

## College Effectiveness Committee

Approved Minutes

February 27, 2015/10:00 a.m.

Vernon 204 and CCC 712

- Welcome
- Review of committee membership and voting participation for this meeting
  - College Effectiveness Committee members:

| <b>Vernon College Position</b>   | <b>Member</b>       | <b>Present</b> | <b>Not Present</b> |
|--|---------------------|----------------|--------------------|
| Director of Institutional Effectiveness  | Betsy Harkey, Chair | <b>X</b>       |                    |
| Dean of Administrative Services  | Garry David         |                | <b>X</b>           |
| Dean of Admissions and Financial Aid/Registrar   | Joe Hite            | <b>X</b>       |                    |
| Dean of Instructional Services   | Dr. Gary Don Harkey | <b>X</b>       |                    |
| Dean of Student Services/Athletic Director   | John Hardin III     | <b>X</b>       |                    |
| Associate Dean of Instructional Services   | Shana Drury         | <b>X</b>       |                    |
| Associate Dean of Student Services   | Kristin Harris      | <b>X</b>       |                    |
| Division Chair - Communications, English Instructor                                    | Joe Johnston        | <b>X</b>       |                    |
| Division Chair - Behavioral and Social Sciences, Government Instructor                 | Greg Fowler         | <b>X</b>       |                    |
| Division Chair- Information Technology, Industrial Automation Instructor               | Mark Holcomb        |                | <b>X</b>           |
| Division Chair- Math and Science, Math Instructor                                      | Dr. Karen Gragg     | <b>X</b>       |                    |
| Director of Admissions and Records   | Amanda Raines       | <b>X</b>       |                    |
| Director of Continuing Education   | Christina Feldman   | <b>X</b>       |                    |
| Director of Financial Aid  | Melissa Elliott     | <b>X</b>       |                    |
| Director of Human Resources  | Haven David         | <b>X</b>       |                    |
| Director of Institutional Advancement<br>Executive Director, Vernon College Foundation | Michelle Alexander  | <b>X</b>       |                    |
| Institutional Support Specialist   | Jim Binion          | <b>X</b>       |                    |
| Director of Library Services   | Marian Grona        |                | <b>X</b>           |
| Director of PASS Department/ Coordinator of Office for Students with Disabilities      | Deana Lehman        | <b>X</b>       |                    |
| Director of Quality Enhancement  | Criquett Lehman     | <b>X</b>       |                    |
| Faculty/ Instructional Design and Technology Coordinator                               | Roxie Hill          | <b>X</b>       |                    |
| Counselor  | Clara Garza         |                | <b>X</b>           |
| Faculty Senate Representative  | Dr. Donnie Kirk     | <b>X</b>       |                    |
| Faculty Senate Representative  | Dr. Adrien Ivan     | <b>X</b>       |                    |

|                                   |                    |   |   |
|-----------------------------------|--------------------|---|---|
| Faculty SACSCOC Representative    | Bettye Hutchins    | X |   |
| Student Forum Representative      | Jackie Polk /      |   | X |
| Student Government Representative | Sjohonton Fanner/  | X |   |
| Classified Staff                  | Sandy O'Dell       |   | X |
| Classified Staff                  | Rosa Alaniz        |   | X |
| President                         | Dr. Dusty Johnston | X |   |

- Approval of January 30, 2015 minutes (Exhibit A, Action Item) Motion by Dr. Gary Don Harkey, second by Greg Fowler, motion passed.
- Student Learning Measures Update: Dr. Gary Don Harkey – Dr. Harkey reported that Instructional Services is continuing with the established process as in Dr. Beauchamp meeting with divisions to review the assessment of signature assignments, assessment results, and discuss use of results for improvement.
- Director of Institutional Effectiveness Update:
  - SACSCOC Fifth-Year Interim Report review of responses to Referral Report Letter (Exhibit B)  
CE Committee members were asked to send suggestions for improvement to Dr. Harkey and Bettye Hutchins by Monday afternoon.  
Timeline – edits to be completed and posted in shared drive by March 6, 2015  
Flash drives and documents created week of March 13, 2015  
Final review by SACSCOC Leadership Team by March 24, 2015  
Mail to SACSCOC on March 25 to meet due date of April 1, 2015
  - SACSCOC Evaluators  
Thus far, Joe Johnston, Greg Fowler and Betsy Harkey have completed evaluator applications. Dr. Harkey updated his application (he has been on one site visit). Dr. Johnston is currently participating in the Spring 2015 off site reviews.
  - Student Success by the Numbers Committee - next meeting March 13 will include a review of updated benchmarks and KPIAs; all updates will be emailed to the Data Group which includes College Effectiveness Committee members
- Planning Calendar
  - Review and approve committee reports of 2015-2016 Annual Action Plan
    - Facilities (Exhibit C, C1, Action Item) Motion by Michelle Alexander, second by Dr. Gary Don Harkey, the motion passed.
    - Personnel (Exhibit D, Action Item) Motion by Bettye Hutchins, second by Roxie Hill, the motion passed.
    - Technology (Exhibit E, Action Item) Motion by Deana Lehman, second by Joe Hite, the motion passed.

- Institutional Improvement (Exhibit F, Action Item) Motion by Shana Munson, second by Amanda Raines, the motion passed.
- Dr. Johnston shared and discussed with CE Committee members that during times of tight budgetary concerns, planning is more important than ever.
- Working Timeline Progress of Activities Review 2014-2015

**Vernon College Annual Action Plan 2014-2015  
November, December and January  
Working Timeline by Priority Initiative**

**Priority Initiative #1:**  
Implement a centralized, unified and organized recruitment and retention effort.

## December

### Office of the President

#### Institutional Advancement

**Objective #2:** Participate in and implement the recommendations of the Integrated Marketing/Recruiting Committee

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** As a result of the work undertaken by the Integrated Marketing/Recruiting Task Force during 2012-2013, the need for a comprehensive marketing/recruiting program was identified. The Task Force formulated a set of recommendations, the first of which that the task force become a standing committee. Using this set of recommendations as a guide, the Committee will continuously facilitate, monitor, and improve a comprehensive integrated marketing and recruiting plan which results in equitable, consistent and effective enrollment management practices.

