

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

Active Cycle (academic year): **2010-11**
Area (Department/Program): **Transition Services**
Person Responsible: **Jessica Morales**

	Plan
1. Goal -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)	Improve image of marketing materials to best identify with prospective students by highlighting what Valencia has to offer.
2. Objectives -what will be accomplished and measured	Refresh marketing image: Refresh existing brochures, presentation, and web.
3. Measures and Findings – How specifically measures will be conducted. How will we know the objective has been achieved?	Increased number of inquiries measured in Banner.
4. Action Plan – what is the implementation plan?	Re-create the following materials: Search piece, presentation, retractable banners, general poster, visit poster, and other event materials. Update all letters we send to prospective students. Completion of the future student tab (edits will be made continuously). Create a secondary communication piece.
5. Achievement Summary/Analysis -What was learned from the assessment results? What changes will you make in your initiative for the year to come?	All materials were refreshed in the Valencia college brand and are no longer based around a campaign so we will not need to re-create our materials each time Valencia launches a new campaign. We also have refined the Future Student tab and established a secondary communication plan in which each student requesting further information is given a personalized URL. We are continuing to tweak and add content to the URLs which drive prospects to either visit to learn more or apply to Valencia. This along with our outreach efforts has resulted in a 9.1% increase in the number of recruits generated in Banner over the last year.
6. General Education Learning Outcome	
7. Strategic Plan Outcome	Goal 1 Build Pathways, Objective 1.1 Transition to College

#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.