

**GOALS AND STRATEGIES FOR 2006-2007**  
**Student Success**

**STRATEGIC DIRECTION: To Increase Student Retention and Persistence.**

**GOAL 1: Increase Communication With Students.**

<b>STRATEGIES</b>  (Please include the target date in chronological order and identify the responsible person/group for each activity)	<b>TARGET DATE</b>	<b>RESPONSIBLE PERSON/GROUP</b>	<b>ESTIMATED BUDGET</b>	<b>EXPECTED OUTCOME</b>	<b>METHOD OF ASSESSMENT</b>
1.1 Establish an official web portal to be a channel for all college communication.	Fall 2007	District IT, ITC, SSC Staff	To Be Determined	Greater and more expansive communications between college programs and students.	Increased activity monitored.
1.2 Establish a marketing program to launch and promote use of the portal.	Spring 2007	Marketing Director, Marketing Committee	TBD	Enhanced interest and use of portal.	More communication between departments and students based on goals and their interests.
1.3 Establish protocol for using portal by college constituents.	Fall 2006	Marketing Committee/ITC	\$ 0	Focused use of portal that is effective yet not overwhelming.	Study survey appropriate use of portal.
1.4 In-service for Student Services/Deans on use of the protocol and procedures.	Spring 2006	ITC, Staff, Marketing Committee	\$ 0	Form of Communications embraced college wide.	Survey of Deans and Faculty.