**Actions:**

1. When appropriate, to work with an outside consultant to identify strengths and resources to maximize marketing and recruiting efforts.
2. Ensure the implementation of the integrated marketing/recruiting recommendations made by the 2013 Task Force and approved by the administrative team by evolving the recommendations into the Vernon College Integrated Marketing/Recruiting Plan. Chair the Integrated Marketing/Recruiting Committee

3. Consistently monitor the Integrated Marketing/Recruiting Plan to ensure participation and action of responsible parties and/or departments and to report to the President in January and July the completion of actions directed by the plan via the committee mid-year and end-of-year reports.
4. Continuously review current policies, procedures, processes, practices, timelines, and functions and to make suggested additions, deletions, and changes to ensure optimum use of marketing strategies and a cohesive visual identity for Vernon College.
5. Work with the Director of College Effectiveness to annually review the Closing the Gaps goals and results for participation and success.
6. Review and make recommendations for Vernon College retention plans and results.
7. Make recommendations to the President and the Administrative Council.
8. Utilize one graphic designer for all printed materials used throughout the College and coordinated through the Coordinator of Marketing and Alumni Relations.
9. Develop and utilize one set of giveaways for all college activities managed through the Office of Institutional Advancement.
10. Maintain the College Connections and Catching the Future dual credit scholarship programs.
11. Assist Student Relations and Early College Start with school group tour requests as needed and coordinate and manage all other group tour/campus visit requests.
12. Create a training program and contact list of all College employees who are will and available to help with tours, presentations, training, etc.
13. Continue the STARS Scholarship Program and continue to enhance the Scholarship website.
14. Develop social media policies and guidelines for Facebook and Twitter and other social media programs.
15. Create a general FAQ document by merging various FAQs previously published by some department and post prominently on the College website and review annually.
16. Form a website users' group, chaired by the Coordinator of Marketing and Alumni Relations, which will function as a subgroup of the Integrated Marketing/Recruiting Committee to regularly review the website to ensure cohesiveness, develop and share best practices for the site and recommend use policies and guidelines.
17. Conduct an annual review of the website focusing on enhancements that can/should be implemented.
18. During 2014-2015 research other website content management systems focusing on efficiency and cost effectiveness of the current CMS as opposed to other options that may be available.

19. Develop an RFP to work with a marketing consultant to develop a long-term, comprehensive marketing and branding strategy. Included, but not limited to would be College slogan, brochure and flyer templates, marketing plan, videos, etc.
20. Review existing marketing policies and develop new policies as needed including a graphic standards policy.
21. Develop and implement a strategic plan for recruiting minority and male students.
22. Develop and implement a common calendar of marketing/recruiting events for the website.
23. Create videos and testimonials, "Why attend Vernon College," for posting to the web site.
24. Plan and implement a "Girls/Guys Night Out" for recruiting CTE prospective students.
25. Continue GenTX Day in coordination with Region 9.
26. Continue Sophomore Round-up.
27. Continue to investigate and, when appropriate, implement best practices in integrated marketing/recruiting to benefit the College.

**Resources and Approximate \$:**

1. **Institutional Improvement:** Graphic designer for all printing materials -- \$30,000; Give-away items maintained by Institutional Advancement for the entire College -- \$30,000; Standardized College volunteer polo shirt for events so that staff is readily identifiable to visitors during group events -- \$2,500; Marketing Consultant -- \$100,000; "Girls/Guys Night Out" -- \$10,000; GenTX Day -- \$10,000
2. **Technology:** STARS Annual Software License: \$6,500; CMS (Ektron) License -- \$8,500

**Assessment Method/Date:**

1. Monthly meetings of the Integrated Marketing/Recruiting Committee and mid-year and annual reports filed. **January 2015 mid-year report and July 31, 2015 annual report. In Progress**
2. Graphic designer for all printed materials used throughout the College selected by **August 31, 2015. Achieved**
3. Giveaways for all college activities standardized and managed through the Office of Institutional Advancement by **August 31, 2015. Achieved**
4. Maintain the College Connections and Catching the Future dual credit scholarship programs by **August 31, 2015 and on-going. In Progress**
5. Standardized volunteer polo shirt implemented by **August 31, 2015. Achieved**
6. Marketing Consultant hired by **August 31, 2015. Achieved**
7. Website users group formed and actively working by **August 31, 2015. In Progress**

8. Policies, processes and procedures relevant to Integrated Marketing/Recruiting developed and implemented by **August 31, 2015 and on-going. In Progress**
9. "Girls/Guys" Night out strategic plan implemented by **April 30, 2015 and on-going. Not Achieved, project cancelled**
10. GenTX Day annual event by **May 31, 2015 and on-going, In Progress**
11. Sophomore Roundup annual event by **December 31, 2014 and on-going. Achieved**

## January

### Office of the President

#### Institutional Advancement

**Objective #2:** Participate in and implement the recommendations of the Integrated Marketing/Recruiting Committee

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** As a result of the work undertaken by the Integrated Marketing/Recruiting Task Force during 2012-2013, the need for a comprehensive marketing/recruiting program was identified. The Task Force formulated a set of recommendations, the first of which that the task force become a standing committee. Using this set of recommendations as a guide, the Committee will continuously facilitate, monitor, and improve a comprehensive integrated marketing and recruiting plan which results in equitable, consistent and effective enrollment management practices.

**Actions:**

28. When appropriate, to work with an outside consultant to identify strengths and resources to maximize marketing and recruiting efforts.
29. Ensure the implementation of the integrated marketing/recruiting recommendations made by the 2013 Task Force and approved by the administrative team by evolving the recommendations into the Vernon College Integrated Marketing/Recruiting Plan. Chair the Integrated Marketing/Recruiting Committee
30. Consistently monitor the Integrated Marketing/Recruiting Plan to ensure participation and action of responsible parties and/or departments and to report to the President in January and July the completion of actions directed by the plan via the committee mid-year and end-of-year reports.

