

AtD requires that we communicate with five particular sets of stakeholders regarding AtD work. Consequently, we have formed a communication team to help guide these efforts. The team is composed of the AtD Core Team Leader (you!) , Amber Childers, Kee Kratz, Linda Cunningham, and Ronnie Thompson, and this team meets twice a year—usually just before the Facilitators' Visit.

This group next meets again on March 8th, and their role is to provide suggestions on how to reach the stakeholders. These stakeholder groups are:

- 1). College Faculty, Staff, and Administrators**
- 2). Board of Trustees and Foundation Board**
- 3). Area citizens and external stakeholders in the College's service area**
- 4). Other two- and four-year colleges**
- 5). Student populations**

I keep track of how (and how often!) we communicate with these stakeholders in the attached Action Plan. John Brockman uses this to do his reporting to MDC.

Some of our activities—such as MDR advertisements and articles—reach several of these populations, so you will see them listed more than once.

I keep it updated monthly; it is current as of 22 November 2010, and you'll see some duplication between this and the list of Activities for Facilitators' Visits. One informs the other.

AtD Annual Communication Action Plan—2010-2011

Action	Possible Publicity Outlets and/or Mediums	Frequency	Target date	Date Accomplished
Communication Team meets to plan the year's communication activities	OTC email	Twice each academic year	October	August 31, 2010
			March	17 March 2011
Communicate AtD efforts to College Faculty, Staff, and Administration	State-of the-College Address	Annually	September	3 September 2010
	At College Circle* (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)	6 times/year		September 2010 December 2010
	Instructional Affairs meetings	Varies		5 May 2010 (Waypoint Assessment Software) 11 August 2010 20 August 2010 27-28 January 2011 (IA retreat) 18 February 2011
	A & S Division meetings	Monthly		13 August 2010 10 September 2010 15 October 2010 19 November 2010 18 February 2011 11 March 2011
	Everyone 's Invited AtD Roundtable Discussion	Annually	April 2011	
	Data Matters Newsletter* (distributed via Intranet)	Twice a Year		

	HLC Steering Committee	Varies		30 April 2010 19 August 2010
	Assessment Committee meetings	Varies		11 November 2010 2 February 2011 16 March 2011
	Math Faculty meet to update IA curriculum	Varies		7 May Math Focus Group Jump drives given participants 1 December 2010 6 January 2011 15 February 2011
	AtD materials to LRC Archive	Annually		12 May 2010
	SOS Curriculum Review	Annually		26 April 2010 Lazenby, Overton, Mitchell, Brownfield 13 May 2010 Lazenby, Francis, Carter, Ballard, Overton attend College Scope Seminar 15 June 2010 Helping Students Maximize the College Experience, with Rick Feller, attended by Lazenby, Wright, Johnson, Childers, Cunningham, Harper, Applewhite, Austin, Adair, Overturf, Hill 6 July SOS Training: Lazenby, Ballard,

				<p>Eggensperger, Seals, Henderson, Carter, Applewhite, Overton, Francis, Mitchell, See</p> <p>7 July 2010 Early Alert for Student Success Webinar: Ballard, Francis, Applewhite, Wright, Hurst, Petty, Johnson, Henderson, Lazenby</p> <p>26 October 2010 SOS Curriculum Meeting with C. Henderson, D. See, J. Mitchell, C. Applewhite, D. Brownfield, J. Winiecki</p>
	Other	As needed	August	<p>29 July 2010 Basic Writing Adjunct Training on Criterion/e-Write/Act 971/Syllabi review for new text and writing course: Linsley, White, Keith, Hill</p> <p>10 August 2010 Jump drives, letters for Adjunct Faculty Dinner</p> <p>14 November 2010 P. Weak and B. Keisler to Conference</p> <p>1 December: Core Team Leader Transition to T.</p>

				Colananni announced. 14 February 2011 C. Henderson and M. Eggersperger share SI info with Executive Cabinet 3 March 2011 CCAP implementation meeting
Communicate AtD efforts to Board of Trustees and Foundation Board	Board Report with President's Summary	Quarterly	May September December March July	25 May 2010 14 September 2010 7 December 2010 25 January 2011 29 March 2011
	At College Circle* Newsletter (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)	6 times/year		September 2010 December 2010
	KPI review by Assessment Committee/ 2.1.4 Grants Program Evaluation	Annually	As determined by VP Institutional Advancement	1 November 2010 2 February 2011
	Foundation Board meeting	Annually		17 September 2010
Communicate AtD efforts to area citizens and external stakeholders in the College's service area	Advisory Team Letter to B. Robertson for WAGE Board Advisory Team letter and jump drives to J. Beard Letter and Jump drives to C. Crutchfield for			30 April 2010 30 April 2010 4 May 2010

