**Student Success Priority Implementation Plan**

**Communication Strategies**

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<th>Priority Group Recommendations</th>
<th>Implementation Dates Begin</th>
<th>Implementation Dates Complete</th>
<th>Responsible Office/Individual</th>
<th>Action Steps or Notes on Implementation</th>
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| 1. Replace multiple parent publications with a single electronic newsletter and/or web page | 7/1/05 Coinciding with #5 | 6/30/06 | See #5 | 1. Gather existing parent publications from throughout the university  
2. Create single web-based information source  
3. Determine methods for marketing site to parents  
4. Create standing process for updating and marketing the site |
| 2. Review Student Success publications to make them more function-driven, rather than office-driven | 11/1/04 Coinciding with #2, #3, #4 & #17 | 6/30/05 | See #17, also units should review their own publications | 1. Gather existing publications  
2. Review publications by function and constituent group  
3. Coordinate with offices in merging/updating/eliminating documents |
| 3. Create guidelines and make improvements to web-based communications | 11/1/04 Coinciding with #2, #3 & #17 | 6/30/05 | See #17, also units should review their own publications | 1. Design, get feedback on, and implement a Student Success web “template”  
2. Review and improve sites’ appearance and interaction with the student portal  
3. Ensure that site navigation follows user interest |
<p>| 4. Ensure that web and printed materials work in tandem | 11/1/04 Coinciding with #2, #3 &amp; #17 | 6/30/05 | See #17, also units should review their own publications | 1. Review updated web sites and printed materials to ensure cohesion |</p>
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<thead>
<tr>
<th>Task</th>
<th>Start Date</th>
<th>End Date</th>
<th>Responsible Parties</th>
<th>Notes</th>
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| 5. Begin communication with parents immediately in student recruitment | 7/1/05     | 6/30/06  | OAS, OUR, FSAC, SILC, Rec., CAPS, DOS | 1. Review and/or create additional resources for parents during recruitment  
BUDGET - $5,000 for printing (ongoing costs to be carried by Admissions) |
| 6. Publicize “newsworthy” information from Student Success           | 9/1/04     | 6/30/05  | Submissions from all units, VPSS | 1. Develop system for centralized reporting of accolades and other news from Student Success  
2. Create or take advantage of existing publications to publicly acknowledge accomplishments |
| 7. Publish certain materials in Spanish                              | 7/1/06     | 6/30/07  | OAS, OUR, OSFA, SILC, DSH | 1. Determine which web sites and published materials contain information needing to be translated  
2. Translate existing materials or create new ones in Spanish  
BUDGET - $4,000 for translation and printing (ongoing costs to be carried by department(s) which have information translated) |
| 8. Ensure that Student Success publications delineate campus-specific information | 7/1/06     | 6/30/07  | All SS units | 1. Review which materials are campus-specific  
2. Develop means to differentiate universal and campus-specific publications |
| 9. Create a feedback and response process for Student Success        | 11/1/04    | 6/30/05  | Dean of Students, VPSS | 1. Determine a method to get feedback from students and other constituencies  
2. Implement feedback/response plan |
2. Determine usefulness of guide in web and print form |
| 11. Reinstate New Faculty Welcome Program                            | 11/1/04    | 6/30/05  | Small Working Group to be named | 1. Work with faculty and administrative leaders to develop goals and an outline for new program  
2. Coordinate presentation on Student Success |
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<tr>
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<th>Responsible Units</th>
<th>Details</th>
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| 12. Incorporate Student Success information into New Staff and GTA   | 7/1/05     | 6/30/06  | VPSS, NSO, DSO    | 1. Make contact with coordinators of staff/GTA orientation programs  
2. Determine Student Success information to be incorporated into the sessions |
| Orientation                                                         |            |          |                   |                                                                                                                                         |
| 13. Reinstate New Student Success Staff Orientation                  | 11/1/04    | 6/30/05  | VPSS, ATS, DOS    | 1. Develop plan to reinstate New Student Success Staff Orientation  
2. Coordinate with all offices to create annual or bi-annual session  
Budget - $500 for catering (ongoing costs carried by Student Success Office) |
| 14. Create a centralized calendar of important student dates        | 7/1/05     | 6/30/06  | SLIC, OUR, DOS    | 1. Design web site and/or K-You portal “push” for important dates  
2. Create a system for the perpetual updating of the system |
| Research/Evaluation                                                 |            |          |                   |                                                                                                                                         |
| 15. Identify “touchstone” publications and coordinate their design  | 7/1/05     | 6/30/06  | All SS Units      | 1. Determine publications most important and frequently used  
2. Ensure that publications compliment one another and are appropriately distributed  
3. Develop a system to perpetually coordinate the “touchstone” publications |
| and update timetable                                                |            |          |                   |                                                                                                                                         |
| 16. Evaluate effectiveness of communication methods                 | 7/1/06     | 6/30/07  | VPSS, SILC, NSO, DOS | 1. Determine an appropriate assessment method  
2. Conduct assessment  
3. Share results throughout Student Success |
| 17. Create a Student Success committee to create standards for       | 11/1/04 Coinciding with #2, #3, #4 & #17 | 6/30/05  | SILC, Univ. Relations, ATS, OAS, CPS, DSH, SHS, Writing Cntr., Rec., FSAC, OSFA | 1. Gather major publications and web sites from through Student Success  
2. Develop common standards and templates |
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<tbody>
<tr>
<td><strong>18. Create a cohesive identity for Student Success</strong></td>
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<tr>
<td>Completed</td>
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<tr>
<td><strong>19. Continue strategic planning process for communication strategies</strong></td>
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