

VALENCIA COMMUNITY COLLEGE
Student Affairs Department Unit Plan

Active Cycle (academic year): **2016 - 2017**

Area (Department/Program): **Admissions, Registration, Records, and Graduation**

Person Responsible: **Linda Herlocker**

	Plan
1. Goal -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)	Fully implement the CRM for Recruit
2. Objectives -what will be accomplished and measured	<ol style="list-style-type: none"> 1. The online applications will be developed and implemented. 2. The CRM will be programmed with auto-generated correspondence to prospects and applicants in the Recruit pipeline. 3. The data from Recruit will be properly mapped to bridge into Banner as needed and required for processing and to fulfill state and federal reporting.
3. Measures and Findings – How specifically measures will be conducted. How will we know the objective has been achieved?	Measures will be conducted by watching how many users are brought on board, and how many processes migrate from the current system into Recruit. We will know the objective has been achieved with the current web application system is turned off and the CRM is the sole front door for student access to the college.
4. Action Plan – what is the implementation plan?	<ol style="list-style-type: none"> 1. Attend all scheduled planning engagement sessions with Ellucian throughout the fall. 2. Test in early September. 3. Fully implement in September.
5. Achievement Summary/Analysis -What was learned from the assessment results? What changes will you make in your initiative for the year to come?	
6. General Education Learning Outcome	
7. Strategic Plan Outcome	1. Build Pathways.