2020-2021

Achieving the Dream LEADER COLLEGE OF DISTINCTION

President's Bi-Weekly Report
For period August 17, 2020 to September 18, 2020

** Submissions for next update are due **Friday, October 2, 2020***

01_Campus Emergency Response Team (CERT)

Accomplishments toward Strategic Projects

Strategic Project 1:

Effectively react and implement needed changes for the COVID-19 pandemic as they relate to NC State and the safety of our students and employees. Update the CERT manual and place it on a shared drive accessed only by the CERT team.

- *Operational changes for Fall 2020 return to campus continue.*
- *Additional plexiglass barriers installed for speech classes in Kehoe and Fallerius.*
- *Reviewing challenges with eating and the wearing of masks*

Strategic Project 2:

Strengthen response plan to natural or human-made crises through training and tabletop scenarios, communication, and building relationships with first responders.

- *Kevin Kline is recommending we conduct fire drills soon, and regularly.*

Academic Services

02_Business, Industry, and Technology
Accomplishments toward Strategic Projects

Strategic Project ACCESS:
a. Substantially increase the number of courses/programs available and delivered in hybrid format or fully online (complete by June 30, 2021)

- *The division has increased hybrid and online course offerings by 13.3%, from 67 to 89 of our total 165 courses. Toni Johnson continues to work with faculty.*

Strategic Project SUCCESS:
a. Increase completions 1% Fall 2020 – Spring 2021 compared to previous year, and Fall 2020-Fall 2021 compared to Fall 2019-Fall 2020.

- *Completed a transfer agreement in Integrated Engineering Technology with Bowling Green State University.*

Strategic Project RESOURCES:
b. Seek grants to support strategic goals min. $100,000 by June 30, 2021.

➕ *Completed a DOL grant over the summer, which will support female and minority participation in STEM programs.*

03_Workforce & Non-Credit
Accomplishments toward Strategic Projects

Strategic Project 1:
Expand training and apprentices in both number and occupation (manufacturing, IT, business, plastics). Recover apprenticeships post Covid, implement Plastics Technology apprenticeship, increase number sponsored by the college. Increase apprenticeships by 15%.

➕ *Nothing to Report for this period*

Strategic Project 2:
Promote customized training and increase company awareness to assessment and testing resources available through the College. Increase workforce revenue by 15%.
a. Implement online delivery of a) supervision/leadership' b) MS Office; c) promote MindEdge curriculum - implemented by Jan. 01/2020

Target recruitment for workforce training opportunities to women and minorities, as aligned with DEI strategic priorities. Increase number of women and minority represented students by 2% of baseline

➕ *Nothing to Report for this period*

04_Health Sciences
Accomplishments toward Strategic Projects

Strategic Project 1:
Increase percent of hybrid online classes in Health Sciences with an overall goal to increase by 2% for Academic year 2021-2022 as compared to Academic year 2019-2020

➕ *Nothing to Report for this period*

Strategic Project 2:
Increase student enrollment in LPN, Respiratory, BioScience and SciMed programs with an overall goal of 20% increase for the 2021-2022 Academic year.

➕ *Nothing to Report for this period*

Strategic Project 3:
Increase professional development for Assessment and Curriculum Design to improve the number of programs completing the College Wide Outcome (CWOs) Rubrics with an overall

goal of 100% participation of Health Science Courses with identified CWOs by the 2021-2022 Academic Year.

➕ *Nothing to Report for this period*

05_Liberal Arts
<u>Accomplishments toward Strategic Projects</u>

<mark>Strategic Project</mark> 1:
Increase new online courses/programs or transform current in-person courses and program to full online section delivery (complete by June 30, 2021). Add online degree in Communication and convert 34 courses for online delivery for 2020-2021.

➕ *Faculty completed the conversion and QM review of 13 courses for online delivery fall semester (in addition to the 6 completed for summer).*
➕ *Faculty are in the process of converting 15 additional courses for online delivery in spring.*

<mark>Strategic Project 2:</mark>
Continue work on the advancement of transfer strategic plan with the overall goal of increasing successful transfer by 1% (from 19% to 20%). Add GEM program and increase articulation agreements, Guaranteed Transfer Pathways, and OTM/TAG-approved courses.

