

Vernon College Annual Action Plan and Other Target Dates 2011-2012 Working Timeline

September
Admissions, Records, and Financial Aid Financial Aid <ol style="list-style-type: none"> 1. Provide documented entrance and exit loan counseling opportunities for student borrowers. 2. Contract with consulting firm to contact students approaching default status to explain options and consequences. 3. Participate in New Student Group Advising and create brochure. 4. Outreach to financial aid applicants with personalized letter from VC President. 5. Create "Chap Assistance TV" instructional website. 6. Create Financial Aid "8 Easy Steps to the FAFSA" website. 7. Provide Financial Aid outreach presentations to high school students/parents and counselors.
Instructional Services Library <ol style="list-style-type: none"> 1. Open Century City Library 30 minutes earlier at 7:30am on weekdays. 2. Ensure staffing and funds are available to support extended weekday hours. 3. Advertise updated hours of operation. Special Services <ol style="list-style-type: none"> 1. Create job description for STC PASS Center Coordinator 2. Advertise job via website and Wichita Falls Newspaper 3. Hire Coordinator
Office of the President Institutional Advancement <ol style="list-style-type: none"> 1. Establish a "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications both College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.
Other Target Dates Institutional Effectiveness <ol style="list-style-type: none"> 1. 10-11 Annual Action Plan Summaries due to Director of Institutional Effectiveness 2. CE Committee reviews Mission and Long Term Objectives
October
Instructional Services Special Services <ol style="list-style-type: none"> 1. Locate an office that can be assigned to the Coordinator of Interpreting Services and the new interpreter/ADA liaison. 2. Publish location of office on website and in Special Services Brochures the next time they are printed. 3. Provide a computer, desk, chair, and file cabinet for use in the office.
Other Target Dates Institutional Advancement/Instructional Services – Spring schedule to printers???

President's Office/Effectiveness

1. CE Committee reviews Primary Goals and develops/selects Priority Initiatives
2. External review of Strategic Plan Components including the Mission
3. Board of Trustees reviews and approves Mission and Long Term Objectives

November**Administrative Services****Physical Plant**

1. Quarterly reviews by Dean of Administrative Services to make sure we're on target to complete projects.

Admissions, Records, and Financial Aid**Financial Aid**

1. Hire and train additional personnel as needed to serve VC students.

Student Records

1. Run a degree audit on each degree or certificate seeking student as indicated on their application for admissions thus allowing them to track their status towards graduation through Campus Connect.
2. Send progress reports to notify students of their academic status.
3. Notify students of President or Dean List honors each Fall and Spring semester.

Office of the President**Information Technology**

1. Ongoing POISE training
2. Microsoft Server 2008 training
3. Microsoft Exchange Server 2008 training
4. Ektron CMS Training
5. Have quarterly meetings of the Technology committee to plan future Technology needs.

Institutional Advancement

1. Develop and implement an annual President's Report to be sent to all constituencies as well as all media outlets in the 12 county service area

Quality Enhancement

1. Administer the Survey of Entering Student Engagement (SENSE).

Student Services

1. Updating and evaluating all technology hardware in Student Services.

Other Target Dates**President's Office/Effectiveness**

1. Board of Trustees reviews and approves Priority Initiatives
2. Begin development of component 12-13 Annual Action Plans (component leadership)

December**Office of the President****Information Technology**

1. Install virtual desktop servers and thin clients in College libraries
2. Assign software packages to IT staff
3. Purchase helpdesk/online assistance software Provide training and online support for QEP via IT Staff.

