

2011-2012 Tactical Plan

Create Action Items

Mission Statement

Outreach, Degree and Transfer Services supports the college's mission of successful student learning by offering activities, services, and resources designed to increase awareness of college offerings, degree eligibility, and transfer preparedness among a diverse student population both on- and off-campus. The Unit's mission relates to EMP Mission Critical Priorities and Strategies A1, A3, C2, C3, D1, D2, D3, D5, E1, E4, K3.

Overview/Summary

Outreach, Degree, and Transfer Services will continue a multi-faceted College-Going Awareness campaign to proactively and assertively communicate to students the message of early academic preparation and planning. Program content and pedagogy will address different cultural learning styles, networking opportunities, and resources so to better inform prospective students and current students of degree and transfer requirements, preparedness, and eligibility.

Actions

Pasadena City College Action Category Framework (Copy 1)

Equipment

College-Going Awareness Campaign

Automate sign-in and reminder system for prospective, new, and continuing students and others served by Outreach, Degree, and Transfer Services. Activities include but are not limited to counseling and advisement appointments; workshops and presentations; campus and university tours; degree pre-screening.

▼ Action: Automated contact system

Action details: Automate sign-in and reminder system for prospective, new, and continuing students and others served by Outreach, Degree, and Transfer Services. Activities include but are not limited to counseling and advisement appointments; workshops and presentations; campus and university tours; degree pre-screening.

Implementation Plan (timeline): 2011-12

Key/Responsible Personnel: TBA

Steps - what are the steps in implementing this action?: Examine system criteria necessary and available that cooperates with existing/future technological requirements

Budget approval required? (describe): TBA - need to identify program and cost

Budget request amount: \$0.00

Priority: High

▼ Action: Online Degree and Transfer Tools

Action details: Short-Term: 1. Automated system that will do everything needed by students and by the college. a) Apply the same logic to batch entry of SSNs, to produce an electronic report for each student, and additional specified reports to facilitate enrollment in needed classes. b) Thoroughly investigate enterprise computing systems, third-party vendors, colleges that already have versions of the desired tools, and other sources, and then recommend the best solution for PCC. Specifications for the solution are under development. 2. Transfer Requirement Tool. a) 100% accurate reading of properly updated IGETC and CSU GE requirements per ASSIST.ORG. (Course identifier for every course in all IGETC and CSU GE areas must be stable and accurate. Tables of IGETC and CSU requirement areas must be checked and updated every time ASSIST is updated.) b) Ensure that approval and removal dates are actually considered in matching IGETC and CSU requirements (To fulfill

a requirement, a course must have been successfully completed between the approval and removal dates (inclusive) for that course in ASSIST.)

Implementation Plan (timeline): 2011-12

Key/Responsible Personnel: Director, Outreach, Degree, and Transfer Services, Vice President of Student and Learning Services, Vice President of Technology,

Steps - what are the steps in implementing this action?: In progress

Budget approval required? (describe): TBA

Budget request amount: \$0.00

Priority: High

Personnel

College-Going Awareness Campaign

Launch "Think College, Think PCC: YOUR Community College" campaign to increase college awareness and improve communication within the district

▼ Action: Guaranteed Course Plan

Action details: Explore piloting a guaranteed course enrollment track for current students.

Implementation Plan (timeline): 2011-12

Key/Responsible Personnel: Director, Outreach, Degree, and Transfer Services; Vice President, Student and Learning Services; Vice President of Technology; Enrollment Services staff

Steps - what are the steps in implementing this action?: Review selection criteria; Contact target students; Conduct information sessions; Identify planned courses; Register students; Follow-up

Budget approval required? (describe): TBA

Budget request amount: \$0.00

Priority: High

▼ Action: Hire/Staff Transfer to Tactical Area

Action details: Two Educational Advisors, One Intermediate Clerk (Classified positions)
1) Distribute materials to schools, libraries, recreation centers, after-school programs, etc. Schedule presentations at schools and in community centers for students and families. 2) Transfer Awareness Increase activities that educate students about developing their own course plan: Conduct presentations to students and families regarding:
* opportunities at PCC and in higher education
* expand presentations about dual enrollment options
* expand scholarship opportunity
* advisement
* course planning workshops
* pre-screening sessions
* campus tours

Implementation Plan (timeline): 2011-12

Key/Responsible Personnel: Director, Outreach, Degree, and Transfer Services;

Steps - what are the steps in implementing this action?: Hire/transfer three full-time classified staff

Budget approval required? (describe): TBA

Budget request amount: \$200,000.00

Priority: High

Supporting Attachments:

 Outreach Bookmark Maze (Adobe Acrobat Document)

To be distributed to middle and elementary students during college-going presentations and campus

visits.

 Think College Think PCC YOUR Community College (Adobe Acrobat Document)
Distribute in-district: i.e. school, libraries, youth centers

▼ Action: Transfer Awareness

Action details: Increase activities that educate students about developing their own course plan:

- * Advisement
- * Workshops
- * Conduct course planning workshops
- * Conduct pre-screening sessions

Implementation Plan (timeline): 2011-12

Key/Responsible Personnel: Dina Chase

Steps - what are the steps in implementing this action?: Schedule workshops and sessions
Use surveys to evaluate before and after knowledge

Budget approval required? (describe):

Budget request amount: \$0.00

Priority: High

Supplies

Think College - Think
PCC - YOUR Community
College

Posters
Bookmarkers
DVD

▼ Action: Campaign Materials

Action details: Revise materials used to publicized PCC's academic and career technical programs.

Implementation Plan (timeline): Create new publications depicting academic and career technical programs for distribution.

Key/Responsible Personnel: Director, Outreach, Degree, and Transfer Services; Outreach Counselor; High School Relations Specialist; Director Public Relations; Academic Deans

Steps - what are the steps in implementing this action?: Review and revised current materials used to publicize the college's programs

Budget approval required? (describe):

Budget request amount: \$15,000.00

Priority: High

Last Modified: 04/28/2011 11:54:32 AM PDT