➕ *MOU for GEM program signed 9-14-20.*
➕ *Requests for updates and new articulation agreements made to 18 universities.*
➕ *Arrangements being made for transfer students to have virtual visits with target universities in October.*
➕ *Faculty are preparing TAG/OTM submittals of 5 courses by October 2 deadline.*

<mark>Strategic Project 3:</mark>
Increase enrollment in Liberal Arts classes with the overall goal of increasing headcount and credit hours by 1% traditional, 2% non-traditional, and 1% minority in Liberal Arts programs. Promote Addiction Studies program, CCP courses, and Galion Liberal Arts program.

➕ *Marketing copy prepared for the promotion of the Substance Abuse Studies Certificate.*
➕ *17 students now enrolled in the Galion Early Collage Academy—8 seniors and 9 juniors.*

<mark>Strategic Project 4:</mark>
Increase retention in Liberal Arts classes with the overall goal of increasing fall to spring and fall-to-fall retention by 1% and minority fall-to-fall persistence rate by 2%), especially in gateway courses such as English and Math. Increase the use and quality of OER materials, increase the number of courses going through Quality Matters review, and increase smart technology in classrooms.

➕ *Faculty implemented OER in ten fall 2020 courses (seven Liberal Arts, two BIT, and one OSU).*

- *One Smart classroom (Fallerius 114) to be added by the end of September.*
- *Introduction of asynchronous English and mathematics classes likely to make it easier for scheduling and enrollment.*
- *Survey of delivery preferences (asynchronous, Zoom hybrid, f2f hybrid, or face-to-face) sent to current PSYC 1010 students to better anticipate future mix of classes to offer.*

06_Academic Support Services (Quality and Compliance: curriculum, assessment, accreditation)
Accomplishments toward Strategic Projects

Strategic Project 1:
Operations manuals for Accreditation and Compliance. Draft finished December 2020. Tutorials for process involved in program approval, assessment compliance, curriculum mapping, etc...posted to the web. Audience - Deans/Faculty

- *Operations Manual for the Academic Services area is still in progress. This manual includes, but is not limited to all of the information related to state and federal program approval, how programs are approved here on campus, how to assess lab fees, how to accurately pull CWO data and merge it with student data, to how to use Curriculog to make changes to curriculum.*
- *While the manual is turning out to be a bit large, I have decided to add a 'quick start' area for anyone new to the role of course coordinator/dean/academic services staff (such as Lori Z's position)*

Strategic Project 2:
Updated operations manuals for Assessment and Curriculum. Draft finished and posted on web- August 2020. Feedback integrated into the newest iteration for next year- May 2021. Cross-training within all academic divisions for digarc Fall and Spring.

- *August 2020 both the curriculum committee, and assessment committee handbooks have been posted, and are open for comment as to contents, arrangement etc...Many positive comments have been received related to these handbooks and the CANVAS class that is being used for Assessment training.*

Strategic Project 3:
Increased participation in HLC Assurance Argument. Initial tutorials deployed to faculty/staff "how to tell the story of your area" - December 2020 . First draft of all functional areas "story" - submitted to Academic Services June 2020. Repository of evidence files with substantive artifacts at least one process from each functional area - August 2021.

- *The assurance argument is slowly being updated. Every week, we receive about one or two documents from each area on campus that tells some of the 'story of us' from that department's perspective.*
- *Please email me asap if you would like to be put into the assurance argument system. (The Assurance Argument is what used to be called our **systems portfolio**, where we tell our story of how we meet the five criteria for accreditation.*

🞣 *Those five criteria: 1. Mission 2.Integrity 3. Teaching and Learning Inputs 4. Teaching and Learning Assessment 5. Planning and Institutional Effectiveness*

<mark>Strategic Project 4</mark>:
Increased engagement in co-curricular assessment as well as professional skills and academic assessment. Update to Assessment website- August 2020. Tutorials posted for professional skills/co-curricular assessment training - November 2020. Co-curricular assessment strategy update meeting Fall and Spring.