4. Purchase copies of software for training
5. Suggest additions and upgrades to software used by QEP

Quality Enhancement

1. Recruit new pilot participants.
2. Review pilot project documentation and provide support and training for incorporation of General Education Outcomes and development of assessment measures.
3. Provide training and professional development to be completed each semester by December 2011 and May 2012.
4. Organize and conduct trainings, Oversee pilot mentor program, Schedule and conduct one-on-one meetings, Participate in NISOD convention.
5. Provide technical and operational support through purchase of software and equipment, completion of mid and end-of-year reports, providing oversight for pilot portion of the QEP timeline.
6. Quality Enhancement Resource Inventory list results. December 2011 & May 2012
7. Participate in SACS pre-conference workshops and SACS 2011 Annual Meeting.
8. Analyze the Community College Survey of Student Engagement (CCSSE) data and information to prepare and present results and findings.

Student Services

1. Offer "brown bag" lunch sessions for students at CCC, Vernon and Skills Training Center Campuses where counselors will offer a brief presentation on available academic support services resources and lengthy question and answer period.
2. Promote QEP Pilot Project application to Student Services staff and encourage project development and innovative thinking.
3. Identify unused classroom style space on the Vernon Campus that can serve as a devoted study hall area for athletes.
4. Work with VC IT department to provide Wireless Internet Services in the Vernon College Residence Halls so that student residents can utilize it.

Other Target Dates

President's Office/Effectiveness

1. Annual Action Plan preliminary drafts due to Institutional Effectiveness and forwarded to appropriate committee chairs

January

Admissions, Records, and Financial Aid

Financial Aid

1. Attend annual DOE conference, called THECB conferences, and other professional development opportunities.

Instructional Services

1. Purchase 2 new student workstations for Sheppard Learning Center.
2. Cascade two computers from Century City to STC and Seymour for use as webcam terminals. Replace the cascaded computers with new workstations.

Library

1. Purchase Adobe Captivate 5 Software
2. Develop interactive, screen capture video to help illustrate concepts covered in the catalog search tutorial.
3. Redesign database tutorial using Adobe Captivate 5 Software.
4. Pursue online training opportunities to learn advanced features in Captivate 5 software. Learn how to insert interactive text objects and quizzes.
5. Take advantage of the library website and VC's social networking pages (Facebook and Twitter) to advertise library services.
6. Post information on VC message boards in Vernon and Century City Center.
7. Place library brochure in student advising centers and lobbies at all locations.
8. Update library flyer and email to all VC students at the start of each semester.
9. Update flyer with student video clips.

10. Sponsor library open house at STC and distribute promotional materials (retractable pencils) with logo.
11. Purchase 9 new chairs similar in design to the remaining upholstered chairs.

Office of the President**President's Office/Effectiveness**

1. Maintain hardware and software inventory, and anticipated replacement rotation list.
2. Monitor and ensure budget development for efficient purchasing.
3. Provide formal and informal opportunities for input.
4. Utilize community focus and advisory groups.
5. Develop a specific job description and hire someone to fill the Century City leadership position.

Student Services

1. Create a position and job description to meet the needs of potential students.

Other Target Dates**Institutional Advancement**

1. Catalog corrections due by January 31

President's Office/Effectiveness

1. Midyear 11-12 committee reports due to Institutional Effectiveness

February**Administrative Services****Business Office**

1. Use Live Person Live Chat to answer student's questions on the website.
2. Use Google Analytics to obtain data on website traffic.
3. Use Google online survey to obtain student feedback.

Administrative Services**Physical Plant**

1. Quarterly reviews by Dean of Administrative Services to make sure we're on target to complete projects.

Office of the President**Information Technology**

1. Ongoing POISE training
2. Microsoft Server 2008 training
3. Microsoft Exchange Server 2008 training
4. Ektron CMS Training
5. Have quarterly meetings of the Technology committee to plan future Technology needs.

Other Target Dates**President's Office/Effectiveness**

1. Annual Action Plans due to Institutional Effectiveness by February 1
2. Annual Action plans to appropriate committee chairs by February 10
3. Review and approve committee reports of Annual Action Plans by CE Committee – February 28

March**Administrative Services**

Business Office

1. Create budget worksheets for administrative team to show prior year budget and actual dollars
2. Conduct various budget work sessions with each individual responsible for budget data.
3. Conduct budget workshops with Board of Trustees
4. File approved budget with all appropriate entities.

