

DAP

**VALENCIA COMMUNITY COLLEGE
Annual Department Action Plan (DAP)**

This form provides a documentation template for annual Department Action Plans (DAPs) designed to assess unit outcomes that are designed to impact the learning environment and improve the educational programs and processes of VCC. 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.

UNIT: Transition Services

STEWARD: Jessica Morales

SUPPORTED BY COLLEGE FUNDS (If applicable, please provide approved amount):

DATE: May 20, 2009

CRITERIA	PLANNING PHASE Initial Information and Projections	EVALUATION PHASE Modifications, Outputs, Outcomes
1. Goal-principal purpose and objectives of plan	Complete and build upon the implementation of the Prospect Module of Banner.	Communication plan is set and letters have been uploaded in Banner for automated generation. The general inquiry & Valencia Preview letters have been completely implemented. H.S. visit letters are just about ready to run automatically. Reports and mailing lists have been created based on data. Pay Per Click inquiries as well as Valencia Enterprise students are being added to the system and running through our Banner communication plan. Suspense record training is complete and we have come very far in minimizing the number of records in suspense. We are continuing to work on letter generation and automating the communication plan.
2. Outcome Measures-how plan will be reviewed and measured outcomes	Measure effectiveness of communications and points of contact for prospective students as they enter into Valencia's recruitment funnel.	We are in the process of creating a new report that shows the points of contact vs. enrollment as well as the conversion rates for each step in the recruitment funnel.
3. Collaboration with Stakeholders-individuals and groups involved in the planning and implementation	Transition Services, Admissions, College Transitions, Financial Aid, MMR, Assessment, College Transitions, & Academic Liaison.	MMR requests have been made for a Viewbook which is tier 2 of our communication plan. The search piece is being re-created to include a rip-off contact card that will generate more inquiries to upload in the Prospect

		Module.
4. Evaluation -process employed to evaluate effectiveness	Track prospective student communications and points of contact and the impact on application to yield.	Reports have not been finalized yet. We are almost getting to the point of having enough data to create an accurate report that shows conversion rates however, we will need two years of data to accurately reflect our numbers.
5. Use of Results -how plan will/has impacted learning environment of VCC and improvement of the educational programs and/or processes	Align Transitions work with the goals of the College's enrollment plan.	The communication plan will directly impact enrollment and reporting will show our conversion rates to effectively project enrollment and establish goals.