



**Danville Area Community College  
Marketing & Recruitment Plan  
2009-2012**

**Mission:**

Danville Area Community College is committed to providing quality, innovative and accessible learning experiences which meet the lifelong academic, cultural, and economic needs of our diverse communities and the world we share.

**Vision:**

Danville Area Community College will continue to be an active partner in building and maintaining academic excellence and economic vitality in the communities it serves. This will be accomplished by:

- Creating a learning culture where assessment of student academic achievement is valued and used across the institution, departments, and programs to improve learning;
- Providing a friendly and dynamic environment in which to learn and grow;
- Embracing the ever-changing world of technology;
- Offering an affordable and convenient education for learners;
- Promoting a global perspective of education;
- Reflecting diversity and inclusiveness in our students, faculty, and staff;
- Cultivating partnerships with the community to develop innovative and vital solutions to meet changing academic and economic needs;
- Challenging students to explore their full potential through rigorous academics, diverse campus organizations, and innovative career experiences; and
- Enhancing opportunities for student success through comprehensive Services.

## Marketing Initiatives:

GOAL	ACTION	TARGET	TIMELINE	BUDGET/ RESP.
Promote the substantive, innovative, and adaptive programs at Danville Area Community College so that the College is a recognized leader in post-secondary education and the community.	Produce press releases promoting opportunities and events at the College <ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Social network sites</li> <li>• Internet calendars</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/grandparents of college or pre-college aged students</li> <li>• Potential adult students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Marketing</li> </ul>
	Produce monthly newspaper column promoting opportunities and events at the College <ul style="list-style-type: none"> <li>• Commercial News</li> <li>• Social network blogs</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/grandparents of college or pre-college aged students</li> <li>• Potential adult students</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Marketing</li> </ul>
	Produce TV show broadcast on local access cable channel 5 highlighting College events and innovations	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly</li> </ul>	<ul style="list-style-type: none"> <li>• \$1200 for paid host</li> <li>• Marketing/ Instructional Media</li> <li>• All campus (guests)</li> </ul>
	Produce radio show broadcast on WDAN AM highlighting College events and innovations	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly (as available)</li> </ul>	<ul style="list-style-type: none"> <li>• \$3,000 for paid host</li> <li>• Marketing</li> <li>• All campus (guests)</li> </ul>
Promote the high quality of Danville Area Community College.	Publicize what our students do when they leave the college (transfer, gain employment, etc.) <ul style="list-style-type: none"> <li>• Radio</li> <li>• Television</li> <li>• Billboard</li> <li>• Internet</li> <li>• Social networking</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Parents/grandparents of college or pre-college aged students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing ad campaign cycle</li> <li>• Billboards scheduled for 2 months prior to fall and spring semesters</li> </ul>	<ul style="list-style-type: none"> <li>• Included in existing publication and advertising budget</li> <li>• Marketing</li> <li>• Recruitment</li> <li>• All campus</li> </ul>

<b>GOAL</b>	<b>ACTION</b>	<b>TARGET</b>	<b>TIMELINE</b>	<b>BUDGET/RESP.</b>
	Utilize our alumni in media outlets and revitalize the Alumni Association. <ul style="list-style-type: none"> <li>• Billboards</li> <li>• Alumni newsletter</li> <li>• Social networking</li> <li>• Student email</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Bi-annual alumni newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Included in existing publication and advertising budget</li> <li>• \$1200 each to print alumni newsletter (2 per year)</li> <li>• Marketing</li> </ul>
	Emphasize our award-winning faculty and staff <ul style="list-style-type: none"> <li>• Schedule magazines</li> <li>• Billboards</li> <li>• Internet</li> <li>• Student email</li> <li>• Social network sites</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Billboards scheduled for 2 months prior to fall and spring semesters</li> </ul>	<ul style="list-style-type: none"> <li>• Included in existing publication and advertising budget</li> <li>• Marketing</li> <li>• Recruitment</li> <li>• All campus</li> </ul>
	Emphasize students receiving a high quality education at a fraction of the price of other universities <ul style="list-style-type: none"> <li>• television</li> <li>• radio</li> <li>• Internet</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Included in annual advertising budget</li> <li>• Marketing</li> <li>• Recruitment</li> <li>• All campus</li> </ul>
	Utilize Presidential Scholars for tours and special events, especially those involving high school students	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Marketing</li> <li>• Admissions</li> <li>• Recruitment</li> <li>• Career Center</li> <li>• Divisions</li> </ul>
	Produce College promotional video, @ 5 minutes, for use on web site, and in recruiting venues	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Completion by Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>• \$2,000 for production</li> <li>• Marketing</li> </ul>