31. Continuously review current policies, procedures, processes, practices, timelines, and functions and to make suggested additions, deletions, and changes to ensure optimum use of marketing strategies and a cohesive visual identity for Vernon College.
32. Work with the Director of College Effectiveness to annually review the Closing the Gaps goals and results for participation and success.
33. Review and make recommendations for Vernon College retention plans and results.
34. Make recommendations to the President and the Administrative Council.
35. Utilize one graphic designer for all printed materials used throughout the College and coordinated through the Coordinator of Marketing and Alumni Relations.
36. Develop and utilize one set of giveaways for all college activities managed through the Office of Institutional Advancement.
37. Maintain the College Connections and Catching the Future dual credit scholarship programs.
38. Assist Student Relations and Early College Start with school group tour requests as needed and coordinate and manage all other group tour/campus visit requests.
39. Create a training program and contact list of all College employees who are will and available to help with tours, presentations, training, etc.
40. Continue the STARS Scholarship Program and continue to enhance the Scholarship website.
41. Develop social media policies and guidelines for Facebook and Twitter and other social media programs.
42. Create a general FAQ document by merging various FAQs previously published by some department and post prominently on the College website and review annually.
43. Form a website users' group, chaired by the Coordinator of Marketing and Alumni Relations, which will function as a subgroup of the Integrated Marketing/Recruiting Committee to regularly review the website to ensure cohesiveness, develop and share best practices for the site and recommend use policies and guidelines.
44. Conduct an annual review of the website focusing on enhancements that can/should be implemented.
45. During 2014-2015 research other website content management systems focusing on efficiency and cost effectiveness of the current CMS as opposed to other options that may be available.
46. Develop an RFP to work with a marketing consultant to develop a long-term, comprehensive marketing and branding strategy. Included, but not limited to would be College slogan, brochure and flyer templates, marketing plan, videos, etc.
47. Review existing marketing policies and develop new policies as needed including a graphic standards policy.
48. Develop and implement a strategic plan for recruiting minority and male students.

49. Develop and implement a common calendar of marketing/recruiting events for the website.
50. Create videos and testimonials, "Why attend Vernon College," for posting to the web site.
51. Plan and implement a "Girls/Guys Night Out" for recruiting CTE prospective students.
52. Continue GenTX Day in coordination with Region 9.
53. Continue Sophomore Round-up.
54. Continue to investigate and, when appropriate, implement best practices in integrated marketing/recruiting to benefit the College.

**Resources and Approximate \$:**

3. **Institutional Improvement:** Graphic designer for all printing materials -- \$30,000; Give-away items maintained by Institutional Advancement for the entire College -- \$30,000; Standardized College volunteer polo shirt for events so that staff is readily identifiable to visitors during group events -- \$2,500; Marketing Consultant -- \$100,000; "Girls/Guys Night Out" -- \$10,000; GenTX Day -- \$10,000
4. **Technology:** STARS Annual Software License: \$6,500; CMS (Ektron) License -- \$8,500

**Assessment Method/Date:**

12. Monthly meetings of the Integrated Marketing/Recruiting Committee and mid-year and annual reports filed. **January 2015 mid-year report and July 31, 2015 annual report. In Progress**
13. Graphic designer for all printed materials used throughout the College selected by **August 31, 2015. Achieved**
14. Giveaways for all college activities standardized and managed through the Office of Institutional Advancement by **August 31, 2015. Achieved**
15. Maintain the College Connections and Catching the Future dual credit scholarship programs by **August 31, 2015 and on-going. In Progress**
16. Standardized volunteer polo shirt implemented by **August 31, 2015. Achieved**
17. Marketing Consultant hired by **August 31, 2015. Achieved**
18. Website users group formed and actively working by **August 31, 2015. In Progress**
19. Policies, processes and procedures relevant to Integrated Marketing/Recruiting developed and implemented by **August 31, 2015 and on-going. In Progress**
20. "Girls/Guys" Night out strategic plan implemented by **April 30, 2015 and on-going. Not Achieved, project cancelled**
21. GenTX Day annual event by **May 31, 2015 and on-going, In Progress**
22. Sophomore Roundup annual event by **December 31, 2014 and on-going. Achieved**



## Student Services

|  |
|--|
| <b>Objective #1:</b> In an effort to increase Hispanic enrollment in the institution Vernon College Student Services will offer informational materials in Spanish.  |
| <b>Responsibility:</b> Vernon College Counselors and Director of Student Relations   |
| <b>Statement of Need:</b> Although most students attending Vernon College have a command of the English language, they may have parents or familial support systems that do not read, write or speak English or they feel more comfortable communicating in Spanish. Because of this, Student Services will convert our most frequently used documents into Spanish. This will hopefully open the lines of communication within the home of first generation students. |
| <b>Actions:</b> <ol style="list-style-type: none"><li>1. Review Student Services printed and website materials to determine select pieces that should be converted to Spanish.</li><li>2. Convert select Student Services written materials to Spanish and then publish those select materials.</li></ol>  |
| <b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) time, IT support   |
| <b>Assessment Method/Date:</b> Spanish language Student Services Materials available by <b>January 2015</b> <b>In Progress Date:</b>   |
| <b>Objective #3:</b> Showcase the Vernon Campus to all interested parties despite any physical limitations of visitors.  |
| <b>Responsibility:</b> Dean of Student Services  |
| <b>Statement of Need:</b> In recent years it has become clear that some visitors on campus tours have difficulty with the amount of walking needed to cover the entire campus and this is frequently exacerbated by difficult weather conditions – either extreme heat, extreme cold, or extreme wind. To help these visitors have the complete tour experience Student Services would like to purchase a golf cart that can accommodate 6-10 people.                  |
| <b>Actions:</b> <ol style="list-style-type: none"><li>1. Purchase a high seating capacity golf cart for use during campus tours.</li></ol>   |
| <b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) \$6000 facilities  |
| <b>Assessment Method/Date:</b> vehicle purchased by <b>January 2015</b> <b>Not Achieved Date:</b>  |
| <b>Priority Initiative #2:</b>   |

Improve the quality of educational and student support services to increase student learning, student retention, and certificate/degree completion or transfer by students.