Other Target Dates**Institutional Advancement**

1. Scholarship Deadline March 1
2. Scholarship Committee meeting

President's Office/Effectiveness

1. Approved Annual Action Plan committee reports due to Leadership for review and finalized into Master Plan
2. Begin budget development process (component leadership)

April**Administrative Services****Business Office**

1. Include sufficient resources in the annual budget to allow Business Office staff to attend annual POISE and Dep't of Ed training.
2. Attend local, state and national business officer meetings to include SACUBO & TACCBO.

Other Target Dates**Institutional Advancement**

1. Catalog submitted to printer
2. Scholarship Banquet

President's Office/Effectiveness

1. Faculty and Staff input in to budget development (component leadership)

May**Administrative Services****Physical Plant**

1. Quarterly reviews by Dean of Administrative Services to make sure we're on target to complete projects.

Office of the President**Information Technology**

1. Ongoing POISE training
2. Microsoft Server 2008 training
3. Microsoft Exchange Server 2008 training
4. Ektron CMS Training
5. Have quarterly meetings of the Technology committee to plan future Technology needs.

Quality Enhancement

1. Publish "the Chap" student newsletter once a semester to be posted on the website and sent to all student's via their Vernon College email account.
2. Present/provide information at orientations - students, new employees, Fall and Spring faculty and staff developments.
3. Recruit new pilot participants.
4. Review pilot project documentation and provide support and training for incorporation of General Education Outcomes and development of assessment

measures.

5. Provide training and professional development to be completed each semester by December 2011 and May 2012.
6. Organize and conduct trainings, Oversee pilot mentor program, Schedule and conduct one-on-one meetings, Participate in NISOD convention.
7. Provide technical and operational support through purchase of software and equipment, completion of mid and end-of-year reports, providing oversight for pilot portion of the QEP timeline.
8. Quality Enhancement Resource Inventory list results. December 2011 & May 2012
9. Provide training opportunities and technical support through the pilot mentor program and the faculty/staff resource website.
10. Administer satisfaction surveys during the academic year.

Student Services

1. Track "hits" to Student Services portions of the new VC website to determine most used areas.
2. Review those areas for additions and clarifications.
3. Research and develop a proposal for providing Vernon College police with on campus transportation other than a standard college vehicle such as a seqway.
4. Encourage Vernon College athletes to join the Vernon College Alumni Association during the annual Vernon College Sports Banquet.
5. Promote the offering of the Vernon College "Friend of the College" award to area "entities" and businesses.
6. Conduct a "Degree Check Day" in partnership with MSU in Vernon and Wichita Falls.

Other Target Dates

Institutional Advancement

1. Scholarship offers sent

President's Office/Effectiveness

1. Board of Trustees reviews and approves 12-12 Annual Action Plan
2. First draft of budget presented to Board of Trustees

June

Administrative Services

Physical Plant

1. Meet with Facilities Planning committees for all campuses to review prior plan
2. Present recommendations to Administrative Team
3. Update and distribute Master Plan

Other Target Dates

President's Office/Effectiveness

1. CE Committee reviews planning calendar and planning process
2. Second draft of budget to Board of Trustees

July

Admissions, Records and Financial Aid

Admissions

1. Increase accessibility to and awareness of on-line Application for Admissions and enrollment requirements through participation in the "Apply Texas" (Common Application) initiative. Continuously maintain "Apply Texas" website information for changes.
2. Contact each service area high school during early spring regarding "Campus Connect" on-line registration process for dual credit students.
3. Mail dual credit brochure and "Campus Connect" instructions to dual credit participating schools.
4. Follow up on dual credit applicants during June, July, and August to verify admission requirements, TSI status, and enrollment

5. Provide contact point for dual credit registration and Campus Connect questions.
6. Work with VC College Connection program to provide presentations, admission information, application assistance, enrollment help, and automatic acceptance into VC for diploma graduates.