<b>GOAL</b>	<b>ACTION</b>	<b>TARGET</b>	<b>TIMELINE</b>	<b>BUDGET/RESP.</b>
Increase information available about university partnerships and transfer opportunities	Expand listing and description in College Catalog	<ul style="list-style-type: none"> <li>• Potential adult degree-completion students</li> <li>• Transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• Annual publication</li> </ul>	<ul style="list-style-type: none"> <li>• Included in current publication budget</li> <li>• Marketing</li> <li>• Counseling &amp; Advising</li> </ul>
	Utilize successful transfer student stories <ul style="list-style-type: none"> <li>• Schedule magazines</li> <li>• Alumni newsletter</li> <li>• Monthly newspaper column</li> <li>• Television advertising</li> <li>• Internet advertising</li> <li>• Social network sites</li> <li>• Billboards</li> <li>• Student email</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/grand parents of college or pre-college aged students</li> <li>• Transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• Annually in publications such as schedule magazine and annual report</li> <li>• Bi-annual in alumni newsletter</li> <li>• Ongoing ad campaign cycle</li> <li>• Billboard campaign two months prior to the start of fall and spring semesters</li> </ul>	<ul style="list-style-type: none"> <li>• Included in current publication budget</li> <li>• \$2500 for design, creation, and display of billboards annually</li> <li>• \$1200 each to print alumni newsletter (2 per year)</li> <li>• Marketing</li> <li>• All campus</li> </ul>
	Create University Transfer information page in schedule magazine	<ul style="list-style-type: none"> <li>• Parents/grandparents of college or pre-college aged students</li> <li>• Potential adult students</li> <li>• Potential adult degree-completion students</li> <li>• Transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• Bi-annual publication mailed to 49,000 homes in the College district</li> </ul>	<ul style="list-style-type: none"> <li>• Included in current publication budget</li> <li>• Marketing</li> <li>• Counseling &amp; Advising</li> </ul>
Create and maintain a web brand and image that is user friendly while adding a DACC presence in online communities.	Create webmaster position that works in concert with Marketing Dept.	<ul style="list-style-type: none"> <li>• All age groups:</li> <li>• Primary focus on 15-29-year olds</li> </ul>	<ul style="list-style-type: none"> <li>• Completed summer 2008</li> </ul>	<ul style="list-style-type: none"> <li>• Lateral move – no additional expense</li> <li>• Administration</li> </ul>

<b>GOAL</b>	<b>ACTION</b>	<b>TARGET</b>	<b>TIMELINE</b>	<b>BUDGET/ RESP.</b>
	Working with web re-design team and professional designer, implement suggestions from focus groups to revise the appearance and usability of the College's website.	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Initiated summer 2008</li> <li>• Completion scheduled for summer 2009</li> </ul>	<ul style="list-style-type: none"> <li>• \$8,000 – Designer</li> <li>• Web Team</li> <li>• Marketing</li> <li>• Academic Web Technologist</li> </ul>
	Move from internal to external site host (Nexlan)	<ul style="list-style-type: none"> <li>• Internal audience</li> </ul>	<ul style="list-style-type: none"> <li>• Initiated summer 2009</li> <li>• Completion scheduled for winter 2009</li> </ul>	<ul style="list-style-type: none"> <li>• \$5,000 – initial site map (estimate)</li> <li>• \$50 per month hosting fee</li> <li>• Academic Web Technologist</li> <li>• Administration</li> </ul>
	Establish web links <u>to and from</u> local information sources <ul style="list-style-type: none"> <li>• Television and radio</li> <li>• Internet sites</li> <li>• High school web sites</li> <li>• Civic web sites</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Completion scheduled for fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>• Up to \$10,000 per year for commercial Internet sites</li> <li>• Academic Web Technologist</li> <li>• Marketing</li> </ul>
	Feature successful alumni / highlight outcomes of graduates.	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> <li>• Business and industry</li> <li>• Prospective new residents/businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• \$500 professional photography</li> <li>• Marketing</li> <li>• Academic Web Technologist</li> <li>• All campus</li> </ul>
	Feature information about student activities/organizations <ul style="list-style-type: none"> <li>• college web site</li> <li>• social network sites</li> <li>• student email</li> </ul>	<ul style="list-style-type: none"> <li>• Current students</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Marketing</li> <li>• Academic Web Technologist</li> </ul>

