

QRPDS



View Improvement Plan

Help

QRP Home Evaluations Search Reports Admin
Security

Tracy Dryden

Logout

Program Profile	Analysis Summary	Improvement Plan	Best Practices and Innovations	References	Comments	Scorecard
Plan		Results		Tracking		
College	02 Western Technical College	Program	10-104-3-MARKETING	Evaluation Start Year	2008	


Plan

- 
Participate in Faculty Advising Pilot
Enhance Course Completion - Course Completion

Using Program Improvement grant funding, Western will form a team of faculty and student service personnel to develop a formal enrollment management pilot to enhance course completion rates, which will in turn impact 2nd year retention and 3rd year graduation. This pilot targets new students who express an interest in one of the programs identified in the grant.

Under the pilot, all new students will be assigned a faculty advisor during the summer prior to the start of the program. Students who express a true intent to eventually work in the marketing field will be advised by marketing faculty. Those students who have some uncertainty will be assigned to a General Studies faculty member for advising. All students (in both groups) who are both 18-20 years old and have two low test scores will be assigned directly to a counselor specializing in "at-risk" students.

Timeframe: 07/02/2010 to 06/30/2012
Cost: **Funding Source:** WTCS
Goal: 1.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible:
 Tracy Dryden 02/11/2011

- 
Conduct delivery method research
Identify Best Delivery Modes - Course Completion

Marketing faculty will research the different options for delivering the program and marketing certificate to best meet the needs of students and employers.

Timeframe: 07/01/2008 to 06/30/2009
Cost:
Goal: 0.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible: Shelly Benson , Barb Ebner , Barb Wenzel
 Tracy Dryden 02/11/2011

- 
Work with College marketing to Develop Program Promotion Plan
Promotion of Marketing Offerings - Enrollment capacity


The program marketing faculty will work with College marketing to develop a plan to promote both the marketing program and the marketing certificate.

Timeframe: 10/01/2008 to 07/01/2009 **Cost:**
Goal: 0.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible: Shelly Benson , Barb Ebner , Barb Wenzel , Denine Rood
 Tracy Dryden 02/11/2011

- **Participate in Student Online Readiness Pilot** 
Online/Blended Course Readiness - Course Completion


Marketing students who enroll in either an online or blended formats will be required to demonstrate competency in online learning skills. Students will be provided with a 2 hour module prior to the start of the semester. If a student requires additional online learning instruction, he/she will be referred to the Academic Success Center or a more comprehensive Introduction to Online Learning course.

Timeframe: 07/01/2008 to 06/30/2012 **Cost:**
Goal: 44.0
Primary Person Responsible: Jason Rouvel
Secondary Person Responsible:
 Tracy Dryden 02/11/2011

- **Participate in Mandatory New Student Orientation** 
Mandatory New Student Orientation - Second Year Retention

A team of faculty, student services personnel, Faculty Advising Council members, and Deans will fully deploy a one-stop college, division and program level orientation, advising and registration model for programs that are in the QRP in the Business Division. Students will attend the orientation, develop a schedule in consultation with their advisor, and register for classes during the same day.

Timeframe: 07/01/2010 to 06/30/2012 **Cost:**
Goal: 44.0
Primary Person Responsible: Gary Brown
Secondary Person Responsible:
 Tracy Dryden 02/11/2011

- **Participate in Integration of services for extreme impact programs** 
Integrated advising/counseling model for at-risk populations in designated extreme impact programs - Second Year Retention

At risk populations within these programs include:
 NTO
 Students with two low test scores
 Prep students
 Students on academic probation or suspension
 Number to be served: 250 (50 unduplicated)

Timeframe: 07/01/2010 to 07/01/2012 **Cost:**
Goal: 44.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible:
 Tracy Dryden 02/11/2011

- **2010 Participate in Higher Learning Commission Annual Meeting** 
Professional Development for Student Engagement - Second Year Retention

Faculty in 3 extreme impact programs will attend professional development activities including the Higher Learning Commission's Annual Meeting to 1) identify student success predictors, 2) learn and implement techniques for academic advising, and 3) learn and implement strategies for student engagement and retention through academic advising.

Timeframe: 04/28/2009 to 04/30/2010 **Cost:**
Goal: 44.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible:
Tracy Dryden 02/11/2011

- **2010-2011 Develop First Year Experience Course**
First Year Experience - Second Year Retention



Develop and implement an embedded first year experience/orientation course for all program students.

Timeframe: 07/01/2010 to 06/30/2011 **Cost:**
Goal: 44.0
Primary Person Responsible: Mike Behan
Secondary Person Responsible:
Tracy Dryden 02/11/2011

- **Optimize program through program design activities**
PROGRAM DESIGN - Third Year Retention



This program will create a plan to shape its program to better meet the needs of employers and students.

Timeframe: 07/01/2011 to 06/30/2014 **Cost:**
Goal: 1.0
Primary Person Responsible: Gary Brown
Secondary Person Responsible:
Tracy Dryden 02/11/2011

Edit