Financial Aid

1. Council 100% of financial aid students who are reducing their course load or withdrawing regarding their financial aid consequences.
2. Contact students who receive first letter of concern regarding attendance and explain financial aid consequences for non-attendance.

Student Records

1. Continue the development and expansion of on-line registration in coordination with IT Department.
2. Expand time frames for Campus Connect registrations through late registration and last day for withdrawal.

Instructional Services

1. Support and implement the recommendations of the Academic Advising Taskforce.
2. Continue to research best practices in academic advising.
3. Refine, develop, and implement new processes (where applicable) for the academic advisement of students at Vernon College.
4. Provide advanced training for faculty in the area of academic advising, including use of the Student Success Module.
5. Increase participation in advising in general and in the CSA centers, specifically among faculty.
6. Customize and implement Early Alert module in POISE to be used in early identification of at risk students.
7. Create processes and provide training for faculty in use of module.
8. Contribute to the research of best practices for the potential creation of a student success course.
9. Review and revise placement processes for developmental math, reading, and writing courses.
10. Investigate the creation of a centralized developmental education program.
11. Continue to work toward certification by NADE.
12. Review success rates and efficiency of 8 week courses as compared to 16 week courses.
13. Investigate potential of non course based remediation in the Developmental Math program.
14. Instructional Designer will provide training sessions specifically for developmental educators on teaching techniques and strategies.
15. Review mandatory use of Blackboard course shells by faculty teaching F2F/ITV courses as a course supplement / backup.
16. Provide training and technical/operational support for faculty to utilize course delivery in Blackboard 9.1.
17. Create online student orientation guide to enhance student success in online courses.
18. Faculty / staff plan and conduct initiatives to enhance student learning and foster student engagement in the classroom / academic support services.
19. Support professional development activities for faculty / staff to enhance teaching techniques and academic support services.
20. Instructional Designer will create online training resources to be available via Blackboard and/or college website.
21. Evaluate pilot project completed by Richard Warren (COSC Instructor) to "virtualized" computer lab CCC 500.
22. Determine economic and student learning impact of virtualized computer labs.
23. Customize, install, train, and utilize Course Management module.
24. Review Load & Listing and prioritize new full-time faculty positions by program / discipline.
 - a. Speech
 - b. Sociology
 - c. Computer Information Sciences
 - d. Government/Criminal Justice
 - e. Industrial Automation Systems
 - f. Mathematics/Computer Science
 - g. Biology
 - h. English
 - i. Pharmacy Technician
 - j. ADN
 - k. LVN
 - l. Cosmetology
25. Maintain a 70% to 30% full time to part time faculty ratio based on load hours and/or contact hours.
26. Redesign and reallocate Room 200 for student lounge.
27. Redesign and reallocate space formerly occupied by Industrial Automation for HVAC and Machining.
28. Develop schedule of needs in coordination with Faculty, Division Chairs, and Grant Administrator.

29. Prioritize and place on Annual Action Plan and Technology Plan.
30. Provide training in "best practices" through the office of Instructional Design.
31. Utilize SIR II data and results to determine instructional areas in most need of improvement for individual instructors.
32. Provide basic POISE training for instructional services faculty and staff.
33. Promote involvement of faculty / staff in appropriate campus organizations.
34. Participate in CLARA Leadership Academy within the NTCCC.
35. Investigate the potential for "lead instructors" within disciplines / programs to provide leadership and mentoring to colleagues.
36. Promote participation in Wichita Falls and Vernon leadership programs.
37. Customize and implement Early Alert module in POISE to be used in early identification of at risk students.
38. Create processes and provide training for faculty in use of module.
39. Contribute to the research of best practices for the potential creation of a student success course.
40. Review faculty/staff input regarding long-term objectives as provided by Director of Institutional Effectiveness.
41. Emphasize and allow opportunity for input from faculty during division meetings.