🞣 *Co-Curricular assessment has taken a hit because of the pandemic. Any suggestions or help in this area would be appreciated.*

<mark>Strategic Project 5</mark>:
Support data research and survey administration. Initial tutorials deployed for MAC on how to ask for/read/utilize data (required by Perkins) - December 2020. CCSSE and SSI deployed either face to face or online - Spring 2021. Two training sessions for data analysis – MAC/AC December 2020 and March 2021.

🞣 *Deans/Perkins Leadership team attended several data sessions that focused on Perkins data. SSI and CCSSE still ready for Spring deployment. EMSI data FOR PROGRAM REVIEW is now being accessed and delivered to each department by the Academic Services Department now.*

07_TRIO, Solutions, and Tutoring Support Services
Accomplishments toward Strategic Projects

<mark>Strategic Project</mark> 1:
TRIO: Implement new grant(s); complete APR-achieve annual goals; create programming that is highly engaging and meaningful to specific student needs

🞣 *New Grant: Barb created an outline from the new grant and we met as a team to begin the discussion about changing that will need to be made within the first year of the grant. Sheryl updated/revised our policy and procedure documents, so they are up to date. Additional changes will need to be made as we work through the process of implementing the new grant.*

🞣 *We have started the process for completing our Annual Performance Report. All inactive students have been removed from our system, and the database in Blumen has been updated. We have updated Blumen to the new academic year, and rolled over all currently enrolled students.*

🞣 *We were able to meet with or speak to all currently enrolled students within the first four weeks of the semester. We are doing most meetings face to face and one on one.*

- *Amanda Windom worked with an outside source to create two videos. The first video, will be a short video that can be embedded in Canvas courses and shared easily to inform students about Trio. The second video will be a virtual resource that can be used for our orientation.*

Strategic Project 2:
Tutoring: cross-train Scott Smith; develop new strategies to increase enrollment in Solutions; continue to support COF, GFS, College Now and various college initiatives as needed

- *Scott Smith, Son Wynn, Brian Glover and Barb Keener have been working together to revamp our department structure, processes and procedures to increase efficiency. We are working together to create training resources and procedure documents to aid us in implementing various department changes. We are currently working on the hiring and training process for new tutors. Also, Chad Bartlett created a database for us to use to keep track of tutor data, such as schedules, certification levels, subjects tutored, etc.*

- *Tom Prendergast and Barb met with Nikia Fletcher and Andrea Karpiak (the new Aspire Director) to discuss changes to Solutions. Our goal for this year is to serve 80 students. the need for Solutions is changing due to fewer students being required to take dev courses. Barb met with Monica to discuss other possible ways in which Solutions could increase retention for students who are struggling academically.*

08_Crawford Success Center & Mansfield Sr. H.S. Outreach
Accomplishments toward Strategic Projects

Crawford County

Strategic Project 1:
Grow enrollment through credit and non-credit certificate and technical programs and CCP outreach at the high schools. K.P.I: increase enrollment headcount and credit hours by 1% traditional, 2% non-traditional and 1% minority.

- *The transition specialist working with 135 applicants for (primarily fall 2020 applicants) on the Crawford Transition Specialist new applicant list.*
- *Completed 20 individual scheduled appointments for admission, Accuplacer Assessments and FAFSA assistance from the past two weeks*
- *Presented virtually at Bucyrus High School Senior Class*
- *Presented at Buckeye Central Jr High*

Strategic Project 2:
Pick back up with Avita partnership for upskilling STNAs to LPNs. Implement this same model with Ohio Health.

- *There are currently 7 students who are registered for fall semester that are preparing for a fall 2021 PN start.*
- *There were 5 new inquires about the PN program at the CSC center.*
- ***Crawford County Now feature an article: Tomorrow's Nurses are training today at the Crawford Success Center***

Strategic Project 3:
Work with Crawford County businesses to offer opportunities for upskilling or reskilling with workforce training opportunities.