## December

### Student Services

**Objective #1:** Increase student persistence and retention by identifying students who will need help and interventions from Vernon College.

**Responsibility:** Associate Dean of Student Services, Vernon College Counselors, Vernon College Testing

**Statement of Need:** Vernon College continues to stress the importance of retention and persistence of our students. These qualities can not be predicted on solely on the basis of academic scoring from placement or entrance tests. Lubbock Christian University is pioneering studies that show the emotional intelligence and cognitive ability testing can more accurately predict a student that needs intensive intervention and definite/outlined support systems. They have expressed interest in partnering with a junior college to continue their studies.

**Actions:**

1. Explore a partnership with Lubbock Christian University so that entering Vernon College freshman can take the Defining Issues Test (DIT2).
2. If partnership is feasible, utilize the DIT2 scores to identify students who would benefit from placement into the Learning Frameworks class and identify the students as needing intrusive academic interventions during their first semester to increase the probably of persistence.

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology) time

**Assessment Method/Date:** determination of partnership feasibility by December 2014 **In Progress Date:**

## January

### Office of the President

#### Quality Enhancement – Division of Institutional Effectiveness

**Objective #2:** Facilitate communication and identify mentors as approved from the Feasibility Review Process conducted by the Technology Committee to the Professional Development Committee. Continue to enhance the use of mentors including mentor professional development.

**Responsibility:** Criquett Lehman, Director of Quality Enhancement, Chair Technology Committee; Roxanne Hill, Instructional Design and Technology Coordinator, Co-Chair Professional Development Committee; Donnie Kirk, Co-Chair Professional Development Committee

**Statement of Need:** A successful professional development program for making the most of student engagement techniques, instructional strategies, and new technologies demands continued structured support. Training faculty and staff as mentors is an efficient use of existing human resources. They are crucial to the success of this initiative. Mentors have performed the skill or used the knowledge under conditions closely resembling the job. They are skilled in delivering instruction and evaluating student learning and have the expertise to identify and understand the learning needs of students. Continued training is necessary to maintain this level of expertise. Additionally, mentors will assist in providing faculty/staff development opportunities as outlined in the PD Policy.

**Actions:**

1. Conduct feasibility reviews of new technologies by potential mentors.
2. Communicate and identify mentors to the Professional Development Committee.
3. Organize and conduct training opportunities and technical support.
4. Provide and encourage the opportunity for participation in the National Institute for Staff and Organizational Development (NISOD).
5. Plan and promote participation in internal professional development opportunities through the program outlined by the Professional Development Committee.

**Resources and Approximate \$:**

Institutional Improvement: Funding for NISOD Convention - \$1,400.00 X 3 participants = \$4,200.00 (Est.)

**Assessment Method/Date:**

1. Meeting minutes reflecting updates reported to the Professional Development Committee. **January 2015, August 2015**  
**January - Achieved**
2. Number of mentors who participated in NISOD Convention. **June 2015**
3. Number of mentors who conducted sessions, Mentor List (total number of mentors available for ongoing training). **July 2015**

## February Instructional Services

|   |                       |
|---|-----------------------|
| <b>Objective #4:</b> Review student acceptance and impacts on student learning of the MW/TR class schedule.   |                       |
| <b>Responsibility:</b> Dean of Instructional Services   |                       |
| <b>Statement of Need:</b> SSBTN initiative; Enrollment KPIA Benchmark; Persistence, Retention & Completion KPIA Benchmark   |                       |
| <b>Actions:</b>   |                       |
| <ol style="list-style-type: none"> <li>1. Survey students to determine effectiveness of class schedule in meeting students' needs.</li> <li>2. Compare course success rates of MW and MWF courses.</li> </ol> |                       |
| <b>Resources and Approximate \$:</b> None - Institutional Improvement   |                       |
| <b>Assessment Method/Date:</b> SIR II Survey - Supplemental Questions & reporting of course success rates   | <b>Date:</b> February |
| 2015 Achieved   |                       |

**Office of the President  
Institutional Advancement**

|  |  |
|--|--|
| <b>Objective #2:</b> Enhance the visibility of Vernon College and the Vernon College Foundation to educate the residents of the 12 county service area about the value of their Community College and the economic impact it makes.  |  |
| <b>Responsibility:</b> Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support; Director of Institutional Advancement/Executive Director, Vernon College Foundation  |  |
| <b>Statement of Need:</b> Vernon College must continue to develop and implement marketing/communication strategies through such vehicles as the President's Annual Report, enhanced program brochures, targeted marketing strategies, and web and social media strategies.   |  |
| <b>Actions:</b>  |  |
| <ol style="list-style-type: none"> <li>1. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College; including the development of web pages featuring donors and students.</li> <li>2. Form a website users' group, chaired by the Website Advancement/Support Specialist, which will function as a subgroup of the Integrated Marketing/Recruiting Committee to regularly review the website to ensure cohesiveness, develop and share best practices for the site and recommend use policies and guidelines.</li> <li>3. Conduct an annual review of the website focusing on enhancements that can/should be implemented</li> </ol> |  |

4. Continue the implementation of 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 the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.
5. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
6. As funds are available take advantage of enhanced marketing/communication opportunities to support the College’s visibility.
7. Continue the annual President’s Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
8. Utilize the services of a professional photographer, on an as-needed basis, to enhance the website and other marketing materials to better showcase Vernon College to its constituencies and current and potential students.
9. Develop an RFP to work with a marketing consultant to develop a long-term, comprehensive marketing and branding strategy. Included, but not limited to would be College slogan, brochure and flyer templates, marketing plan, videos, etc.
10. Enhance social media marketing by using Facebook ads, online advertisements and Google adwords.
11. Utilize target marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
12. Incorporate the recommendations of the Integrated Marketing Task Force as approved by the College Administration.
13. Utilize one graphic designer for all printed materials used throughout the College and coordinated through the Coordinator of Marketing and Alumni Relations.