Special Services

1. Continue to investigate best practices with respect to tutoring services.
2. Evaluate feasibility of establishing "walk-in" tutoring at all PASS Centers.
3. Review hiring practices and pay scale for qualified tutors.
4. Develop consistent and convenient schedule for tutoring services at all PASS Centers.

Office of the President

Human Resources

1. Participate in ERS Benefits Conference.
2. Participate in TACCHRP Conference.
3. Review the Employee Handbook for policies that need to be updated or rewritten on annual basis.
4. Research policy.
5. Update/rewrite policy.
6. Seek appropriate approvals.
7. Update online.
8. Send out employee notification of update.

Information Technology

1. Dig trench between buildings.
2. Install and bury appropriate schedule 40 conduit

President's Office/Effectiveness

1. Monitor and ensure the instructional component of the College adequately meets to assess student learning outcomes.
2. Monitor and ensure the Assessment Calendar is followed by all components of the College.
3. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of student learning.
4. From the established Assessment Calendar, monitor and ensure measures of student learning.
5. Support and encourage innovative, creative and consistent assessment activities.
6. President will insist that all program decisions are based on appropriate data.
7. Monitor the Assessment Calendar for completion.

8. Through direct contact with staff, monitor and ensure that the student support services components of the College implement multiple measures of student learning.
9. From the established Assessment Calendar, monitor and ensure measures of student learning.
10. Monitor and ensure implementation of and adequate resource allocation for approved recommendations from the Student Academic Advising Task Force
11. Monitor and ensure implementation of and adequate resource allocation for approved recommendations from the Retention/Completion Task Force
12. Ensure adequate resource allocation decisions through budget process (QEP)
13. Will initiate a review process and review QEP pilot projects on an annual basis.
14. Ensure resource allocations for proven successful projects
15. Monitor and ensure that Assessment and Planning calendars are followed.
16. Ensure production of Annual Technology Action Plan.
17. Require each component of the College to submit a three to five year plan (Technology).
18. Ensure development of a Technology Plan.
19. Monitor and ensure budget development.
20. Monitor and ensure the development of general education outcomes
21. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of assessment to validate the general education outcomes.
22. Monitor and ensure that the Assessment Calendar and planning processes are followed.
23. Provide formal and informal opportunities for input.
24. Utilize community focus and advisory groups.
25. Monitor and ensure that the planning process drives the budget process and is completed within appropriate timelines.
26. Coordinate task force to review fund raising activities to enhance external funding.
27. Support alumni newsletter and meetings.
28. Encourage participation of alumni through personal contact.
29. Review use of software purchased during Fall 2010 (Institutional Advancement)
30. Coordinate task force to review processes and personnel (Institutional Advancement)
31. Ensure resource allocation for faculty, staff and students through budget process.
32. Ensure resource allocation for curriculum and technology
33. Ensure resource allocation for administrators, faculty and staff through budget process.
34. Recognition through institutional service awards
35. Ensure recognition through news articles of those participating in professional development.
36. Participate in SACS Preconference and Conference (Orlando, Florida)
37. Participate in TAIR Preconference and Conference (Corpus Christi, Texas)
38. Appointment task force for recruitment.
39. Review and revise Enrollment Management Committee purpose and responsibilities to include retention and completion oversight.
40. To annually review mission documents in meetings.
41. Monitor, update and ensure the adherence to assessment, planning and budgeting cycle calendars.
42. Participate in local and regional focus groups
43. Participate in state and national conferences
44. Budget for journals and newspapers
45. Develop an institutional accountability report.

46. Develop a President's report.
47. Conduct review and update of the strategic planning process and document.
48. Review and update standing committees.

Quality Enhancement

1. Publish "the Quest" newsletter to be distributed to faculty and staff via mass email and post on the website as a resource.
2. Provide leadership as chair.
3. Meet monthly.
4. Ensure completion of Quality Enhancement Plan objectives.
5. Review and maintain Quality Enhancement Plan timeline.