- *Nothing to Report for this period*

Mansfield City School

Strategic Project 1:
Maximize student choices with CCP and CTE options. Collaborate with the new College and Career Readiness Supervisor creating pathways for students using the site articulation agreements would allow MCS to qualify for Tuition Freedom scholarship.
GEAR UP discussion with Calos Bing from ODHE as a school of interest for the next grant cycle.

- *Working with the newly hired College and Career Supervisor Mark Delaney*

9_Center for Teaching Excellence
Accomplishments toward Strategic Projects

Strategic Project 1:
Develop & find resources to implement long-term professional development programming for faculty to perpetuate a culture of success in teaching & learning, especially online

- *Exploring different models and viable grant opportunities*

Strategic Project 2:
Recognize & Disseminate best practices & innovations in utilization of instructional tools & techniques to perpetuate a culture of success in teaching & learning, especially online

- *Canvas Cast & Teaching Tips emails sent out to all faculty*
- *Weekly technique of the week email sent to new faculty*
- *Sent tomorrow's professor email on masks & cameras teaching tips*
- *Setting up a Zoom 'Golden mic' award to parallel the Canvas THumbs Up award to recognize Zoom innovations*

➕ *Invited sharing of local best practices in Zoom & Canvas training workshops*

Strategic Project 3:
Develop sustainable & collegial process for iterative distance course design & development around standards such as Quality Matters external certifications

➕ *Finalizing set of 4 tools for deans to provide and use with distance faculty to offer differing means and modalities to iteratively improve distance course designs.*
➕ *Worked with Deans & Asst. Deans to revise new distance course development process to convert courses for SPing distance designs & launched process.*

Student Services & Institutional Effectiveness

10_Admissions & Enrollment Management
Accomplishment toward Strategic Projects.

Strategic Project 1:
Focus on adult and minority student recruitment as many adults and minorities have been impacted by the pandemic and needing additional education and training for new career options (Access).

➕ *October 23rd meeting targeting adult partners (GED, career centers, JFS and nonprofits).*
➕ *Targeted communications to adults talking about education and training is worth the investment. Stackable certificates, convenience and safety of online and support.*

Strategic Project 2:
With uncertainty, prepare all we do to continue in a virtual experience for campus visit, campus tour, College Day / Night fair, high school visits, correspondence, and preview days or other open house programming (Access/Resources).
➕ *Nine virtual information session have been scheduled for October through January. Four virtual and face-to-face "Connect to Campus" dates (formally Preview Days) have been scheduled during the month of November.*
➕ *Recruiters are in the process of scheduling individual high school and career center visits. As of now they seen to be a mix of face-to-face and virtual.*
➕ *A virtual campus tour is in the works and is expected to be available November 1st.*

Strategic Project 3:

Develop better, stronger, and positive communication with specific audiences (TFS, COF, Foundation Scholarships) receiving aid, what steps need to be completed. (Access/Success/Resources).

- *Reaching out to spring applicants about the opportunities for spring TFS and COF.*
- *Will be reaching out to fall applicants regarding October 1st date for filing the FAFSA for 2021.*

11_Student Success Center and Retention Services
Accomplishments toward Strategic Projects

Strategic Project 1:

Increase advising support to students of color and students in the Directions program to ensure successful completion of gateway courses in the first year

- *Plan developed to accommodate for Rose Hughes' retirement and transition of caseload to Casey Randall. Casey's advising focus will be BIT division. She will also maintain her Testing & Assessment Proctor role.*
- *Gathering data for upcoming department review which will include advising and Directions program.*

Strategic Project 2:

Maximize utilization of Aviso Engage (key features such as alerts, referrals, action plans and texting) to increase next term persistence for new students

- *Developing a series of short video tutorials on how to use the system. The first video was developed for adjunct and faculty on how to send early alerts/referrals. The video was sent to both groups at the beginning of fall term.*
- *September's Professional Development Friday will focus on how to further maximize use of the system. It is scheduled for Friday/September 25 from 8:30 – 10:30 AM.*

Strategic Project 3:

Enhance services and strengthen support to Adult Learners during the onboarding process to remove barriers to success
- *Reviewing the fall 2020 College Student Inventory (CSI) results and proactively reaching out to students based on needs, including those needs identified by adult students.*
- *New Student Orientation will remain in an online/virtual format for spring 2021 and delivered via Canvas. The following dates have been scheduled:*
  - *THU/NOV 5*
  - *MON/NOV 9*
  - *WED/NOV 11*

- o *TUE/NOV 17*
- o *THU/NOV 19*
- o *MON/NOV 23*
- o *TUE/DEC 1*
- o *THU/DEC 3*
- o *MON/DEC 14*
- o *TUE/JAN 5*
- *Working with marketing department to update and create new videos to embed into New Student Orientation – in particular the "We Are Hers to Support You" video which highlights campus resources and services.*

12_College Credit Plus (CCP)
Accomplishments toward Strategic Projects

Strategic Project 1:
Support CCP enrollment growth (Access) during uncertain and changing school operating environments in 20-21, with a focus on student success (Success)

- *Fall CCP enrollment updates: nearly 1200 students and over 8000 credit hours*
  - o *Through a service dedication to our partner schools, CCP students and families, CCP enrollment surpassed our projections*
  - o *Thank you to Scott George, Diane Kelley, Mark Monnes, Brad Dunmire, and Casey Randall for your enrollment support with our CCP students and partner schools*

Strategic Project 2:
Expand use of technology to support communication for Department needs, student enrollment and student success during COVID and with current staffing. (Success and Resources)

- *Current:*
  - o *Audit of CCP student cell phone numbers for text communication*
  - o *Audit of CCP high school based sections for enrollment and course code accuracy*
  - o *Obtain SSID/UIN numbers for those missing from transcripts for CCP billing*

13_Registrar (Student Records Office)
Accomplishments toward Strategic Projects

Strategic Project 1:
Continue work with online resources including: getting various degrees fully online, creating an extensive suite of topic-based videos/how-to videos for online students to view during orientation and to have as resources for 24/7 assistance. (Access)

- *Brad sent a survey to current fully online students. On the survey, he is asking for their input on any specific topic based informational videos that might be helpful to them. This feedback will be used to decide what information should be included on any new videos that are created for the website.*

- *Communication with deans and faculty continues on converting certain existing programs to fully online. Brad is also researching potential new degrees that may have institutional viability.*

Strategic Project 2:
Continue work on the Career-Technical Articulation Verification (CTAV) project to enable the download of approved CTAGs through ODHE for enrolled students. Fully implementing this project will eliminate excessive paper and increase efficiencies for processing proficiency credit. High schools do not need to submit hard copies of CTAGs eliminating extra work on their part and credit posted in a timely manner. (Access)

- *Due to a recent memo from ODHE, we must first confirm that students are seeking CTAG credit prior to that credit appearing on the transcript. Our past process had us uploading a list of CTAG eligible students, posting the credit to the transcript, and then notifying the students of the credit they received. This new policy could delay the posting of this credit. I am currently working with the assistant registrar to work out the logistics of notification and return confirmation from the students.*

Strategic Project 3:
Review current office procedures to determine which ones can incorporate electronic vs in-person means of processing. Convert some forms to fillable pdfs to accommodate distance processing. (Access/Success)

- *The office has converted the drop/add, change of major, and FERPA release form to a fillable pdf format. These forms may be submitted in person or through our email system, as long as it comes through via a NC State email account.*

Business Services

14_Accounting/ Controller's Office
Accomplishments toward Strategic Projects:

Strategic Project 1:
With the implementation of project accounting, have all new grants/projects set up on this system as well as training for any project managers.

↓ *We have set up our first projects with some small grant items that we want to track separately for reporting purposes. We will use these as a test for how things are setup and the ease of reporting. Once we get the payroll part set up we can start getting some of our larger grants that have payroll on board.*

Strategic Project 2:
Continue listing obsolete items on govdeals.com

↓ *Nothing to Report for this period*

Strategic Project 3:
Get our Synoptix reporting software ready for the new reporting related to accounts receivable and payroll reporting

↓ *Nothing to Report for this period*

15_Financial Aid Office
Accomplishments toward Strategic Projects

Strategic Project 1:
Improve communication and customer service with students and other student-servicing departments to be clear, positive, and expeditious

↓ *Jim met remotely with the Student Success Center staff to discuss financial aid policies.*
↓ *We discussed with admissions and IT a Colleague process that causes us difficulty.*

Strategic Project 2:
Establish FAFSA completion, and scholarship awards, as a twinned process with the Admissions Office and the Foundation to expedite student application and validation.

