

<b>DIVISION: Enrollment Management &amp; Student Services</b>		<b>FISCAL YEAR: 2007</b>		
Department 1: <i>All EMSS Departments</i> Department 2:		NECC STRATEGIC THEME: Caring & Accountable College NECC Key Performance Indicator: 5,10		
<u>Strategic Initiative</u>	<u>Indicator (the specific)</u>	<u>Baseline</u>	<u>Outcome Measure / Target</u>	<u>Results</u>
1. <u>Improve Enrollment</u>	Restore 6500 HC (Fall '07) Sustain 5900 HC (Spring '07)	6362 (Fall '05) 5907 (Spring '06)	6400 HC (Fall '06) 5900 HC (Spring '07)	6361 HC (Fall '06) 6094 HC (Spring '07)
	Sustain 3700 FTE (Fall '06) Sustain 3400 FTE (Spring '07)	3707 (Fall '05) 3411 (Spring '06)	3700 FTE (Fall '06) 3400 FTE (Spring '07)	3760 FTE (Fall '06) 3562.5 FTE (Spring '07)
1a. Continuously improve recruitment efforts	Establish a Coordination Committee for Recruitment	New Initiative	Form a Recruitment Committee, October 2006	Complete, October '06
	Get lists of graduates that should consider NECC from each of major feeder high schools	New Initiative	Get lists from (6) feeder high schools and send communication to students, April 2007	Complete, May '07
	Pilot campus visits with Amesbury & Andover High School	New Initiative	Meet with Amesbury and Andover by November 2006 to discuss visits, Pilot visits, April 2007	Complete, December '06
	Take Lawrence NECC graduates to Lawrence High School	New Initiative	Set up a visit w/Lawrence HS with graduates, April 2007	Complete, May '07
	Present FA programs to (2) feeder high schools and on the campuses for the community	New Initiative	Develop a FA program, January, 2007, Present at (2) feeder high schools and on the campuses, March 2007	Complete, January '07 Complete, March '07
	Implement new communications plan	New Initiative	Implement by June, 2007	Complete, March '07
	Implement Web recruitment	New Initiative	Form a Web Recruit Team, October 2006  Implement Web Recruit Pilot, June 2007	Complete, March '07  Defer to 2008
	Finish user testing on new web site	New Initiative	Conduct "in person" user testing sessions, November 2006  Integrate recommended navigational changes, January 2007	Complete, March '07  Complete, June '07
	Finish program marketing tools	New Initiative	Develop and launch (4) program-specific websites, September 2006  Complete all programs specific websites, June 2007  Develop (4) print-on-demand program-specific brochures, June 2007	Complete, September '06  Complete, June '07  Complete, June '07

1b. Improve Retention	<p>Activate College Retention Committee</p> <p>Review all correspondence sent to students</p> <p>Collect divisional retention data</p> <p>Review best practices</p> <p>Improve FA processes/follow-up</p> <p>Invite Stop-Outs/Drop-Outs back</p> <p>Explore Semester Forgiveness Policy</p>	<p>New Initiative</p> <p>New Initiative</p> <p>New Initiative</p> <p>New Initiative</p> <p>Process Management Team. Summer '06-Spring '07</p> <p>New Initiative</p> <p>New Initiative</p>	<p>Establish meeting schedule, minimum of (2) meetings per semester</p> <p>Review all routine LA Center student correspondence, April 2007</p> <p>Revise career correspondence, if needed, to be consistent with EMSS communications, June 2007</p> <p>Share preliminary data with Retention Committee in Fall 2006</p> <p>Conduct review, May 2007</p> <p>1. Work with FA Process Management team to review current processes in Fall 2006</p> <p>2. Implement Phase 1-new procedures and follow-up by January and Phase 2 , June 2007</p> <p>Hold workshops on career connections, May 2007</p> <p>Prepare policy for review, Spring 2007</p>	<p>Complete, April '07</p> <p>Complete, April '07</p> <p>Complete, May '07</p> <p>Complete, Spring '07</p> <p>Complete, June '07</p> <p>Complete, December '06</p> <p>Complete, January '07</p> <p>Learning Accommodations, Complete, January '07 (SAM sessions) Enrollment Services,Phase I completed January '07</p> <p>1<sup>st</sup> Draft, Completed, Spring '07, under revision</p>

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<u>2. Improve Lawrence Outreach</u>	Coordinate all outreach in Lawrence	New Initiative	Develop a Lawrence Outreach Tracking system, August 2006  Develop relationships with (3) new partners and establish stronger connections with (1) old partner in the community, June 2007  Establish a Community Advisory Board (CAB), November 2006  Implement (2) programs at other community sites with objective to share resources and programs with local partners, June 2007	Complete, August '06  Complete, January '07 New: Gear Up, HERC, LCA. Old: LCW & Boys & Girls Club  Complete, November '06  Complete, June '07
	Educate college staff to be good will ambassadors	New Initiative	Provide recognition for service provided to serve as incentive and to encourage continues participation, August 2006-Ongoing	On-going
	Use Latino Marketing Task Force to improve visibility in Lawrence	Task Force formed, Spring 2006	Re-organize newly formed Latino Marketing Task Force to serve as advisory board for Lawrence outreach initiatives, December 2006  Develop a "Lawrence" Communications Plan, January 2007  a.) Develop materials targeted specifically for Lawrence community, January 2007  b.) Share and request feedback from target population to improve new Lawrence outreach materials, February 2007  c.) Promote NECC activities and events all around the city via radio, newspapers, and within local partners. --- Promote awareness and use of the services, resources and programs available at NECC, June 2007	Delayed, September '07  Delayed, '08  On-going (some items translated and ads created, May '07)  All items developed or translated are reviewed by NECC students for feedback. On-going  NECC SOS (Student Outreach Squad) created in May, '07 to assist in providing awareness about NECC. SOS have