<b>GOAL</b>	<b>ACTION</b>	<b>TARGET</b>	<b>TIMELINE</b>	<b>BUDGET/RESP.</b>
	Establish College identity and presence on social networking sites. Utilize sites for event promotion.	<ul style="list-style-type: none"> <li>• Current students</li> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• Marketing</li> <li>• Academic Web Technologist</li> </ul>
Produce materials that support recruitment and retention.	Update current publications <ul style="list-style-type: none"> <li>• View Book</li> <li>• Program sheets</li> <li>• College transfer guide</li> <li>• Financial aid guide</li> </ul>	<ul style="list-style-type: none"> <li>• Potential students</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• \$1,000-\$2,000 each to update design and print</li> <li>• Marketing</li> <li>• Admissions</li> <li>• Recruitment</li> </ul>
	Create dual enrollment guide. <ul style="list-style-type: none"> <li>• Sent with letter from President</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/guardians of high school sophomores</li> </ul>	<ul style="list-style-type: none"> <li>• Completion scheduled for May 2009</li> </ul>	<ul style="list-style-type: none"> <li>• \$2000 to design and print</li> <li>• Marketing</li> </ul>
	Increase diversity in advertising materials.	<ul style="list-style-type: none"> <li>• Potential students</li> <li>• Community members</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• \$3000 annually for professional photographic services</li> <li>• Marketing</li> </ul>
	Letter from the President <ul style="list-style-type: none"> <li>• Sent to parents of district high school sophomores @ dual enrollment opportunities.</li> <li>• Sent during Nov. each year.</li> </ul>	<ul style="list-style-type: none"> <li>• Parents of high school sophomores</li> <li>• High school sophomores</li> </ul>	<ul style="list-style-type: none"> <li>• Annually in November</li> </ul>	<ul style="list-style-type: none"> <li>• \$1500 to mail</li> <li>• President</li> <li>• Marketing</li> <li>• Admissions</li> </ul>
	Dual Credit Postcard <ul style="list-style-type: none"> <li>• Sent to high school sophomores in Jan each year</li> </ul>	<ul style="list-style-type: none"> <li>• High school sophomores</li> <li>• Parents/guardians of high school sophomores</li> </ul>	<ul style="list-style-type: none"> <li>• Annually in January</li> </ul>	<ul style="list-style-type: none"> <li>• \$1500 to design and print</li> <li>• \$1500 to mail</li> <li>• Marketing</li> <li>• Admissions</li> <li>• Recruitment</li> </ul>