↓ *We sent a message to those identified as new spring applicants for admission for whom we have no FAFSA data to encourage them to complete FAFSA's.*

Strategic Project 3:
Improve/Revamp the administration of our Federal Work-Study program to find and support internal departments with their human resources needs.

↓ *We have begun to award work-study on a semester rather than yearly basis. This change has been made to align wages earned with award periods (FWS is meant to be earned over two semesters.)*
↓ *We created an "FWS Next Steps" handout. This is to help clarify the work-study on-boarding process for students and work site supervisors.*

16_Child Development Center
Accomplishments toward Strategic Projects

Strategic Project 1: Maintain full enrollment in child care, Early Head Start and ODE preschool

- *Pre-COVID the program maintain an enrollment of 60 – 64 children in center-based and 28 in home-based care*
- *Closed March 24 providing virtual services and family connection bags to enrolled children/families*
- *Re-opened June 8 as a Transitional Pandemic licensed child care center with an enrollment of 36 children and 28 in home-based care*
- *Current enrollment: 36 center-based, 29 home-based*
- *Program is currently transitioning out of pandemic child care for the COVID-19 pandemic and back to child care licensing requirements*

Strategic Project 2:
Participate and maintain a quality rating through Ohio's Tiered Quality Rating and Improvement System, Step Up To Quality

- *Step Up To Quality is a five–star quality rating and improvement system administered by the Ohio Department of Education and Ohio Department of Job and Family Services. SUTQ recognizes and promotes learning and development programs that meet quality program standards that exceed preschool licensing and child care licensing health and safety regulations. Step Up To Quality program standards are based on national research identifying standards, which lead to improved outcomes for children.*
- *The CDC is rated a five-star through October 23, 2022*

Strategic Project 3:
Promote regular attendance for enrolled children: program wide, individual attendance, encourage positive attendance habits, engage families in understanding relationship between attendance and success

- *Our program goal is to maintain an average daily attendance of 85%*

17_Facilities Management
Accomplishments toward Strategic Projects

Strategic Project 1:
Continue to implement safety procedures (COVID Safety) on campus through wayfinding signage throughout campus (internal and external) based on building restrictions

- *Installed nearly $38,000 in Plexiglas*

➕ *Installed nearly 300 floor graphic circles for wayfinding and safety measures*

Strategic Project 2:
Continue work to reduce energy consumption (example number of computer rooms, work on replacing lights to LED when they burn out), and minimize space utilization (by helping to improve scheduling and closing rooms, wings, floors…) both for safety and energy conservation

➕ *With COVID computer rooms are not opened and we are utilizing the tutoring center via Barb Keener and her staff to patrol disinfecting necessary areas of contact.*
➕ *OSU and NCSC have partnered to retrofit lighting to LED and we have changed 11 rooms over the summer and are diligently working on offices as needed.*

Strategic Project 3:
Continue Employee Enhancement through training facilities employees on proper equipment usage and equipment cleaning/maintenance, improving facilities employees awareness of department objectives, and establishing an understanding of facilities employees roles within the total campus community.

➕ *Set up training for the new equipment that was just purchased, to enhance the proper use of equipment.*
➕ *Completed blood borne pathogen training for the whole department.*

President's Office

18_Foundation & Government Relations
Accomplishments toward Strategic Projects

Strategic Project 1:
Secure funding for scholarship programs, including Tuition Freedom and certificates.

➕ *Total $214,945.92*
➕ *Scholarships for Certificate Programs - $85,000*
➕ *Scholarships: $129,945.92*
  - *Tuition Freedom: $50,000*
  - *-TFS Endowed - $50,000 McCollum*
  - *Misc Scholarships - $28,301.92*

Strategic Project 2:
Secure donors and grants to fund emerging College and program needs especially to build the information technology infrastructure inside and outside the classroom.

