

AtD Annual Communication Action Plan—2011-2012

Action	Possible Publicity Outlets and/or Mediums	Frequency	Target date	Date Accomplished
Communicate AtD efforts to College Faculty, Staff, and Administration	State-of the-College Address	Annually	September	9 September 2011
	At College Circle* (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)	6 times/year		May 2011 October 2011
	Strategic Plan, Department/Division Assessment and Action Plans, and Institutional Effectiveness Progress/Report Card	Annually		
	Instructional Affairs meetings	Varies		
	A & S Division meetings	Monthly		April 2011 September 2011 21 October 2011 2 December 2011 3 February 2012
	COTO Intranet	Annually		July 2011 September 2011
	COTO website	Annually		September 2011
	Assessment Committee meetings	Varies		7 October 2011

	PACE core team meetings	Varies		3 October 2011 10 January 2012
	AtD materials to LRC Archive/uploaded to Intranet	Annually		June 2012
	ATD informational emails	Varies		<p>20 April 2011 Dr. Ballard forwarded e-mail from Winthrop Rockefeller Foundation titled "WRF Debuts Arkansas Heroes of Hope" to everyone@otc including board members</p> <p>1 June 2011 State Policy Newsletter - Achieving the Dream/Developmental Education Initiative</p> <p>26 August 2011 Achieving the Dream E-Newsletter</p> <p>19 September 2011 According to D. Hill, over 97% of first-time entering freshmen attended orientation over the summer, CotO's highest attendance rate to date.</p> <p>26 September 2011 T. Colananni forwards Achieving the Dream: Sept/Oct 2011 Data Notes link on Credential-seeking</p>

				<p>Students to K. Lazenby & D. Hill who have been looking at second-term persistence</p> <p>13 October 2011 T. Colananni forwards Achieving the Dream eNewsletter to key ATD people including associate faculty</p> <p>25 January 2012 T. Colananni forwards email to inform C. Crutchfield (new VP of Planning and Assessment) about a new guide called Building Institutional Capacity for Data-Informed Decision Making and the National Discussion on Friday, January 27</p> <p>7 February 2012 T. Colananni sends everyone email with ATD brochure and gives each employee COTO/ATD post it notes</p>
	Other	As needed		<p>30 June 2011 B. Ballard gives ATD info at informal signage ceremony to recognize name change</p>

				<p>11 July 2011 SOS/PCS Curriculum Review and instructor training</p> <p>18 July 2011 Basic Writing Training on Criterion/e- Write/Syllabi review for new text and writing course: Pierce, Crump, Hill</p> <p>15 August 2011 Jump drives, brochures for new A & S associate faculty</p> <p>16 August 2011 T. Colananni presents Jump drives, brochures at Adjunct Faculty Dinner</p> <p>23 August 2011 Core Team meets to discuss 2011- 2012 goals, budget, narrative follow-up letter</p> <p>25 August 2011 B. Pierce, B. Francis, K. Lazenby, D. Hill view webinar on First- Year Student Success</p> <p>30 August 2011 T. Colananni, P. Simms, & D. Hill make plans to implement CAAP exam to</p>
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				<p>assess General Education outcomes.</p> <p>1 September 2011 T. Colananni, D. Hill, D. See, K. Lazenby view webinar with Starfish Solutions which is a plug-in for Blackboard that promotes student success through interactive early alerts, academic advising, and case management. College will investigate Power Campus capabilities in these areas.</p> <p>14 September 2011 ATD Letter, notepads to Nursing Advisory Meeting (full-time & associate faculty)</p> <p>29 September 2011 Extended session math lab faculty receive an ATD summary letter and stats</p> <p>4 October 2011 D. Hill, P. Simms, T. Colananni make plans for a focus group and student evaluations in order to gather data on PCS and</p>
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				<p>SOS 19, 20, 24 October 2011 Faculty Council meets with each COTO presidential candidate and discusses their views on ATD, data-driven decisions, and culture of assessment.</p> <p>19 January 2012 Core team meets to set spring goals and orient Dr. S to ATD</p> <p>16 March 2012 Faculty/Staff Inservice – “Adding Interactivity to Your Lessons, Using SMARTBoards™ More Intelligently”</p> <p>26 March 2012 T. Colananni submits Facilitator’s Visit dates to college-wide calendar and web site</p>
Communicate AtD efforts to Board of Trustees and Foundation Board	Board Report with President’s Summary	Quarterly	May July September November January March	May 2011 July 2011 September 2011 November 2011 January 2012 March 2012
	Strategic Plan, Department/Division	Annually		

