

VALENCIA COMMUNITY COLLEGE
Student Affairs Department Action Plan

This form provides a documentation template for annual Departmental Action Plans designed to describe unit outcomes that contribute to the College Strategic Plan and/or improve the educational programs and processes of Student Affairs at Valencia. Each Student Affairs Department will develop at least one department action plan annually. Initial information and projections describe the **PLANNING PHASE** of the process. At the conclusion of the project/activity time frame initial information and projections will be updated by completing an **EVALUATION PHASE** including modifications, outputs and outcomes. Both planning and evaluation information will be organized according to parallel criteria including: (1) a formal goal statement, (2) outcome measures, (3) collaboration with stakeholders, (4) evaluation methods and (5) use of results for improvement of unit performance in meeting established outcomes. The overall process will effectively review and document specific measures of educational effectiveness.

DEPARTMENT: Transition & Enrollment Services

LEADER(S): Jessica Morales

TITLE OF PLAN: Create Viewbook

START DATE: July 1, 2009

END DATE: June 30, 2010

CRITERIA	IMPLEMENTATION OF PLAN Initial Information and Projections	EVALUATION OF PLAN Modifications, Outputs, Outcomes
1. Goal -principal purpose and objectives of plan	Create a Viewbook that will be part of our communication plan to prospective students interested in learning more about Valencia. This publication will give students information on the areas they have requested to learn more about.	
2. Outcome Measures -how plan will be reviewed and measured outcomes	Students will receive the information they have requested while we are able to highlight why Valencia may be a good fit to achieve their educational goals.	
3. Collaboration with Stakeholders -individuals and groups involved in the planning and implementation	MMR & Transition & Enrollment Services – various departments will be involved to help create content and ensure that content is accurate.	
4. Evaluation -process employed to evaluate effectiveness	Increased inquiries and admission applications.	
5. Use of Results -how plan will/has impacted learning environment of VCC and improvement of the educational programs and/or processes	Enhance communication plan and funnel movement of prospective students.	