

## 9. Goals/Objectives/Actions (ACTION PLAN)

- A. **GOALS:** Formulate Program Goals to maintain or enhance program strengths, or to address identified weaknesses.
- B. **ALIGNMENT:** Indicate how each Goal is aligned with the College’s Strategic Priorities.
- C. **OBJECTIVES:** Define Objectives for reaching each Goal.
- D. **ACTIONS/TASKS REQUIRED TO ACHIEVE OBJECTIVE:** Create a coherent set of specific steps (Actions/Tasks) that must be taken to achieve each Objective.
- E. **OUTCOMES:** State intended Outcomes and list appropriate measures and assessment methods for each Outcome.
- F. **ADDITIONAL INFORMATION:** This area provides for the additional communication of information necessary to further “close the loop” on the goal or action plan, as it relates to Institutional Planning. This may include references to other institutional documents, such as governing or compliance documents (i.e. Board Policy, Administrative Procedures, Title V), institutional planning documents (i.e. Strategic Plan, Educational Master Plan, Facilities Plan, Technology Plan), or Board, Presidential, Supervisory or Departmental recommendations or goals, etc. (*See Handbook for additional examples.*)

Complete the following table with your Program’s ACTION PLAN, which must include a minimum of 3 goals:

ACTION PLAN																																									
GOAL		ALIGNMENT WITH BCC STRATEGIC PRIORITIES	OBJECTIVE	ACTIONS/TASKS REQUIRED TO ACHIEVE OBJECTIVE	OUTCOMES, MEASURES, and ASSESSMENT																																				
#1	Improve the community and campus involvement in the performing arts program	<p><i>List all that apply:</i></p> <ul style="list-style-type: none"> <li>Foster innovative learning environment</li> <li>Provide Successful college learning experience</li> <li>Promote and support student engagement</li> <li>Cultivate and enhance local partnerships</li> </ul>	#1 Improved Marketing	<ul style="list-style-type: none"> <li>Work with PIO</li> <li>Outreach to community and High schools</li> <li>Enhance online marketing presence</li> <li>Enhance marketing within the Performing Arts Center</li> </ul>	<p><b>Outcome:</b></p> <ul style="list-style-type: none"> <li>Measure performance attendance</li> <li>Measure class numbers</li> </ul> <p><b>Measurement:</b></p> <ul style="list-style-type: none"> <li>Ticket sales</li> <li>Course enrollment numbers</li> </ul> <p><b>Assessment:</b></p> <ul style="list-style-type: none"> <li>A box office report was created for Theatre Arts productions but not for Music concerts. This needs to be done and with cooperation between both band and choir.</li> <li>Enrollment</li> </ul> <table border="1"> <thead> <tr> <th>CLASS</th> <th>F14</th> <th>S15</th> <th>F15</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>54</td> <td>52</td> <td></td> </tr> <tr> <td>3</td> <td>49</td> <td>51</td> <td></td> </tr> <tr> <td>4/B/C/D</td> <td>17</td> <td>26</td> <td></td> </tr> <tr> <td>5A/B/C</td> <td>n/a</td> <td>n/a</td> <td></td> </tr> <tr> <td>6A/B/C</td> <td>11</td> <td>6</td> <td></td> </tr> <tr> <td>7</td> <td>15</td> <td>5</td> <td></td> </tr> <tr> <td>8A</td> <td>n/a</td> <td>n/a</td> <td></td> </tr> <tr> <td>12A/B/C</td> <td>3</td> <td>12</td> <td></td> </tr> </tbody> </table>	CLASS	F14	S15	F15	2	54	52		3	49	51		4/B/C/D	17	26		5A/B/C	n/a	n/a		6A/B/C	11	6		7	15	5		8A	n/a	n/a		12A/B/C	3	12	
			CLASS	F14	S15	F15																																			
2	54	52																																							
3	49	51																																							
4/B/C/D	17	26																																							
5A/B/C	n/a	n/a																																							
6A/B/C	11	6																																							
7	15	5																																							
8A	n/a	n/a																																							
12A/B/C	3	12																																							
#2 Offer more diverse curricular opportunities in performing arts	Realign existing courses and create new vocal courses	<p><b>Outcome:</b></p> <ul style="list-style-type: none"> <li>Class is offered with strong enrollment.</li> </ul> <p><b>Measurement:</b></p> <ul style="list-style-type: none"> <li>Course enrollment numbers</li> </ul> <p><b>Assessment:</b></p> <ul style="list-style-type: none"> <li>Chamber Singers was offered for the first time in the Fall of 2015 and has 9 enrolled with 1 auditing.</li> </ul>																																							