**Resources and Approximate \$:**

1. **Institutional Improvement:** New funds to take advantage of marketing/communication opportunities as they arise -- \$25,000. Training opportunities for the Coordinator of Marketing and Alumni Relations and the Advancement Services Specialist for Marketing and Scholarship Support -- \$6,000. Professional photographic services -- \$7,000. Graphic designer for all printing materials -- \$30,000; Marketing Consultant -- \$100,000
2. **Technology:** Annual Ektron CMS400.Net Pro Domain annual license -- \$10,000

**Assessment Method/Date:**

1. President’s Annual Report disseminated by **February 2015. Achieved**
2. Prepare an annual user report of website usage statistics and website enhancements by **August 31, 2015** and on-going. **In Progress**

3. Develop best practices and procedures for maintaining the Vernon College website and Component Administrators' webpages by **August 31, 2015**; on-going updates. **In Progress**
4. Increase social media marketing as often as possible throughout the year ending **August 31, 2015**. **In Progress**
5. Number of targeted press releases and letters sent by **August 31, 2015**. **In Progress**
6. Graphic designer for all printed materials used throughout the College selected by **August 31, 2015**. **Achieved**
7. Marketing Consultant hired by **August 31, 2015**. **Achieved**
8. Website users group formed and actively working by **August 31, 2015**. **In Progress**
9. Ektron License renewed by **August 31, 2015**. **Not Achieved, license cancelled. College using different CMS**

**Priority Initiative #3:**

Incorporate general education outcomes throughout the institution and develop assessment measures to evaluate their achievement.

**Priority Initiative #4:**

Integrate the Quality Enhancement Plan functions and activities into the infrastructure of the College.

**Priority Initiative #5:**

Support opportunities for professional development for all Vernon College employees through appropriate funding.

## December

### Office of the President

#### Quality Enhancement – Division of Institutional Effectiveness

**Objective #1:** Ensure Compliance with SACSCOC

**Responsibility:** Criquett Lehman, Director of Quality Enhancement

**Statement of Need:** Compliance requirements as directed by SACSCOC.

**Actions:**

1. Participate in SACSCOC pre-conference workshops and SACSCOC 2014 Annual Meeting.

2. Participate in SXSW Edu Conference.

**Resources and Approximate \$:**

Institutional Improvement: Staff development funding to attend conferences –SACSCOC \$2,500.00 (Est.), SXSW \$1,200.00 (Est.);  
TOTAL: \$3,700.00

**Assessment Method/Date:** Travel Expense Vouchers indicating attendance. December 2014 & May 2015 **December Achieved**

## January

### Admissions, Records, and Financial Aid

#### Financial Aid

**Objective #1:** Achieve 100% compliance with all Federal and State regulations in the delivery of student financial aid

**Responsibility:** Director and Assistant Director of Financial Aid

**Statement of Need:** Staff development through professional financial aid organizations and conferences

**Actions:** Attend called THECB conferences, and other professional development opportunities

**Resources and Approximate \$:** Institutional Improvement: Travel budget of approximately \$3,500

**Assessment Method/Date:** Unqualified audit with no management letter notations or findings / January **Achieved**

## February

### Administrative Services

#### Book Stores

**Objective #2:** Attend Campus Market Expo (CAMEX) – Kim Bateman

**Responsibility:** Kim Bateman, Garry David

**Statement of Need:**

1. CAMEX educational sessions share proven strategies that save time and improve bookstore operations.
2. Attend trade show to purchase general merchandise including school supplies for the upcoming year. During the 3 day buying show vendors offer special discounts for orders placed at the show. The savings from show specials can cover the cost of CAMEX.
3. Attend group roundtable discussions with colleagues and industry professionals, identifying practices that best fit our campus market.

- Actions:** 1. Include sufficient funds in the annual budget to allow director to attend Campus Market Expo.  
 2. Attend educational sessions and meetings.  
 3. Attend buying show to purchase general merchandise for the upcoming year.

**Resources and Approximate \$:** \$2,000 – Institutional Improvement

**Assessment Method/Date:** General merchandise purchased, session handouts, meeting/session notes. February, 2015 **Achieved**

**Priority Initiative #6:**

**Provide fiscal, physical, human and technological resources to accommodate current and future needs.**

## December

### Office of the President

#### Quality Enhancement – Division of Institutional Effectiveness

**Objective #1:** Integrate and maintain innovative technologies, including hardware and software, as piloted through the Feasibility Review of the Technology Committee.

**Responsibility:** Criquett Lehman, Director of Quality Enhancement; Roxanne Hill, Instructional Design and Technology Coordinator

**Statement of Need:** As outlined and directed in the Quality Enhancement Plan document. Identified best practices from the pilot feasibility reviews. Personal observation of increased demand by faculty and staff (surveys, interviews, verbal communication, VCIC Sessions). Ensure effective and cost efficient spending practices to purchase and maintain technology. Maintenance of Quality Enhancement Resource Inventory (QERI) including license updates.

**Actions:**

1. Technology Committee determines/recommends feasibility of technology from pilot reports and forwards to the leadership of the college as appropriate.
2. Using approved feasibility studies and Technology Committee recommendations, the Director of Quality Enhancement and the Instructional Design and Technology Coordinator will assess the Quality Enhancement Resource Inventory (QERI) to determine necessary upgrades, utilization, and the addition of new resources.
3. Provide training opportunities and technical support through the pilot mentor program and the online VC Innovation Center in Blackboard.
4. Administer satisfaction survey during the academic year.

