

PBCC Goal: The college will practice effective enrollment management to ensure optimal access, retention, program completion and student success.	PBCC Objective: By 2012 the College will increase retention and completion rates by 10%.	
Strategy to Address the Objective: Currently, students receive topical, strategic communications about financial aid opportunities and relevant application processes; there is need to provide more individualized, student-specific messages on their personal PantherWeb.		
Desired Outcome of the Strategy: More students relying on PantherWeb for the most current information about their individual aid application and awards.		
Brief Narrative Description of the Strategy and Plan: Evaluate current configuration of PantherWeb and message content, including student focus groups; re-design as appropriate in one or more media.		
Team Members: Amy McDonald, Felicia Phair, Dugues Jean-Laurent, Marvita Davis, Shirley Diah, Dave Bodwell, Carol Cook	Submitted by: Dave Bodwell	Date: Sept. 2009

Action Steps <i>What will be done?</i>	Responsibilities <i>Who will do it?</i>	Timeline <i>By when?</i> <i>(Day/Month)</i>	Resources A. <i>Resources Available</i> B. <i>Resources Needed (financial, human, political & other)</i>	Potential Barriers A. <i>What individuals or offices may resist?</i> B. <i>How?</i>	Involvement A. <i>What groups are involved?</i> B. <i>How are they involved?</i>
Step 1: Understand limitations and determine unused capabilities of PantherWeb, including alternatives to written messages.	Bodwell, Phair, McDonald	Nov.15, 2009	A. IT, FCCSC (Consortium) B. None anticipated	A. IT, FCCSC B. Time constraints; lack of lead time for substantive changes.	A. PBCC IT, FCCSC B. Explaining capabilities and limitations; understanding which are PBCC vs. FCCSC domain.

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Step 2: Visit/View the Student Secure Web of other FCCSC colleges: Broward, Indian River, other.	Bodwell, Phair McDonald	Dec. 15, 2009	A. Minimal travel expense B. Time of counterparts at other institutions identified; time of FCCSC staff	A. Time constraints B. Time constraints	A. McDonald, Phair, Bodwell to travel or conference call with other institutions and FCCSC staff
Step 3: Determine which messages/individualized communications to be added to PBCC PantherWeb.	Bodwell, FA Coordinators	Feb 1, 2010	A. FA Staff B. None anticipated	A. None, at this step B.	A. Bodwell, Cook, FA Coordinators B. Preparing script for each message
Step 4: Test message clarity with student focus groups; revise as indicated.	Bodwell, Phair	Feb 15, 2010	A. Student Activities staff, SGA B. None anticipated	A. None B.	A. Student Activities/SGA. B. Arrange meetings; FA staff lead groups.

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Step 5: Post messages to PantherWeb: written/video/audio/telephonic Formats.	Bodwell, Cook McDonald/IT , Phair	Mar 15, 2010	A. Possibly Media Services, Telephone Systems, IT B. Time, equipment, funds	A. Possibly Media Services, Telephone Systems, IT B. Lack of time or equipment	A. Media Services, Telephone Systems, IT, FA Staff B. Making messages available in multiple media
Step 6:			A. B.	A. B.	A. B.
Step 7:			A. B.	A. B.	A. B.
Step 8:			A. B.	A. B.	A. B.
Step 9:			A. B.	A. B.	A. B.
Step10:			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?)*

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

Increase in "hits" to messages on PantherWeb; fewer phone calls and office visits; student evaluations of effectiveness.

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