Other Target Dates

President's Office/Effectiveness

1. CE Committee adopts 2012-2013 Planning Calendar
2. Final 12-13 budget workshop with Board of Trustees

August

Administrative Services

Business Office

1. Board approval and file approved budget with all appropriate entities.

Administrative Services

Physical Plant

1. Quarterly reviews by Dean of Administrative Services to make sure we're on target to complete projects.

Admissions, Records and Financial Aid

Admissions

1. Purchase 4 replacement desktop computers for Admission staff of 12.
2. Purchase 2 replacement printers for Admission staff of 12.

Financial Aid

1. Purchase 3 replacement desktop computers for Financial Aid staff of 9.
2. Purchase 2 replacement printers for Financial Aid staff of 9.

Instructional Services.

1. Create replacement schedule for classroom technology at all campuses.
2. Replace outdated technology as funds are available.
3. Request and contribute toward improved processes for routine maintenance of classroom technology by IT.
4. If #3 is not feasible, then add Instructional Services Technology Specialists to oversee classroom technology support and maintenance.
5. Provide training and professional developmental workshops for faculty teaching online courses.
6. Operationally define terms related to general education outcomes and assessment.
7. Communicate with faculty and solicit input regarding assessment of general education outcomes.
8. Research best practices in assessing general education outcomes.
9. Implement assessment measures of general education outcomes and document results.
10. Continue to monitor master facility plan and renovation expansion project at CCC to ensure instructional services needs are incorporated.

11. Research additional programs to be offered through CTE to meet service area market demand.

Library

1. Take advantage of TexShare webinars to remain current on database features and interfaces.
2. Request travel expenses for both professional librarians to attend the Texas Library Association Conference.
3. Seek funding to enroll in online training to learn advanced features in Captivate 5 software.
4. Learn how to use text entry objects and quizzes in Captivate

Office of the President

Human Resources

1. Through work with QEP Director, Instructional Design and Technology Coord. and IT, develop ideas and processes to move and implement new hire paperwork and orientation packet to the internet/VC webpage.
2. Move paperwork to VC Website.
3. Create online orientation process.
4. Implement online process.

Information Technology

1. Contact IT instructors to discuss feasibility of providing student facilitators/practicum candidates
2. Purchase helpdesk/online assistance software
3. Provide training and online support for student facilitators via IT Staff supervision
4. Add Vernon College branded support link to MY VC portal
5. Coordinate with IT Instructors to ensure educational value of practicum experience
6. Continue to replace all existing switches within the Campus infrastructure and upgrade the backbone equipment to allow for path to 10GB Ethernet in the future.
7. Purchase and install Network Access Control appliance and Remediation Server.
8. Ongoing POISE training
9. Microsoft Server 2008 training
10. Microsoft Exchange Server 2008 training
11. Ektron CMS Training
12. Have quarterly meetings of the Technology committee to plan future Technology needs.
13. Assign software packages to IT staff
14. Purchase helpdesk/online assistance software
15. Provide training and online support for QEP via IT Staff.
16. Purchase copies of software for training
17. Suggest additions and upgrades to software used by QEP

Institutional Advancement

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program. Utilize consultants in the preparation of federal grants as necessary.
2. Review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
3. Using RE identify donors by lifetime giving and launch a new president-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to "move up" to the next society as well as

encourage other donors and prospects to increase their giving so that they can be "inducted" into a lifetime giving society.

4. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of "building" endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
5. Continue to build support for the Vernon College Foundation Annual Auction.
6. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of Vernon College, to gather the most up-to-date information about pending grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
7. Attend relevant training workshops for grant writing and management; work with the President, the Dean of Instructional Services and the Associate Dean of Career and Technical Education to encourage faculty and, when appropriate staff, to participate in grant writing on behalf of their programs.
8. Replace one outdated desktop in Advancement Services and the office laptop computer.
9. Create a culture of ownership among alumni/ex-students in support of Vernon College.
10. Research and identify ex-students and add to the Raiser's Edge (RE) database.
11. Continue contract with Harris Connect to secure the most up-to-date alumni address and telephone information.
12. Implement a campaign through social networking media, such as the Vernon College Alumni Facebook page to maintain contact with identified alumni and as a recruiting vehicle for the Vernon College Ex-Students Association
13. Using segmentation through the RE database, develop and implement affinity group annual events such as the Rodeo Alumni Las Vegas event, athletic team alumni events, program specific alumni events.
14. Obtain alumni recognition items, such as the item for the Rodeo Alumni Event.
15. Develop and implement an Alumni specific communications vehicle using an E-Newsletter format.
16. Provide professional development opportunities for the Coordinator of Marketing and Alumni Relations to attend alumni workshops.
17. Continue to enhance *Insight* as the communication vehicle about Vernon College and its faculty and staff.
18. Develop and implement a strong case for support utilizing various marketing strategies centered around the "Did You Know. . ." points and the tagline "Your Community College; Your Community Partner" to educate Wichita County residents about the need for a Branch Maintenance Tax.
19. Contract with a marketing firm that is familiar with this type of effort to extend the College's marketing resources in this campaign.
20. Activate the Wichita County Advisory Committee as the leaders of the Branch Maintenance Tax effort Take advantage of, as funds are available, enhanced marketing/communication opportunities to support the College's visibility.
21. Utilize the Vernon College website effectively.
22. Utilize the services of a professional photographer, on an as-needed basis, to enhance marketing materials to better showcase Vernon College to its constituencies and current and potential students
23. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications
24. Develop a scholarship page on the Vernon College website that links to the STARS application process and provides information and links to other scholarships open to Vernon College students
25. Develop multiple access points on within the Vernon College website that will provide access to the STARS program as well as other scholarship information.
26. Continue to improve and enhance program brochures, including dual credit, as marketing pieces for the College and its course offerings.
27. Develop a new marketing recruiting video, utilizing a marketing firm, to showcase the College.
28. Work with the Early College Start Coordinator and the College Recruiter to maintain contacts with the high school counselors and prepare scholarship presentations for their seniors.
29. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Iowa Park Vernon College Connections Scholarship program.

30. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.
31. Add a staff position, Advancement Services Specialist for Scholarship Support, to manage and update the STARS website; add new scholarships to the database; review information for completeness and make changes in existing scholarship criteria if it is revised; prepare STARS reports including, student application progress reports and communicate with students who have not completed their application process; respond to student applicant questions and assist in the application process; maintain all scholarship files; maintain the Scholarship page on the Vernon College website; under the direction of the Director of Institutional Advancement/Executive Director, Vernon College Foundation, prepare and send scholarship offers to students and scholarship recipient reports to donors; assist with the annual Scholarship Banquet; respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE scholarship reports as needed.

President's Office/Effectiveness

1. Review and update SACS Compliance Certification document.
2. Produce the QEP Annual Progress Report not later than September 2012.

Quality Enhancement

1. Analyze the SENSE data and information to prepare and present results and findings.

Student Services

1. Student Services members will serve on the QEP committee. If Student Services QEP projects are chosen Student Services will support our own QEP efforts...
2. Provide a full day retreat to Vernon College Coaches and Assistant Coaches with the Dean of Student Services to review all applicable conference rules, Vernon College rules and expectations, new procurement procedures and expectations of the coming year and any other pertinent requirements for the coming year.
3. Associate Dean of Student Services will meet with staff to determine topics for our internal workshop then research and arrange for a guest speaker.
4. Convene the Enrollment Management Committee to meet, develop, and monitor progress of the objectives set forth by the Vernon College President.

Other Target Dates

Institutional Advancement

1. Begin Institutional Profile Update

President's Office/Effectiveness

1. Evaluation of 11-12 Annual Action Plan (ongoing by component leadership)
2. Board of Trustees approves 12-13 budget