<b>GOAL</b>	<b>ACTION</b>	<b>TARGET</b>	<b>TIMELINE</b>	<b>BUDGET/ RESP.</b>
	Emphasize scholarship opportunities <ul style="list-style-type: none"> <li>• Press Releases</li> <li>• Monthly column</li> <li>• Schedule magazines</li> <li>• Postcard to high school seniors/parents in Nov. each year</li> <li>• Web site</li> <li>• Social network sites</li> <li>• Student email</li> </ul>	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> <li>• Current students</li> </ul>	<ul style="list-style-type: none"> <li>• Annually in November - February</li> </ul>	<ul style="list-style-type: none"> <li>• \$1500 to design and print</li> <li>• \$1500 to mail</li> <li>• Marketing</li> <li>• Foundation</li> <li>• Academic Web Technologist</li> <li>• Recruitment</li> </ul>
	Produce new television commercials highlighting alumni, transfer students, and high demand programs	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> <li>• Current students</li> </ul>	<ul style="list-style-type: none"> <li>• Completion by Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>• @ \$500 per ad for production</li> <li>• Marketing</li> </ul>
	Produce new radio commercials highlighting alumni, transfer students, and high demand programs	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Potential students</li> <li>• Current students</li> </ul>	<ul style="list-style-type: none"> <li>• Completion by Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>• Free production if done by radio station staff</li> <li>• Marketing</li> </ul>
	Create and maintain means of informing the campus and community about events, opportunities, and deadlines <ul style="list-style-type: none"> <li>• Campus email</li> <li>• Student email</li> <li>• Web site</li> <li>• Social networking</li> <li>• Entrance Marquee</li> <li>• Digital signage</li> </ul>	<ul style="list-style-type: none"> <li>• Staff</li> <li>• Students</li> <li>• Community</li> </ul>	<ul style="list-style-type: none"> <li>• Annual additions -- Completion by 2012 (digital signage)</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• \$8,000 per year for 3 year (digital signage)</li> <li>• Marketing</li> <li>• Academic Web Technologist</li> <li>• Instructional Media</li> </ul>

## Recruitment & Retention Initiatives:

GOAL	OJBJECTIVES/ACTIONS	TIMELINE	BUDGET
Maintain present enrollment of traditional and non-traditional students while helping to increase enrollment, retention and graduation rates. (Note: numbers and percentages will be determined after thorough analysis.)	<ul style="list-style-type: none"> <li>Develop a consistent and comprehensive recruitment plan: review all recruitment activities, coordinate efforts, enhance efforts to better meet the demands of community and college resources, and determine appropriate recruitment and retention goals. Immediate focus: minority students, dislocated workers, Indiana residents, and dual enrollment.</li> </ul>	<ul style="list-style-type: none"> <li>September 2009</li> </ul>	<ul style="list-style-type: none"> <li>Utilize current staff and Coordinator of Recruitment &amp; Retention</li> </ul>
	<ul style="list-style-type: none"> <li>Hire a Coordinator of Recruitment and Retention</li> </ul>	<ul style="list-style-type: none"> <li>June/July 2009</li> </ul>	<ul style="list-style-type: none"> <li>\$33,000 annual salary</li> </ul>
	<ul style="list-style-type: none"> <li>Continue and update as needed the prospect follow-up program to turn prospects into enrollees: synchronized response to inquiries; follow-up process; data collection; marketing pieces</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> <li>Communications Mgmt Training in Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>\$600 for training</li> </ul>
	<ul style="list-style-type: none"> <li>Continue High School Marketing Strategies: 1) focus on marketing dual enrollment opportunities to parents, 2) update marketing pieces as needed, and 3) utilize technology-based marketing methods.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> <li>Review pieces by September 2009</li> </ul>	<ul style="list-style-type: none"> <li>Covered under current Recruitment budget</li> <li>Marketing Pieces: To be determined based on need</li> </ul>
	<ul style="list-style-type: none"> <li>Utilize and enhance established adult marketing connections: 1) JTPA, 2) GED students, 3) Developmental Education enrollees, 4) effective employer sites, and 5) any other community partners/events identified through research.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Coordinator of Recruitment &amp; Retention</li> </ul>
	<ul style="list-style-type: none"> <li>Continue to recruit International students.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>\$Stipend for Dr. Charles Hantz</li> </ul>
	<ul style="list-style-type: none"> <li>Implement an Adult Career Pathway model to improve recruitment and retention.</li> </ul>	<ul style="list-style-type: none"> <li>Develop Fall 2009</li> <li>Implement with SM/Fall 2010 Registration</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>

