

<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%.</p>	
<p>Strategy to Address the Objective: Electronic Technology: PBCC Web site - Create "How To" and "Informational" videos that help students navigate the Web site and teach students how to use College services.</p>			
<p>Desired Outcome of the Strategy: Increase the number of videos on the College Web site by 50 percent by 2010, and an additional 25 percent over the next two years .</p>			
<p>Brief Narrative Description of the Strategy and Plan: This plan calls for a College-wide effort to create online videos of 3 to 5 minutes in length to help students with information about the College and its policies and procedures. These "How To" videos will help students navigate through admissions, registration, advising and other college processes.</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? (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 1: Identify processes that students/staff benefit from web-based instructional or informational videos.	Dean of Student Services and/or Academic Services	Jan. 2010	A. Live Chat Data Departmental Data B. Data	A. N/A B.	A. College Information Center Student Services Academics B. Identifying Key Areas
Step 2: Develop web-based videos to assist students/staff with instructions or information as identified in Step 1.	Media Technology & Instructional Services College Information Center and the identified departments		A. Media Services Web Tools B. None	A. N/A B.	A. As identified B. Creation of video
Step 3:			A. B.	A. B.	A. B.
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 the Web-based videos created are of value to students, as measured by evaluations and usage data.

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