Recruitment	Goal: Increase and enhance outreach and recruitment efforts

Objective	Timeline	Benchmark	Strategic Plan Goal
Enhance outreach to key constituents: High Schools/CCP American Job Centers Adult learners EastConn GED recipients Veterans Community	Ongoing	-Increased enrollment -Increased CCP student enrollment -Increased enrollment of third party funded students (WIOA, TAA)	2, 4
Increase HS student opportunity for early: Placement testing Financial Aid Registration	September - November February - April	-Registration events in May & June with increased outreach to HS/CCP students -Modified billing practices -Summer Bridge program	2, 4
Increase outreach efforts to CCP & Running Start students, and HS parents	Ongoing	-Increased CCP student enrollment -Letters sent to CCP students, targeted registration events	2, 4
Increase efforts to market cost savings of community college attendance and improved transfer opportunities and pathways	Ongoing	-Increased number of students enrolled in transfer articulation programs (TAP, GAP, Transfer Compact) -Positive impact on enrollment numbers	2
Enhance College Branding Through website redesign	February – May 2016	-Implementation of new website	4

Increase recruitment initiative collaboration with: Program Coordinators & Faculty	Ongoing	-All faculty assigned advisees 3/2016 Increased participation of faculty in high school visits, Open House events	2, 4
Continue to explore implementation of technology to outreach to students via text and "robocalling"	Fall 2016	-Implement use of Everbridge communication resource -Initiate use of automated student calling	1 b. 4.
Collaborate with CSCU partners through Neighboring States committee to purchase College Board student lists, share student graduate and non-acceptance lists, review out-of-state charges	Draft proposal submitted to BOR February 2016	-Increased ability to outreach to prospective students -Increased out-of-state enrollment -Increase overall enrollment numbers	1
Continued participation in community events for outreach	Ongoing	-Increased QVCC presence at relevant community events: Third Thursdays, Light Parade, Tomato Festival, job fairs, etc.	4
Conduct ongoing Environmental Scanning to identify credit and non-credit programs for development	Ongoing	-Utilization of data for decision making regarding academic programs	2, 4

Objective	Timeline	Benchmark	Strategic Plan Goal
Modify New Student Orientation programs to include Program Coordinators and increased faculty involvement	Ongoing	-Increased student attendance at NSOs -Targeted orientations for program students and general/non-degree students -Incl. Interactive sessions	1 c.
Increase early student registrations	October, November , December for spring March, April May for fall	-Increase no. of students who register early -Effective incentives for early registration offered -Modified billing practices	2
Increased focus on college completion and major goal setting	Ongoing	-Enhance CTC4 initiatives -Increased use of Focus 2	1, 2
Develop a consistent communication schedule with students	Spring 2016	-Scheduled Constant Contact messages to targeted student groups	1
Increase student success and completion by advising students to take full time course load	Ongoing	-Increased number of students taking 12 or more credits -Increased completion	1
Increase number of student scholarship applicants	February – March annually	-Increased number of students who apply for scholarships	2 c.
Continue to increase eTranscript usage to facilitate and expedite advising and transfer	Ongoing; implemented eTranscript March 2015	-Increase % of use of eTranscript vs. paper	1

Retention and Success   *Goal: Increase retention*

Objective	Timeline	Benchmark	Strategic Plan Goal
Offer increased number of First Year Experience course sections	Ongoing	-Increased number of students enrolled in FYE courses -Increased student success numbers	1
Implement Degree Works academic progress and graduation audit software	February-December2016 implementation and staff training, January 2017 projected rollout	-Enhanced student ability to manage course planning -Efficient audit processes for faculty and students	1
Offer strategic course schedules that better suit students' needs through timeframe analysis	Ongoing	- Offer better course schedule options	2 c.
Continue to recognize and foster academic achievement	Ongoing	-Continue to offer Dean's List Recognition events, scholarship awards night	1 d.
Enhance communication among faculty/staff to promote information sharing	Ongoing	-Include all in Dean's Notes -FAQ manual	3 b., d.
To address student concerns that impact academic success	Fall 2016	-Implement Enhanced Student Support Program -Mental Health Seminar Series offered -Two graduate interns provide services	1.

Use innovative predictive analytic strategies to facilitate student academic success	Ongoing	-Increase in course progress feedback to students -Increased student ability to gauge progress	2 b.
Create an Honors Program	Fall 2016	Enhanced retention and engagement of students	1 d.

Completion   *Goal: Increase completion rates*

Objective	Timeline	Benchmark	Strategic Plan Goal
Continue to streamline graduation processes and track post-graduation transfer rate	Ongoing	-Increased graduation rates	1
Increase number of reverse transfer graduates	Ongoing	-Increased communication with students re: benefits of Reverse Transfer	1
Increase incidence of sub-credentialing	Ongoing	-Enhanced focus by advising staff and faculty to encourage students to pursue additional certificates and degrees	1
Develop student awareness of completion goal	Ongoing	-Facilitation of completion activities including Commit to Complete (CTC4)	1