GOAL	OBJECTIVES/ACTIONS	TIMELINE	BUDGET
	<ul style="list-style-type: none"> <li>Increase faculty and staff involvement in the recruitment process: participate in high school campus visits, fairs, community events; program information sheets</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Utilize current funds available</li> </ul>
	<ul style="list-style-type: none"> <li>Review the prospect “response packets” with the Marketing Director.</li> </ul>	<ul style="list-style-type: none"> <li>October 2009</li> </ul>	<ul style="list-style-type: none"> <li>Covered under Recruitment &amp; Marketing budgets</li> </ul>
	<ul style="list-style-type: none"> <li>Recruit and train a team of DACC Tour Guides/Recruiters: utilize Presidential Scholars, retired community members, staff.</li> </ul>	<ul style="list-style-type: none"> <li>October 2009</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>
	<ul style="list-style-type: none"> <li>Develop a campus-wide, comprehensive retention plan.</li> </ul>	<ul style="list-style-type: none"> <li>December 2009</li> </ul>	<ul style="list-style-type: none"> <li>Utilize current funds</li> </ul>
	<ul style="list-style-type: none"> <li>Continue to explore funding sources for additional student scholarship opportunities and increase the DACC Student Emergency Fund.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>
	<ul style="list-style-type: none"> <li>Review services, policies and procedures to ensure retention focus.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
	<ul style="list-style-type: none"> <li>Continue to offer and develop activities and organizations that support the wide and varied interests of our diverse student population, while encouraging and supporting student participation</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Utilize current funds</li> </ul>
	<ul style="list-style-type: none"> <li>Continue to develop and enhance educational scholarship opportunities so more students can afford college.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>DACC Foundation</li> </ul>
	<ul style="list-style-type: none"> <li>Investigate the feasibility of participating in a national retention effort such as “Achieving the Dream.”</li> </ul>	<ul style="list-style-type: none"> <li>2009</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>
	<ul style="list-style-type: none"> <li>Create a team to research and replicate effective retention models and funding opportunities to support retention (i.e., Title III Grant)</li> </ul>	<ul style="list-style-type: none"> <li>2009-2010</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>

GOAL	OBJECTIVES/ACTIONS	TIMELINE	BUDGET
Provide the College with up-to-date, meaningful recruitment and retention data for assessment, planning, and budgeting with established data gathering, analysis, and tracking utilizing the Colleague system.	<ul style="list-style-type: none"> <li>Gather and review recent enrollment patterns.</li> </ul>	<ul style="list-style-type: none"> <li>Summer/Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>MIS staff; Institutional Research staff</li> </ul>
	<ul style="list-style-type: none"> <li>Establish meaningful enrollment reports with the Colleague system.</li> </ul>	<ul style="list-style-type: none"> <li>Summer/Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>MIS staff; Institutional Research staff</li> </ul>
	<ul style="list-style-type: none"> <li>Gather college district population data to set appropriate recruitment goals.</li> </ul>	<ul style="list-style-type: none"> <li>Summer/Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>Institutional Research staff</li> </ul>
	<ul style="list-style-type: none"> <li>Gather 7 County Indiana population data for appropriate recruitment plans and goals.</li> </ul>	<ul style="list-style-type: none"> <li>Summer/Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>Institutional Research staff</li> </ul>
	<ul style="list-style-type: none"> <li>Utilize Colleague's prospect data collection capabilities; with the intent of implementing an automatic, synchronized prospect follow-up</li> </ul>	<ul style="list-style-type: none"> <li>Communications Mgmt Training in Fall 2009</li> </ul>	<ul style="list-style-type: none"> <li>\$600 for training</li> </ul>
	<ul style="list-style-type: none"> <li>Investigate Datatel's Early Warning Alert System to assist with the timeliness of a comprehensive retention system.</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2009</li> </ul>	<ul style="list-style-type: none"> <li>To be determined</li> </ul>
	<ul style="list-style-type: none"> <li>Provide data to campus teams for the assessment of student learning outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>On-going</li> </ul>	<ul style="list-style-type: none"> <li>Coordinator of Recruitment &amp; Retention; MIS staff; Institutional Research staff</li> </ul>