**VALENCIA COMMUNITY COLLEGE**  
**Student Affairs Department Action Plan**  
**WEAVE Online Form**

**Active Cycle** (academic year): **2012-13**  
**Area** (Department/Program): **College Transitions**  
**Person Responsible:** Amy Kleeman, AVP, College Transitions

| Plan |  
|---------------------------------|---------------------------------|
| **1. Goal**-principal purpose of plan  (include how this relates to serving students or increasing student success or supporting LifeMap) | Enhance and improve the enrollment management process to better serve students and facilitate a more seamless, student-friendly experience that positively impacts enrollment goals. |
| **2. Objectives**-what will be accomplished and measured | Improve communication and collaboration among Valencia units that collaborate in the enrollment management process.  
Establish, document & initiate more efficient and effective structure and processes within and among units that collaborate in the enrollment management process.  
Improve methods and collateral used to communicate and inform students. |
| **3. Measures and Findings** – How specifically measures will be conducted.  How will we know the objective has been achieved? | Documented enrollment management process.  
Documented marketing communication plan for enrollment activities.  
Student survey results of registration process.  
Increase the conversion rate from application to enrollment. |
| **4. Action Plan** – what is the implementation plan? | Facilitate the review and redesign of the enrollment management process.  
Convene committees to conduct process and gap analysis in partnership with each unit.  
Revise processes and communicate changes.  
Establish schedule for ongoing meetings with key collaborators/constituents.  
Partner with Marketing & Media Relations and other collaborators to evaluate, revise, and implement as appropriate, communication plan to students. |
| **5. Achievement Summary/Analysis**-What was learned from the assessment results?  What changes will you make in your initiative for the year to come? | Learned progress has been made with these objectives, action plan, and findings, however, due to the scale of these projects, additional time and attention will be needed to document an enrollment management plan and marketing communication plan; challenges to streamline process due to multiple departments with responsibility for activities in enrollment process recognized;  
**Next Year**: retain goal; new directors will be in place to participate in design and documentation of process; QEP focuses on this work; launch of Blackboard connect and Knowledge Base will occur in 2013/14 and contribute to this goal |
| **6. General Education Learning Outcome** | Goal 1: Build Pathways; Goal 3: Invest in Each Other |
| **7. Strategic Plan Outcome** |  |
#6 and # 7 Under Outcomes in WEAVE, you can select “General Education Learning” and/or “Strategic Plan Outcome” from the drop down list in WEAVE. You can select all that you believe relates to your Goal and Objective.