	Assessment and Action Plans, and Institutional Effectiveness Progress/Report Card			
	At College Circle* Newsletter (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)	6 times/year		May 2011 October 2011
	KPI review by Assessment Committee/ 2.1.4 Grants Program Evaluation	Annually	As determined by VP Institutional Advancement	
	Other			<p>20 April 2011 Dr. Ballard forwarded e-mail from Winthrop Rockefeller Foundation titled "WRF Debuts Arkansas Heroes of Hope" to everyone@otc including board members</p> <p>30 June 2011 B. Ballard gives ATD info at informal signage ceremony to recognize name change</p> <p>11 July 2011 In a special meeting to plan a presidential search, COTO Board of Trustees lists the ATD initiative as strength of the College</p>
Communicate AtD efforts to area citizens and	Brochures and jump drives distributed at OTC Open			21 April 2011

<p>external stakeholders in the College's service area</p>	<p>House</p> <p>ATD ad added to Library web page, with a link to the Heroes of Hope video.</p> <p>Brochures and jump drives distributed at Education and Career Fair in Benton</p> <p>Brickfest booth – Malvern City Park. Distributed 1,000 copies of the commemorative edition last publication printed under the Ouachita Technical College name featuring ATD article*.</p> <p>B. Ballard gives ATD info at informal signage ceremony to recognize name change</p> <p>ATD info included in the Presidential Search College Profile posted on web site</p> <p>Brochures to Bingo Bash</p> <p>Letter, notepads to Nursing Advisory Meeting (community members)</p>			<p>22 April 2011</p> <p>27 April 2011</p> <p>23-25 June 2011</p> <p>30 June 2011</p> <p>22 July 2011</p> <p>19 August 2011</p> <p>14 September 2011</p>
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	<p>Brochures, jump drives, notepads to Bismarck BBQ Bash</p>			<p>8 October 2011</p>
	<p>Brochures, notepads, jump drives to Student Affairs for Counselors' Breakfast</p>			<p>14 October 2011</p>
	<p>T. Colananni distributes note pads, jump drives, and brochures to employees who will share ATD info over the next few months with graduates, service area high school counselors, and participants in the Transfer Fair, TRiO, Black History Month, National Library Week, HS Career Center Med Pro Ed classes, Sheridan Adult Ed, AATYC, and THRIVE/EVEN START.</p>			<p>2-3 February 2012</p>
	<p>J. Prince distributes jump drives and brochures at the College/Career Fair at Glen Rose HS</p>			<p>16 February 2012</p>
	<p>T. Colananni distributes brochures to SMARTBoard Inservice participants</p>			<p>16 March 2012</p>
	<p>COTO submits ATD data</p>			<p>26 March 2012</p>

	for ad in March 28th edition of <i>Arkansas Times</i> commemorating Winthrop Rockefeller			
	Malvern Daily Record*			8 November 2011 24 January 2012
	Arkansas Democrat-Gazette/Tri-Lakes*			7 July 2011
	COTO web site	Annually		July 2011 September 2011
	At College Circle* Newsletter (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)			May 2011 October 2011
	Chamber of Commerce	Annually		July 2011 - Welcome to HSC Magazine January 2012 Website
	Malvern Rotary Club Malvern Lions Club	Annually or as the opportunity presents itself		
	Higher Learning Commission			26 May 2011 Acknowledgement letter for name change
Communicate AtD efforts	ADHE meetings	As called		

<p>to other two- and four year colleges</p>	<p>PACE meetings</p> <p>ATD mentioned in name change article published in DG</p> <p>Online article in <i>The Sacramento Bee</i> (sacbee.com) "Raising U.S. graduation rates meet stubborn obstacles" mentions COTO</p> <p>ATD info included in the Presidential Search College Profile posted on web site</p> <p>P. Simms serves on state-wide committee on Higher Education Performance Funding. ATD measures (narrowing gaps between minorities and others and success in DevEd and gateway courses) were mentioned frequently.</p> <p>Updated COTO website to include current data.</p> <p>T. Colananni, D. Hill, and P. Simms visit with Robert</p>	<p>As called</p>		<p>1 November 2011 27 January 2012</p> <p>7 July 2011</p> <p>11 July 2011</p> <p>22 July 2011</p> <p>August 2011</p> <p>1 September 2011</p> <p>2 September 2011</p>
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	<p>White at SAU Tech about expanding concurrent enrollment access to area high school seniors</p> <p>P. Simms attends Common Core Math Summit at HSU</p> <p>CotO is member of 22 two-year college consortium that receives \$14.8 million DOL grant known as PACE. According to the grant proposal, ATD influence in the areas of student retention and completion primed the state to tackle the issue of low postsecondary award attainment.</p> <p>Faculty Council meets with each COTO presidential candidate and discusses their views on ATD, data-driven decisions, and culture of assessment.</p> <p>B. Francis, R. Morris, T. Harper attend Minority Male Mentoring Conference in Durham, NC hosted by North Carolina Community College</p>			<p>7 September 2011</p> <p>27 September 2011</p> <p>19, 20, 24 October 2011</p> <p>30 October – 1 Nov 2011</p>
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	<p>System.</p> <p>B. Ballard addresses state-wide PACE meeting of all two-year colleges and shares COTO's ATD data. T. Colananni sends COTO's ATD data to ASU Newport</p> <p>B. Francis serves on a panel discussing transfer challenges of two-year students as they transition to four-year colleges at the 2012 African American Male Initiative Conference in NLR</p> <p>Article in <i>Assessment Update</i> entitled "Establishing a Culture of Evidence: Using Data for Assessment and for Decision Making" by J. Prince</p>			<p>1 November 2011</p> <p>19 January 2012</p> <p>23-24 February 2012</p> <p>March</p>
	<p>At College Circle* Newsletter (posted on OTC Website and distributed by link to PR contacts at 2-years and ADHE representatives)</p>	6 times/year		<p>May 2011</p> <p>October 2011</p>
	AtD Strategy Institute	Annually	February	February 28 – March 2 2012 in Dallas TX

