

<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: Telephone Services: Create a standardized format for all automated responses on the phone system and develop a customer-friendly personal response culture and process when answering phones.</p>		
<p>Desired Outcome of the Strategy: Implement telephone and voice mail standards recommended by the "Student Matters" initiative report to increase customer satisfaction to 80% by 2012.</p>		
<p>Brief Narrative Description of the Strategy and Plan: This plan calls for a College-wide effort to establish and implement standardized phone etiquette for both automated responses and individual response when answering phones and providing customer service via phones. The procedure should follow the guidelines developed in 2008-09 through the "Student Matters" initiative.</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 1: Review and conduct an assessment of the automated responses College-wide.	College Information Center	Sep. 2009	A. College Information Center B. None	A. N/A B.	A. College-wide B.
Step 2: Develop a college policy for automated response standards for implementation College-wide.	Human Resources College Information Center	June 2010	A. In Place B.	A. Human Resources Marketing College Information Telecommunications B.	A. Departments with automated responses B.
Step 3: Implement telephone and voice mail standards as recommended by "Students Matter."	Human Resources College Information Center	Sep. 2010	A. In Place B. Consultant to support HR training program	A. N/A B.	A. College-wide B. Training
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 telephone and voice mail 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
Consultant contract for development, delivery of training	<input type="checkbox"/> Materials/Supplies <input type="checkbox"/> Personnel <input checked="" type="checkbox"/> Other	\$28,000-\$30,000	Early 2010
	<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