**Resources and Approximate \$:**

**Institutional Improvement:** no \$



**Technology:** TOTAL: \$26, 536.88

Blackboard Collaborate License - \$22,000.00

2 iPad Wifi 16GB Upgrades - \$1,199.98 [\$499.99 (2) + \$100 (2 Case/Keyboard)]

4 Camtasia Software License Upgrades – \$537.00 [\$134.25 (\$89.50 + \$44.75 Maintenance) X 4 Computers (1/2 QERI Laptops)]

2 Survey Monkey License Renewal - \$600.00

10 Reflector Apps - \$12.99 (6) = \$129.90

2 60" TV Monitors - \$900.00 (2) = \$1,800.00

2 TV Mounts Flat - \$135.00 (2) = \$270.00

**Assessment Method/Date:**

1. Feasibility Reviews, Agendas, Minutes, Approved Budget. August 2015
2. Quality Enhancement Resource Inventory log. December 2014 & May 2015 December - Achieved
3. Provide results from satisfaction survey. May 2015

## January

### Office of the President

#### President/Effectiveness

**Objective #2:** The College will annually receive input from internal and external constituents to identify resource needs for the future.

**Responsibility:** President

**Statement of Need:** To meet expected SACSCOC compliance criteria; as directed by the Vernon College Mission; as evidenced by Assessment Calendar results and KPIA benchmark data; and to ensure effective and efficient purchasing processes

**Actions:**

1. Provide formal and informal opportunities for input
2. Utilize community focus and advisory groups

**Resources and Approximate \$:** Institutional Improvement, no \$

**Assessment Method/Date:** As evidenced by agendas, minutes and meeting notes **Date:** Ongoing with semiannual summation to be reviewed January and July January - Achieved

|  |
|--|
| <b>Objective #4:</b> The College will add at least one additional leadership position at Century City Campus in Wichita Falls  |
| <b>Responsibility:</b> President   |
| <b>Statement of Need:</b> To provide increased coordination of all component services to students in Wichita Falls and to provide coordination of activities for employees |
| <b>Actions:</b><br>1. Develop a specific job description and hire someone to fill the leadership position  |
| <b>Resources and Approximate \$:</b> Personnel, \$70,000 salary plus cost of benefits  |
| <b>Assessment Method/Date:</b> As evidenced by budget and position filled <b>Date:</b> January 1 <b>Not Achieved</b>   |

## Student Services

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| <b>Objective # 1:</b> Meet or exceed all federal, state, or accreditation requirements for security through a mass notification system.  |
| <b>Responsibility:</b> Vernon College Chief of Police, Director of Student Relations, Dean of Student Services   |
| <b>Statement of Need:</b> Vernon College has begun the process implementing a mass notification system. It is imperative that we fully complete the plan so that total compliance is achieved. |
| <b>Actions:</b><br>1. Complete RunSync installation and implementation on smart phones and all on campus emergency phones.   |
| <b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) Cooperation with RunBiz, time  |
| <b>Assessment Method/Date:</b> full implementation complete by January 2015 <b>In Progress Date:</b>   |

## February

### Instructional Services

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| <b>Objective #3:</b> Ensure long-term stability of programs currently housed at the Skills Training Center (STC). |
| <b>Responsibility:</b> Dean of Instructional Services, Associate Dean of Instructional Services                   |
| <b>Statement of Need:</b> Potential non-renewal of long-term lease of the STC facility                            |
| <b>Actions:</b><br>1. Participate in discussions of alternative facilities.                                       |

2. Communicate program space & equipment needs to the President.
3. Review potential inclusion of Cosmetology and Culinary Arts programs in potential new facility.

**Resources and Approximate \$:** None? - Facilities

**Assessment Method/Date:** Recommendation to Facilities committee      **Date:** February 1, 2015 **In Progress**

**Objective #4 :** Ensure adequate space for tutoring & quiet testing

**Responsibility:** Dean of Instructional Services, PASS Director

**Statement of Need:** Increased emphasis on tutoring services, increasing population of students qualifying for accommodations.

**Actions:**

1. Evaluate space requirements from 2013-2014 PASS Department service log & number of students served

**Resources and Approximate \$:** 3500 - Facilities

**Assessment Method/Date:** Recommendation to Facilities committee      **Date:** February 1, 2015 **Achieved**

**Objective # 5:** Provide large multi-purpose classroom at CCC.

**Responsibility:** Dean of Instructional Services, Associate Dean of Instructional Services

**Statement of Need:** Potential loss of Multi-purpose room at STC due to non-renewal of lease

**Actions:**

1. Review feasibility of remodeling existing theater space at CCC for large multi-purpose classroom.

**Resources and Approximate \$:** None? - Facilities

**Assessment Method/Date:** Recommendation to Facilities committee      **Date:** February 1, 2015 **In Progress**

## Office of the President

### Institutional Advancement

**Objective #1:** Respond to College funding needs through various fundraising methods.

**Responsibility:** Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Philanthropic support provides increased funding for the “tools” that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic

funds that will support College needs. These needs have been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel to support off-site working.

**Actions:**

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.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Once all old giving records are in RE, 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.
7. Using RE, identify donors by lifetime giving and launch a new presidential-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.

8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the “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.
9. Continue to build support for the Vernon College Foundation Annual Auction.
10. 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 the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

**Resources and Approximate \$:**

1. **Institutional Improvement:** Funds to create and implement an annual Presidential-level Donor Recognition Event -- \$6,500; Funds to purchase standardized donor recognition items for both Annual Giving Clubs and Aggregate Giving Clubs -- \$5,000; Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference -- \$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$5,000.
2. **Technology:** Renew annual software licenses and maintenance contracts: Raiser’s Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license -- \$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

1. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2015. In Progress**
2. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014. Achieved**
3. New annual giving clubs, lifetime giving societies, and planned gift society revised and relaunched, depending upon the availability of funds, by **August 31, 2015. In Progress**
4. Presidential-level donor recognition event held and donor recognitions, depending upon the availability of funds, by **August 31, 2015. In Progress**
5. Move all old prospect, donor, alumni records into RE to enable donor solicitations segmented and targeted solicitations based on the aggregate information contained in the RE database, second phase completed by **August 31, 2015 and on-going. In Progress**
6. Prospects identified and donors and prospects cultivated using standard “moves management” plans as evidence by reports noted above by **August 31, 2015 and on-going. In Progress**
7. Increased items given to and participation in the Vernon College Foundation Annual Auction as evidenced by dollars raised and matched by the Foundation by **February 28, 2015 and on-going. In Progress**
8. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2015 fiscal year by **August 31, 2015. In Progress**
9. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015. In Progress**
10. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014. Achieved**
11. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015. In Progress**
12. Develop best practices, policies, definitions, and procedures for utilizing the RE database by **August 31, 2015. In Progress**
13. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015. In Progress**
14. Annual software licenses/maintenance contracts renewed by **August 31, 2015. In Progress**
15. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going. In Progress**

**Priority Initiative #7:**  
Enhance the technology infrastructure of the institution.

## December

### Administrative Services

#### Business Office

**Objective #1 :** Implement Chaparral Card terminals in the bookstores and in the dining areas.

**Responsibility:** Garry and Stacy

**Statement of Need:** Ability to track students using meal plans in the SUB and to make purchases in the bookstores and the dining areas using their Chaparral Student ID cards.

**Actions:**

1. Set up “wallets” within the HB Financial Payments software for meal plans
2. Purchase terminals for bookstores and dining areas
3. Train staff to use terminals

**Resources and Approximate \$:** \$350/terminal; \$500/wallet setup; \$3/student/semester fee - Technology

**Assessment Method/Date:** Card swipe machines installed and operational Date: **Fall 2014 In Progress**

### Office of the President

#### Institutional Advancement

**Objective #1:** Utilize existing software tools to support College, student, and alumni needs. Research new website technological tools and strategies as needed to benefit Vernon College students and the College as a whole as an aid to recruitment and retention. Continue enhancements to the website as the primary “information source” for the College.

**Responsibility:** Director of Institutional Advancement; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support

**Statement of Need:** Updated software is essential to providing services to benefit the College and its students. Software such as Raiser’s Edge; STARS -- the College’s on-line scholarship application; the Metasoft Foundation/Corporation Funding search engine; and MaestroSoft Pro Auction software assist in College and Foundation development/advancement efforts such as donor identification, cultivation, recognition, and solicitation; scholarship support for our students; and grantsmanship. Additionally, as

College and student needs continue to increase it is necessary to research other software that can help Institutional Advancement develop and/or enhance its strategies to become even more effective and efficient. Updated technological equipment is also essential to the efficient and effective operations of the IA Department. This will aid in meeting the KPIA benchmarks: At or above 33%, the number of twelve county high school graduates who attended college choose Vernon College; At or above small college group percent of full-time, first-time degree/certificate-seeking undergraduate students who received grant or scholarship aid from the federal government, state/local government, or the institution, or loans by type of aid: 2010-2011; and At or above small college group percent of all undergraduates receiving aid by type of aid: 2010-2011.

**Actions:**

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.
2. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support.
3. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
4. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.
5. Assist faculty and staff with the preparation and submission of proposals to public and private funding agencies. Private funders will be researched through the Metasoft funding search software. Public funders will be researched through various search engines such as grants.gov.
6. Assist students with the completion of their STARS applications.
7. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school graduate-restricted scholarships in those counties and high schools.
8. Research and implement a similar software license to facilitate dual-credit scholarship applications.
9. Attend training sessions about website development to increase awareness of new technologies and assist in the continued enhancement to the College's website.
10. Increase ability of searching options on the Vernon College website.

**Resources and Approximate \$:** (Facilities, Institutional Improvement, Personnel, Technology)

1. **Technology:** Renew annual software licenses and maintenance contracts: Raiser's Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license --



\$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determine that such a license will enhance/upgrade the ability of Institutional Advancement's support of funding needs.

**Assessment Method/Date:**

1. Annual software licenses/maintenance contracts renewed by **August 31, 2015. In Progress**
2. Research for possible program incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going. In Progress**
3. Funding sources researched through Metasoft software by **August 31, 2015 and on-going. In Progress**
4. Students assisted with 2014-2015 STARS Applications by **March 1, 2015. In Progress**
5. Number of targeted press releases and letters sent by **August 31, 2015. In Progress**
6. Dual-credit scholarship software researched and recommendation made by **December 31, 2015. In Progress**
7. Training sessions attended and enhancement strategies developed, conference notes by **August 31, 2015 and on-going. In Progress**

## January

### Office of the President

#### President/Effectiveness

**Objective #4:** Maintain and enhance technology infrastructure of the President's Office

**Responsibility:** Administrative Secretary to the President

**Statement of Need:** To ensure continuous maintenance and enhancement of technology in order to accomplish primary responsibilities of Institutional Advancement, Human Resources, and Institutional Effectiveness

**Actions:**

1. Maintain hardware and software inventory, and anticipated replacement rotation list
2. Monitor and ensure budget development for efficient purchasing

**Resources and Approximate \$:** Institutional Improvement, no \$

**Assessment Method/Date:** As evidenced by inventory list and budget **Date:** Annual with summation **by January 1 In Progress**

## February

## Instructional Services

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| <b>Objective # 1:</b> Improve effectiveness and reliability of ITV classrooms.   |
| <b>Responsibility:</b> Dean of Instructional Services, Division Chairs, Directors, Media Specialist, IT department     |
| <b>Statement of Need:</b> Recommendation by faculty, staff, and students; current equipment no longer supported        |
| <b>Actions:</b><br>1. Investigate alternative equipment and/or technologies to Tandberg ITV systems                    |
| <b>Resources and Approximate \$:</b> None? - Technology  |
| <b>Assessment Method/Date:</b> Recommendation to Technology committee <b>Date:</b> February 1, 2015 <b>In Progress</b> |

### Priority Initiative #8:

Develop processes for fundraising and alumni to better support the College's needs through more external funding and the building of a strong alumni base.

