

2012-2013 Operational Plans

MARKETING AND PUBLIC RELATIONS

- 1. DIRECT MARKETING CAMPAIGN.....
- 2. ONLINE VIDEO
- 3. OUTDOOR BILLBOARD ADVERTISING
- 4. RADIO CAMPAIGN
- 5. SOCIAL MEDIA MARKETING
- 6. PRINTED COLLATERAL
- 7. CAMPUS SIGNAGE

STRATEGIC ENROLLMENT

- 8. ADMISSIONS/ACADEMIC DEPARTMENT MEETINGS
- 9. ATTRACT DIVERSE POPULATIONS.....
- 10. ADMISSIONS COMMUNICATION SEQUENCING
- 11. INCREASE RESPONSE TIME.....
- 12. DEFINING METRICS

RESIDENTIAL LIFE

- 13. ACADEMIC SUCCESS I.....
- 14. ACADEMIC SUCCESS II.....
- 15. INVOLVEMENT
- 16. OCCUPANCY
- 17. RETENTION
- 18. SUCCESS SKILLS

HUMAN RESOURCES

- 19. HEALTH, WELLNESS, BENEFIT INITIATIVE.....
- 20. COMPENSATION PLAN.....
- 21. INCREASE USE OF TECHNOLOGY
- 22. DEVELOP/IMPLEMENT POLICY & PROCEDURES
- 23. STAFF TRAINING

STUDENT CENTER.....

- 24. MOODLE
- 25. INCREASE FRISBEE GOLF
- 26. CROSS CULTURAL EVENTS

STUDENTS RIGHTS, RESPONSIBILITIES & JUDICIAL AFFAIRS

- 27. SURVEY DEVELOPMENT.....
- 28. SANCTION COMPLETIONS.....
- 29. MEDIATIONS
- 30. DIVERSITY

HOCKING COLLEGE FOUNDATION

- 31. ANNUAL FUND CAMPAIGN
- 32. MAJOR GIFTS
- 33. GRANTS
- 34. SCHOLARSHIP PROGRAM
- 35. PLANNED GIVING PROGRAM.....
- 36. ALUMNI RELATIONS
- 37. FOUNDATION POLICIES & PROCEDURES
- 38. FOUNDATION BOARD.....

ACADEMIC SUPPORT SERVICES

- 39. ASSESSMENT.....
- 40. COMMUNITY OUTREACH
- 41. DUAL ENROLLMENT
- 42. DEGREE PATHWAYS.....
- 43. CLASSROOM TECHNOLOGY.....
- 44. LIBRARY COMMUNICATIONS
- 45. LIBRARY INFORMATION LITERACY.....
- 46. LIBRARY COLLECTION DEVELOPMENT
- 47. LIBRARY SPACE ALLOCATION
- 48. ACADEMIC SUPPORT.....
- 49. TECH PREP MATH PILOT PROJECT- TECH PREP.....
- 50. TECH PREP-PERKINS.....
- 51. TECH PREP-PROGRAM OF STUDY
- 52. POST-SECONDARY EDUCATION OPTIONS (PSEO)
- 53. TECHNICAL SERVICES.....
- 54. VIDEO CONFERENCE TECHNOLOGY REPLACEMENT.....

ACADEMIC SUPPORT SERVICES

- 55. ASSESSMENT.....
- 56. COMMUNITY OUTREACH
- 57. DUAL ENROLLMENT
- 58. DEGREE PATHWAYS.....
- 59. CLASSROOM TECHNOLOGY.....
- 60. LIBRARY COMMUNICATIONS
- 61. LIBRARY INFORMATION LITERACY.....

COUNSELING CENTER.....

- 62. INCREASE MILITARY AND VETERAN PARTICIPATION
- 63. INCREASE CRISIS VICTIMS SUPPORT
- 64. MERGE COUNSELING SERVICES
- 65. NEEDS ASSESSMENT/TREND ANALYSIS