication standards. Random checks also should be employed to monitor actual departmental compliance with standards.

Request for Funds *(Are funds required to implement the action plan?)*

Describe the need for funds	Type of Funding	Amount Needed	Date Needed
	<input type="checkbox"/> Materials/Supplies <input type="checkbox"/> Personnel <input type="checkbox"/> Other		
	<input type="checkbox"/> Materials/Supplies <input type="checkbox"/> Personnel <input type="checkbox"/> Other		
	<input type="checkbox"/> Materials/Supplies <input type="checkbox"/> Personnel <input type="checkbox"/> Other		

Progress Report: *(To be completed during the action plan at determined points)*

Date:	Describe Progress:	Barriers to Implementation:	Submitted by:	Current Status:
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red
				<input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Red

Green = On schedule
Yellow = Delayed
Red = Very behind schedule