➕ *Completion of the Hire Smart Classroom has been moved to October 5, 2020*

19_Human Resources
Accomplishments toward Strategic Projects

Strategic Project 1:
Increase diversity of faculty and staff while incorporating DEI best practices into the hiring process

➕ *Researching DEI hiring best practices to incorporate in current policy and procedures.*

Strategic Project 2:
Implement Colleague Self-Service for HR

➕ *Nothing to Report for this period*

Strategic Project 3:
Automate payroll payable process i.e. pay online

➕ *Nothing to Report for this period*

20_Information Technology Services
Accomplishments toward Strategic Projects

Strategic Project 1:
Installation of new firewalls at the main campus and the Kehoe Center.

➕ *IT has finished installing networking facilities in the staging area for the new firewalls and other network devices. Given that these new firewalls will be placed on the edge of the college network on the main campus and the Kehoe Center a considerable amount of programming will have to be completed before the actual installation.*

Strategic Project 2:
Utilization of Microsoft Azure cloud storage as a third off-campus site for College data being backed up.

➕ *The Azure cloud storage space has been purchased. IT personnel and our consultant are working together to set up cloud storage parameters.*

Strategic Project 3:
Continue to enhance the technology infrastructure and capabilities for wireless connectivity and online learning inside and outside the classroom

➕ *Nothing to Report for this period*

21_Information Services & Institutional Research
Accomplishments toward Strategic Projects

<mark>Strategic Project 1</mark>:
Full implementation of the Colleague Self-Service solution functionality by transitioning from WebAdvisor (MyNC) through collaboration with almost all areas across the College. This will include the development and execution of a timetable and plan to migrate from Colleague WebAdvisor to Colleague Self-Service that will include changes to various office processes as well as training of all College employees on utilization of the new interface.

➕ *Continuing with implementation of Colleague Projects Accounting module with preliminary roll-out of Colleague Self-Service Projects Accounting access to select users.*

<mark>Strategic Project 2</mark>:
Continue to build the foundation for effective and efficient Institutional Research in order to support the management decision-making process. This will include organizing and centralizing the collection, management, and reporting of institutional data (strategic plan, leading/lagging indicators, predictive analytics, early alert for gateway courses, section analysis, retention, program review…) through the newly established department to ensure data accuracy, consistency, and integrity. This may include the establishment of a data warehouse or data marts or defined common data sets, as well as a data steward group to monitor data policies.

➕ *Continuing to build on Colleague DataOrchestrator (Operational Data Store (ODS)) for more efficient reporting. Added several new reporting tables and fields in the last couple of weeks.*

22_Marketing & Public Relations
Accomplishments toward Strategic Projects

<mark>Strategic Project 1</mark>:
Rework all student services content provided to prospects and students to make it more positive and customer-focused including web content and print materials (including COVID response, Transfer Center, and Foundation)

➕ *We are working with admissions to update a number of items used in recruitment. It is a challenging time for recruiters, and they are working to prepare for in-person meetings, virtual meetings and the upcoming Counselor's Meeting.*
   o *Beginning a video introduction to promote virtual learning and the Connect to College information nights in November*

- o *Designing invitations for multiple events to share electronically and as collateral material.*
- o *Assisting Amanda S. in her new role of outreach to Mansfield City Schools*
    - ▪ *Reviewing some of the materials used in the past, e.g. GPS*
- *Updated information for a few web pages with Deb H. and her team.*
- *Working with Gina and web contractors to automate content for program information on the website from Acalog/Curriculog.*
- *Testing completed. Rollout has begun.*

Strategic Project 2:

Continue promotional support in an evolving world that includes continuing work for COVID/distance-learning student messaging and expanding our demographic targeting and geographic creative targeting and positioning to reach audiences including minority with relevant messaging.

- *FY21 promotional planning includes more targeted advertisements and relevant calls to action.*
- *New targeting parameters for a portion of our campaigns will align to KPIs for recruiting and retaining additional numbers of minorities.*