

## 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	Develop and implement a marketing plan increase student enrollment in Management Degree and Certificate programs.	<i>List all that apply:</i> <ul style="list-style-type: none"> <li>• <i>Strategic Priority #1:</i> Foster an innovative learning environment that respects diversity.</li> <li>• <i>Strategic Priority #2</i> Provide students a successful college learning experience.</li> <li>• <i>Strategic Priority #3</i> Promote and support student engagement.</li> </ul>	#1	Elicit instructor team member input through email survey by early spring 2016.	Create a survey.	Completed instructor survey.
			#2	Obtain marketing policies and procedures for campus by spring of 2016.	Find person(s) responsible for marketing polices and gather procedures.	A list of marketing policies/procedures for marketing the management program.
			#3	Completed marketing plan by fall of 2016.	Create a marketing plan that includes input from instructor staff team members and implement it in the fall.	Completed marketing plan.
	<i>Additional Information:</i>	The outcomes for this goal will depend on the parameters within which we have to market out courses.				
#2	Devise a system to gather all SLO information from instructor team members for future Program Reviews. This will provide evaluation for the progress of the program.	<i>List all that apply:</i> <ul style="list-style-type: none"> <li>• <i>Strategic Priority #1:</i> Foster an innovative learning environment that respects diversity.</li> <li>• <i>Strategic Priority #2</i> Provide students a successful college learning experience.</li> </ul>	#1	Collect SLO reports for all course taught for the school year.	Go to SLO coordinator to collect reports at the end of each semester.	The SLO reports will be collected after each semester for all courses.
			#2	Compare SLO results to PLO outcomes.	Compare SLO results for all courses to PLO outcomes and prepare a report that analyzes the data.	At the end of the spring semester 2016, all SLOs will be compared to the PLOs and a report will be generated by fall 2016.
			#3	Include current SLO and PLO comparison data to help with 2016-2017 Program Review.	Evaluate information on comparison report.	Data and information collected from the SLO/PLO report will be included to assess the program for 2016-2017 program review.
	<i>Additional Information:</i>					
#3	Move MGMT 7 – Small Business Management into the Management 2-year plan.	<i>List all that apply:</i> <ul style="list-style-type: none"> <li>• <i>Strategic Priority #1:</i></li> </ul>	#1	Speak to curriculum committee staff member on process for making change.	Learn and implement the process for moving course to 2-yr plan by the end of spring 2016.	All necessary documents will be gathered by December 2015 from Curriculum Committee.

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GOAL		ALIGNMENT WITH BCC STRATEGIC PRIORITIES	OBJECTIVE	ACTIONS/TASKS REQUIRED TO ACHIEVE OBJECTIVE	OUTCOMES, MEASURES, and ASSESSMENT
		Foster an innovative learning environment that respects diversity. <ul style="list-style-type: none"> <li>• <i>Strategic Priority #2</i></li> <li>• Provide students a successful college learning experience.</li> <li>• <i>Strategic Priority #4</i></li> <li>• Cultivate and enhance local partnerships.</li> <li>•</li> </ul>	#2 Gather interested instructors to contribute to discussion of relevance for moving the course by early spring 2016.	Contact Dean of Instruction CTE/WED and request a meeting time when she can attend.	By February of 2016, with the deans to discuss the move of the MGMT 7 course into the Management program.
			#3 Finish paperwork to submission before the end of 2016 school year.	Complete required paperwork and submit to curriculum committee.	The MGMT 7 course will become a part of the Management program.
	<i>Additional Information:</i>	Small Business Management (MGMT 7) is an important course because it would provide the entrepreneurship component that is a trend in the field of management. This course is already extremely popular as a part of the Business Administration degree. Hence, undoubtedly the the course would be just as value to graduates of the Management program and would address the needs of employers in the local community.			
		Actions #2 and #3 are contingent upon the outcome of #1. If staff members cannot agree, there could be a delay in the progress of this goal.			