

DIVISION: Enrollment Management & Student Services		FISCAL YEAR: 2007		
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)
	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)
1a. Continuously improve recruitment efforts	Establish a Coordination Committee for Recruitment (Nora)	New Initiative	Form a Recruitment Committee, October 2006	
	Get lists of graduates that should consider NECC from each of major feeder high schools (Nora)	New Initiative	Get lists from (6) feeder high schools and send communication to students, April 2007	
	Pilot campus visits with Amesbury & Andover High School (Nora)	New Initiative	Meet with Amesbury and Andover by November 2006 to discuss visits, Pilot visits, April 2007	
	Take Lawrence NECC graduates to Lawrence High School (Nora)	New Initiative	Set up a visit w/Lawrence HS with graduates, April 2007	
	Present FA programs to (2) feeder high schools and on the campuses for the community (Nora)	New Initiative	Develop a FA program, January, 2007, Present at (2) feeder high schools and on the campuses, March 2007	
	Implement new communications plan (Nora)	New Initiative	Implement by June, 2007	
	Implement Web recruitment (Nora/System Anal)	New Initiative	Form a Web Recruit Team, October 2006 Implement Web Recruit Pilot, June 2007	
	Finish user testing on new web site (Ron)	New Initiative	Conduct "in person" user testing sessions, November 2006 Integrate recommended navigational changes, January 2007	
	Finish program marketing tools (Ron)	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	

1b. Improve Retention	Activate College Retention Committee (MEA)	New Initiative	Establish meeting schedule, minimum of (2) meetings per semester
	Review all correspondence sent to students (All who communicate directly w-students)	New Initiative	Review all routine LA Center student correspondence, April 2007 Revise career correspondence, if needed, to be consistent with EMSS communications, June 2007
	Collect divisional retention data(Marie, Nita, Rose)	New Initiative	Share preliminary data with Retention Committee in Fall 2006
	Review best practices (MEA)	New Initiative	Conduct review, May 2007
	Improve FA processes/follow-up (Nora)	Process Management Team. Summer '06-Spring '07	1. Work with FA Process Management team to review current processes in Fall 2006 2. Implement Phase 1-new procedures and follow-up by January and Phase 2 , June 2007
	Invite Stop-Outs/Drop-Outs back (All)	New Initiative	Hold workshops on career connections, May 2007
	Explore Semester Forgiveness Policy (MEA)	New Initiative	Prepare policy for review, Spring 2007

DIVISION: Enrollment Management & Student Services		FISCAL YEAR: 2007		
Department 1: <i>All EMSS Departments</i>		NECC STRATEGIC THEME: Caring & Accountable College		
Department 2:		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>
<u>2. Improve Lawrence Outreach</u>	<p>Coordinate all outreach in Lawrence (Nurka)</p> <p>Educate college staff to be good will ambassadors (Nurka, MEA)</p> <p>Use Latino Marketing Task Force to improve visibility in Lawrence (Nurka/Ron)</p>	<p>New Initiative</p> <p>New Initiative</p> <p>Task Force formed, Spring 2006</p>	<p>Develop a Lawrence Outreach Tracking system, August 2006</p> <p>Develop relationships with (3) new partners and establish stronger connections with (1) old partner in the community, June 2007</p> <p>Establish a Community Advisory Board (CAB), November 2006</p> <p>Implement (2) programs at other community sites with objective to share resources and programs with local partners, June 2007</p> <p>Provide recognition for service provided to serve as incentive and to encourage continues participation, August 2006-Ongoing</p> <p>Re-organize newly formed Latino Marketing Task Force to serve as advisory board for Lawrence outreach initiatives, December 2006</p> <p>Develop a "Lawrence" Communications Plan, January 2007</p> <p>a.) Develop materials targeted specifically for Lawrence community, January 2007</p> <p>b.) Share and request feedback from target population to improve new Lawrence outreach materials, February 2007</p> <p>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</p>	<p>Complete, August 2006</p>

<p><u>3. Improve One-Stop Functioning Plan across the Division</u></p>	<p>Improve athletic ties in Lawrence (Nita, Niurka)</p>	<p>New Initiative</p>	<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 & 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>Continue the White Fund collaboration (Nora)</p>	<p>(7) Co-sponsored programs in AY 2006</p>	<p>Develop Fall lecture series by August 2006</p> <p>Develop Spring lecture series, December 2006</p>	<p>Completed August, 2006</p>
	<p>Implement customer service training plan across the division</p> <p>Continuously improve processes</p>	<p>Program developed AY 2006</p>	<p>Implement plan starting in September 2006</p> <p>Develop reference sheet to assist Mass. Rehab. students through Financial Aid process, April, 2007.</p> <p>Develop new faculty letter regarding approved accommodations, April, 2007</p> <p>Review current Transfer Credit process, May 2007</p> <p>Implement new Transfer Credit process, June 2007</p> <p>Pilot new criteria-base program process, September 2006</p> <p>Tighten in-house communication processes re:</p> <ul style="list-style-type: none"> -New Students -Section 30 -Trade Act -Careers 	<p>Completed, September '06</p>

<p><u>4. Implement Title V Year 5</u></p>	<p>Form blended CPAC team with single focus (Rose)</p>	<p>New Initiative, requiring restructuring</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 & 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>Create Planning Committee for new grant proposal (MEA)</p>	<p>New Initiative</p>	<p>Finalize plan for full grant institutionalization, June 2007</p> <p>Establish planning committee, April 2007</p>	
	<p>Prepare for EOG report and visit (MEA, Gisela)</p>	<p>New Initiative</p>	<p>Create plan for End of Grant audit, March 2007</p>	

DIVISION: Enrollment Management & Student Services		FISCAL YEAR: 2007		
Department 1: <i>All EMSS Departments</i>		NECC STRATEGIC THEME: Caring & Accountable College		
Department 2:		NECC Key Performance Indicator: 5,10		
<u>5. Continuously Improve Programs and Services</u>	Develop virtual tour for website (Ron-Phase I)	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
	Conduct at least (1) key piece of marketing research (Ron)	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	
	Enhance student career attainment and future planning: (Rose)			
	a.) Increase career workshop offerings	a.) 31 types offered 2005-2006 in 55 sessions	a.) Increase topics, sessions by 5% by June 2007	
	b.) Expand on line career workshops	b.) 1 workshop complete	b.) (2) additional on line workshops will be completed by May 2007	
	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	
	d.) Increase use of on line workshops	d.) New Initiative	d.) Increase use by 5% by May 2007	
	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	
	Increase communication with students using current technology (Nita)	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	
	Review Learning Accommodations guidelines for documentation for services (Marie)	New Initiative	Complete review of guidelines by May 2007	
Improve Academic Grievance process for students (Marie)	New Initiative	Streamline implementation of Student Grievance process by May, 2007		
Develop and implement a Banner training model for all divisional staff (MEA)	New Initiative	Create training workshops, March 2007		