<p><b><u>3. Improve One-Stop Functioning Plan across the Division</u></b></p>	Improve athletic ties in Lawrence	New Initiative	<p>NECC baseball coaches and team will work with Lawrence Recreation and run a (1) day baseball clinic in Lawrence, July 2007</p> <p>NECC basketball coaches and team will work with Lawrence Recreation and run a (1) day basketball clinic in Lawrence, July 2007</p> <p>Establish connection with Lawrence Boys &amp; Girls Club and develop plan for future collaborations, June 2007</p> <p>Develop plan to run a (6) week strength and conditioning program at Lawrence High School</p> <p>NECC volleyball coaches and team will work with the Lawrence YMCA and run a (1) day volleyball clinic in Lawrence, June 2007</p> <p>Sponsor a Lawrence youth soccer team beginning this year, June 2007</p>	<p>been featured on TV, radio and local newspapers. On-going</p> <p>Complete, October '06 (45) Attended</p> <p>Delayed 2008</p> <p>Complete, October '06 Received 10,000 grant for Collaborative program for Lawrence Youth to be implemented, Fall '07</p> <p>Complete, March '07</p> <p>YMCA time constraints. Will revisit Fall '07</p> <p>Complete,(100+) Enrolled</p>
	Continue the White Fund collaboration	(7) Co-sponsored programs in AY 2006	<p>Develop Fall lecture series by August 2006</p> <p>Develop Spring lecture series, December 2006</p> <p>Implement plan starting in September 2006</p>	<p>Complete, August, 2006</p> <p>Complete, December 2006</p> <p>Complete, September '06</p>
	Implement customer service training plan across the division	Program developed AY 2006	Develop reference sheet to assist Mass. Rehab. students through Financial Aid process, April, 2007.	Complete, June '07
	Continuously improve processes		Develop new faculty letter regarding approved accommodations, April, 2007	Defer to September '07 to further refine communication clarity
			Review current Transfer Credit process, May 2007	Complete, January '07
			Implement revised Transfer Credit process, June 2007	Complete, April '07
			Pilot new criteria-base program process, September 2006	Complete, September 06

<u>4. Implement Title V Year 5</u>	Form blended CPAC team with single focus	New Initiative, requiring restructuring	<p>Tighten in-house communication processes re:          -New Students          -Section 30          -Trade Act          -Careers</p> <p>Develop check list of info to be given to student from each area: Admissions, Academic Advising, Career Planning, Financial Aid to ensure staff &amp; student to share and receive complete information</p> <p>Work with CPAC managers to ensure all understand the nature of a One Stop and are able to give students complete info themselves as well as train their staff to do so</p> <p>Work with CPAC managers to develop a balanced staff schedule day and evening</p> <p>Continue to enhance Behrakis Buzz as a One Stop communications vehicle including info from Lawrence CPAC</p>	<p>Complete, April '07</p> <p>Restructuring continues June '07</p> <p>Complete, June '07</p> <p>Complete, June '07</p> <p>Complete, June '07</p>
	Create Planning Committee for new grant proposal	New Initiative	Finalize plan for full grant institutionalization, June 2007	Delayed, 2008
	Prepare for EOG report and visit	New Initiative	Establish planning committee, April 2007	Complete, Summer '07
			Create plan for End of Grant audit, March 2007	Delayed, Fall '07

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<u>5. Continuously Improve Programs and Services</u>	Develop virtual tour for website	Baseline New Initiative	Outcome Measure / Target Develop an online virtual tour "slideshow", May 2007  Plan for the development of a future "video" virtual tour, plan completed by June 2007	Results Complete, June '07  Complete, June '07
	Conduct at least (1) key piece of marketing research	New Initiative	Develop a student survey to determine key factors in why new enrollees choose NECC, January 2007  Conduct survey and analyze results, March 2007	Complete, January '07  Complete, June '07
	Enhance student career attainment and future planning:			
	a.) Increase career workshop offerings	a.) 31 types offered 2005-2006 in 55 sessions	a.) Increase topics, sessions by 5% by June 2007	Complete, June '07
	b.) Expand on line career workshops	b.) 1 workshop complete	b.) (2) additional on line workshops will be completed by May 2007	Complete, June '07
	c.) Enhance recruit plan for work study students include in career trainings	c.) Most work study students do trainings individually or in small groups	c.) 20% in large group sessions to build cohort/community	Complete, June '07
	d.) Increase use of on line workshops	d.) New Initiative	d.) Increase use by 5% by May 2007	Complete, May '07
	e.) Enhance tracking of students success in workshops, job placement, job retention or networking	e.) Attendance maintained for workshops and job performance	e.) Tracking information enhanced to include charted info; place of work, performance rating, workshop attendance, final grade, etc. by May 2007	Complete, August '06
	Increase communication with students using current technology	New Initiative	Develop & implement an email magazine focusing on student life activities and programs, and send to all NECC students once a month. Begin spring semester 2007	Complete, October '07
	Review Learning Accommodations guidelines for documentation for services	New Initiative	Complete review of guidelines by May 2007	Defer review until statewide implementation
Improve Academic Grievance process for students	New Initiative	Streamline implementation of Student Grievance process by May, 2007	Committee established April 07, defer goal to May 08	
Develop and implement a Banner training model for all divisional staff	New Initiative	Create training workshops, March 2007	Delayed, Fall '07	