

**Institutional Strategic Plan (ISP) Strategy 1 and 4: Focus on Enrollment and Student Success and Enhance the Delivery of Educational Services**

**Strategic Enrollment Plan (SEP) Strategy 3: Relationship Management**

**RECRUITMENT & MARKETING STRATEGY: ACTON PLAN #6: Strengthen Connections with Students through Social Media and Web Strategies**

**Operational SMART Action Statement: Owens Office of Advising will increase the number of students who use the chat system by 5% by March 2014.**

**Action Results Achieved:**

2013  
2014  
2015

**IMPLEMENTATION SCHEDULE & TIMELINE**

Implementation Tasks	Lead Department Director	Collaborator	Expected Start Date	Expected End Date	Estimated Cost	Evaluation Metric	Status & Brief Description of Task Achievement <small>Enter: Completed, Continued, Modified, Dropped</small>
1. We will benchmark the current use of chat.	Verne Walker Christine Shaal	None	2/1/2013	2/16/2013	\$0.00	Reviewed Hobson's Chat reports to determined how many students served from 2009-2011.	Completed
2. The Office of Advising will apply for a mini-perkins grant to offer a seat for each of our technical schools	Verne Walker Christine Shaal	Beth Scheffert Angie McGinnis Christie Tipton Heidi Altomare	3/20/2013	5/1/2013	\$0.00	The creation and submission of the grant proposal by May 1, 2013.	
3. The Office of Advising will create a professional development plan to train and update our chat operators.	Verne Walker Christine Shaal	Christie Tipton Irene Lindquist Sheree Madison-Emery	4/1/2013	9/1/2013	\$0.00	Create professional development plan by May 1, 2013 and train professional staff by September 1, 2013.	

<p>4. The Office of Advising will review marketing and promotion of chat and implement a marketing plan.</p>	<p>Verne Walker Christine Shaal</p>	<p>Sheree Madison-Emery Leslie Meyer Eileen Goodman Marketing Office Web Developer</p>	<p>4/1/2013</p>	<p>10/1/2013</p>	<p>TBA</p>	<p>Create marketing plan for chat by June 1, 2013 and complete implementation of plan by October 1, 2013.</p>	
<p>5. The Office of Advising will explore how other colleges utilize a chat product.</p>	<p>Verne Walker Christine Shaal</p>	<p>Leslie Meyer Claire Hoover</p>	<p>5/1/2013</p>	<p>9/1/2013</p>	<p>\$0.00</p>	<p>Begin gathering data by May 1, 2013 and report data by September 1, 2013.</p>	