



Unit Action Plan

Department Information			
Department Name:	Marketing		
Leader:	Suzanne Carter	Submitted by:	Sue Bramlett & S. Carter
Date Submitted:	9/2/2006	Review Period: 09/01 2006	To 08/31/ 2007
Unit Purpose Statement:	Marketing and recruiting is committed to the continued growth of TSTC Marshall by expanding the targeted bases of recruiting efforts, and designing and utilizing a marketing program that supports planned strategies.		
1st Goal/Objective			
Classification:	College Master Goal: Growth		
Unit Goal:	Contribute to the overall increase in contact hour production for semester credit hour students.		
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input checked="" type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input checked="" type="checkbox"/> Institutional Research Data	<input checked="" type="checkbox"/> Other Explain Here: Recruitment offices at Waco and Marshall believe the Benny system is a superior database management
Amount Budgeted:			
Budget Explanation:			
Strategies:	1. Implement the "Benny" prospective student tracking system developed by TSTC W. TX and being implemented by recruitment offices in Waco and Marshall; system will provide better data, tracking and communication with prospective students;		
Expected Outcomes:	5% increase in the conversion rate of prospective students to enrolled students. Fall 2007 will be the target semester.		
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input checked="" type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input checked="" type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:	2/20/2007	Expected Outcomes Met?	
Extent Outcomes Were Met:	"Benny" system being used by recruitment and housing offices; training for EM staff is on-going; training for faculty is being scheduled via Bryan Maertins and faculty development;		
Other Factors:			
Final Outcomes			
End-Cycle Date:	9/30/2007	Expected Outcomes Met?	yes
Extent Outcomes Were Met:	All prospects are being entered into Benny System; Housing dept. is utilizing the System; Process Operations faculty are utilizing the System; All TSTC campuses are utilizing Benny except for Harlingen; statistical data is available and being utilized.		
Other Factors:	Unable to compare the conversion rate between Benny System used in 2006-07 to Colleague that was utilized in 2005-06 because additional names i.e. (senior lists) are entered into Benny and were not entered into Colleague because of issues with over-populating Colleague database.		
Additional Needs Identified Through Evaluation:	Need training and buy-in from more faculty members to utilize the Benny System for communication with their prospective students; additional development of communication tracks and associated communication items (letters, postcards) in Benny.		
Recommended Action For Next Year:	Continued development of the Benny system and campus-wide training.		



Unit Action Plan

2nd Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			



Unit Action Plan

3rd Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			



Unit Action Plan

4th Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			