	<p>CoorsTek in Benton to train some of their employees in Excel</p> <p>Nursing Advisory Board Jump drives and letters</p> <p>Jump drives and AtD fliers to Student Affairs for Counselors' Breakfast packets</p> <p>Phone interview with Steve Pace of ICanLearn on AtD structure and practices</p> <p>MoM meets with Faith-Based Board on possible mentoring activities</p> <p>Arkansas General Assembly passes name change legislation</p>			<p>1 September 2010</p> <p>23 September 2010</p> <p>27 September 2010, with S. Seals</p> <p>27 January 2011</p> <p>February 2011</p> <p>March 2011</p>
	Malvern Daily Record*	As needed		<p>30 April 2010 FYE and AtD Success Ad sent to MDR</p> <p>Oct. 14-Nov 13th MDR ad</p> <p>Feb. 2011 MDR article</p> <p>19 March 2011 MDR article</p>
	Arkansas Democrat-Gazette/Tri-Lakes*	As needed		<p>24 October 2010 on M. Eggensperger</p> <p>Jan. 2011 on CCAP</p>

	Welcome to Hot Spring County Magazine*	Annually	Annually by HS County Chamber of Commerce	April 2010
	Malvern Rotary Club Malvern Lions Club Grant Co Rotary	Annually or as the opportunity presents itself		21 April 2010 M. Eggenesperger 3 November 2010, B. Ballard 26 January 2011, B. Ballard 1 July 2010 B. Francis becomes president of Lions Club 25 January 2011, B. Ballard 15 June 2010, S. Seals
	Transitional Taskforce Team			7 May 2010 20 August 2010 15 October 2010 18 January 2011
	Higher Learning Commission			10 November 2010 HLC results to Facilitators 16 November 2010 Response report to HLC
Communicate AtD efforts to other two- and four year colleges	ADHE meetings Mike Leach, Director of Public Policy D. Hill to state policy sub-committee on ISP-2009 on 233 and 234 on Dev Ed skills, end of term testing,	As called		3 May 2010 OTC, Ozarka, ADHE, Raney at TracDat 7 May 2010 9 September 2010

	<p>high stakes testing, high school and college curriculum alignment</p> <p>D. Hill attends the Developmental Education Redesign Workgroup meeting in Little Rock</p> <p>B. Ballard communicates effects of proposed budget cuts to AATYC</p> <p>D. Hill interviewed by Bre Detwiler, part of the Developmental Education Initiative (DEI) team at MDC, Inc. in Chapel Hill, NC. in order to highlight work on College Transition Taskforce.</p> <p>OTC partners with JRL Enterprises to endorse the ICanLearn math lab to AtD colleges</p> <p>AtD mentioned in OTC's response to a AATYC Campus Events Survey</p>			<p>17 December 2010</p> <p>18 February 2011</p> <p>2 March 2011</p> <p>10 March 2011</p> <p>28 March 2011</p>
	Data Matters Newsletter* (distributed to OTC Intranet)	Twice a Year		
	At College Circle*	6 times/year		September 2010

	Newsletter (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)			
	AtD Strategy Institute	Annually	February	8-11 Feb 2011 in Indianapolis, IN
	Meetings at NPCC, PCCC-UA, and PTC	As called		5 May 2010 @NPCC—info distributed
	Other Conferences AATYC B. Ballard presents to Arkansas Senate, House Education Committee, etc.	As occasion arises	Varies	21-22 July HSU Math and Science Conference: B. Francis keynote speaker 18 October 2010 P. Simms, D. Hill, S. Seals poster session on “The Ripple Effect of AtD Initiatives” 18 October 2010 D. Hill, M. Eggenesperger session on Transitional Taskforce 18 October 2010 18 February 2011
	Program information shared	Mike Leach, Director of Public Policy		7 May 2010 1 June 2010 ADG L. James 29 April 2010 Colin Calloway on TracDat
	Transitional Taskforce Team			7 May 2010 27 August 2010 15 October 2010 18 January 2011

Communicate AtD efforts to student population	Malvern Daily Record*	As needed		30 April 2010 25 February 2011 19 March 2011
	Arkansas Democrat Gazette/Tri-Lakes Edition*		Varies	1 June 2010 L. James 30 January 2011
	CAN Digital Signage	Twice a Year	October April	6 October 2010 17 March 2011 CAN installed in Allied Health building
	Posters/Flyers for Classrooms	Annually	September	1 June 2010
	Pop-Ups on LRC computers	Monthly	Ongoing	6 October 2010
	OTC Facebook page Pop-Up on OTC Homepage "Did you Know"	Monthly		6 October 2010
	MoM Activities	Annually		30 October 2010 Flag Football Tournament at MJHS 27 August 2010 Drs. Ballard host supper for MoM members 4 April 2011 MoM members meet with Future Leaders of Malvern (junior high student mentoring program)

	LRC: AtD Archival materials put on file LRC: Displays At College Circle* Newsletters on coffee tables for students	Annually updated	6 times a year	
	Orientation—Jump Drives Facebook competition—jump drives Jump Drives for Annual Academic Excellence Dinner for Poyen HS Beta	Fall and Spring		
	Other IA end-of-course exit exams	Fall and Spring		11 August 2010 Tutor Training December 2010 May 2011

* Bibliography is listed by date of publication:

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