## February

### Office of the President

#### Institutional Advancement

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|---|
| <b>Objective # 3:</b> Enhance the visibility of Vernon College and the Vernon College Foundation to educate the residents of the 12 county service area about the value of their Community College and the economic impact it makes.  |
| <b>Responsibility:</b> Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support; Director of Institutional Advancement/Executive Director, Vernon College Foundation.                              |
| <b>Statement of Need:</b> Vernon College must continue to develop and implement marketing/communication strategies through such vehicles as the President's Annual Report, enhanced program brochures, targeted marketing strategies, and web and social media strategies.                      |
| <b>Actions:</b><br>1. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College; including the development of web pages featuring donors and students. |

2. Form a website users' group, chaired by the Website Advancement/Support Specialist, which will function as a subgroup of the Integrated Marketing/Recruiting Committee to regularly review the website to ensure cohesiveness, develop and share best practices for the site and recommend use policies and guidelines.
3. Conduct an annual review of the website focusing on enhancements that can/should be implemented
4. Continue the implementation of 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 the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.
5. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
6. As funds are available take advantage of enhanced marketing/communication opportunities to support the College's visibility.
7. Continue the annual President's Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
8. Utilize the services of a professional photographer, on an as-needed basis, to enhance the website and other marketing materials to better showcase Vernon College to its constituencies and current and potential students.
9. Develop an RFP to work with a marketing consultant to develop a long-term, comprehensive marketing and branding strategy. Included, but not limited to would be College slogan, brochure and flyer templates, marketing plan, videos, etc.
10. Enhance social media marketing by using Facebook ads, online advertisements and Google adwords.
11. Utilize target marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
12. Incorporate the recommendations of the Integrated Marketing Task Force as approved by the College Administration.
13. Utilize one graphic designer for all printed materials used throughout the College and coordinated through the Coordinator of Marketing and Alumni Relations.

**Resources and Approximate \$:**

1. **Institutional Improvement:** New funds to take advantage of marketing/communication opportunities as they arise -- \$25,000. Training opportunities for the Coordinator of Marketing and Alumni Relations and the Advancement Services Specialist for Marketing and Scholarship Support -- \$6,000. Professional photographic services -- \$7,000. Graphic designer for all printing materials -- \$30,000; Marketing Consultant -- \$100,000
2. **Technology:** Annual Ektron CMS400.Net Pro Domain annual license -- \$10,000

**Assessment Method/Date:**

1. President's Annual Report disseminated by **February 2015**. **Achieved**
2. Prepare an annual user report of website usage statistics and website enhancements by **August 31, 2015** and on-going. **In Progress**
3. Develop best practices and procedures for maintaining the Vernon College website and Component Administrators' webpages by **August 31, 2015**; on-going updates. **In Progress**
4. Increase social media marketing as often as possible throughout the year ending **August 31, 2015**. **In Progress**
5. Number of targeted press releases and letters sent by **August 31, 2014**. **Achieved**
6. Graphic designer for all printed materials used throughout the College selected by **August 31, 2015**. **Achieved**
7. Marketing Consultant hired by **August 31, 2015**. **Achieved**
8. Website users group formed and actively working by **August 31, 2015**. **In Progress**
9. Ektron License renewed by **August 31, 2015**. **Not Achieved, license cancelled. College is using a different CMS**

**Priority Initiative #9:**

**Ensure institutional accountability through effective strategic planning and assessment processes.**

## December

### Office of the President

#### President/Effectiveness

**Objective #1:** The College will annually review mission documents with the Board of Trustees, administration, faculty and staff to ensure the organization's commitments are clearly defined.

**Responsibility:** President and Director of Institutional Effectiveness

**Statement of Need:** To meet expected SACSCOC compliance criteria and to ensure that all stakeholders have a clear understanding

**Actions:**

1. To annually review mission documents in meetings

**Resources and Approximate \$:** Institutional Improvement, no \$

**Assessment Method/Date:** As evidenced agendas, minutes and meeting notes **Date:** **December 2014** **Achieved**

## January

### Admissions, Records, and Financial Aid

#### Financial Aid

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| <b>Objective #2:</b> Compliance with SACSCOC Section 4: Federal Requirements 4.7  |
| <b>Responsibility:</b> Dean of Admissions and Financial Aid/Registrar and Director of Financial Aid   |
| <b>Statement of Need:</b> The institution is in compliance with its program responsibilities under Title IV of the most recent <i>Higher Education Act</i> as amended. (In reviewing the institution's compliance with these program responsibilities, the Commission relies on documentation forwarded to it by the U.S. Department of Education.) (Title IV program responsibilities) (SACSCOC4.7) Staff development through professional financial aid organizations and conferences to achieve compliance |
| <b>Actions:</b> Attend annual DOE conference and other professional development opportunities   |
| <b>Resources and Approximate \$:</b> Institutional Improvement: Travel budget of approximately \$2,000  |
| <b>Assessment Method/Date:</b> Unqualified audit with no management letter notations or findings / <b>January Achieved</b>  |

## February

### Instructional Services

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|---|
| <b>Objective #2 :</b> Continue to enhance Program & Discipline Evaluation instruments and Institutional Effectiveness plans   |
| <b>Responsibility:</b> Dean of Instructional Services, Associate Dean of Instructional Services, Director of Institutional Effectiveness, Division Chairs, Directors, and Coordinators. |
| <b>Statement of Need:</b> Institutional Effectiveness, THECB, and SACSCOC requirements  |
| <b>Actions:</b><br>1. Review Program & Discipline Evaluation instruments and Institutional Effectiveness plans and revise as needed.  |
| <b>Resources and Approximate \$:</b> None - Institutional Improvement   |
| <b>Assessment Method/Date:</b> Presentation of evaluations & plans to College Effectiveness committee <b>Date:</b> <b>February 1, 2015 In Progress</b>                                  |

- Meeting schedule: March 27, May 1 (electronic)
- Adjournment - the meeting was adjourned at 10:45 a.m.