	Meetings at NPCC, PCCC-UA, and PTC	As called		
	Other Conferences NCCBP B. Ballard presents to Arkansas Senate, House Education Committee, etc.	As occasion arises	Varies	<p>15 June 2011 J. Prince presents at the NCCBP Conference at Johnson County Community College in Overland Park, Kansas.</p> <p>17 November 2011 B. Ballard presents ATD data to the Higher Education Sub-committee of the Arkansas Legislative Council in the State Capitol. He handed out and discussed the contents of a brochure on COTO's improved retention, graduation and transfer rates.</p> <p>2 December 2011 B. Ballard presents ATD and student success data (same as 11/17) at the state Trustees Conference. The Trustees Conference is an annual meeting of members of the Arkansas Higher Education Coordinating Board and the trustees of all public</p>

				institutions of higher education institutions in the state.
Communicate AtD efforts to student population	Malvern Daily Record*	As needed		8 November 2011 24 January 2012
	Arkansas Democrat Gazette/Tri-Lakes Edition*		Varies	7 July 2011
	COTO web site	Annually		September 2011
	CAN Digital Signage	Annually		July 2011 Updated Power Point slides
	OTC Facebook page	Annually		July 2011
	MoM Activities	Annually		16 June 2011 MoM sponsors a basketball tournament with proceeds going to a local family in need 8 July 2011 MoM meets with Future Leaders of Malvern (Jr. High at-risk students) for cookout 6 October 2011 MoM meeting 7 October 2011 MoM meets with Future Leaders of Malvern (Jr. High at-risk students)

				19 January 2012 MoM recruits in PCS classes
	<p>LRC: AtD ad added to Library web page, with a link to the Heroes of Hope video.</p> <p>LRC: AtD Archival materials put on file</p> <p>LRC: Displays At College Circle* Newsletters on coffee tables for students</p>	Annually updated	6 times a year	22 April 2011 May 2011 October 2011
	Focus Group with PCS/SOS students			Scheduled for November 2011 but canceled due to low student response
	<p>Brochures and jump drives distributed at OTC Open House</p> <p>L. Cunningham talked to math lab and Basic Writing classes about ATD while taking pictures to update materials</p> <p>Brochures and jump drives distributed at EOC Education and Career Fair in Benton</p> <p>Online article in The Sacramento Bee</p>			21 April 2011 27 April 2011 27 April 2011 11 July 2011

	<p>(sacbee.com) "Raising U.S. graduation rates meet stubborn obstacles" mentions COTO</p> <p>Math lab students receive a brochure or letter with ATD info and data</p> <p>PCS, SOS, Basic Writing, & math lab student evaluations</p> <p>IA end-of-course exit exams</p> <p>T. Colananni distributes note pads, jump drives, and brochures to employees who will share ATD info over the next few months with graduates, service area high school counselors, and participants in the Transfer Fair, TRiO, Black History Month, National Library Week, HS Career Center Med Pro Ed classes, Sheridan Adult Ed, AATYC, and THRIVE/EVEN START.</p>	<p>Fall and Spring</p> <p>Fall and Spring</p>		<p>12 September 2011 29 September 2011</p> <p>November 2011 April 2012</p> <p>December 2011 May 2012</p> <p>2-3 February 2012</p>
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* Bibliography is listed by date of publication:

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Seals, S. G. and Colananni, T. "A Whole Lot of Shaking Going On." *At College Circle*. October 2011, p. 7

Pierce, Brad "College of the Ouachitas is 'Achieving the Dream' one student at a time." *Malvern Daily Record*. Malvern AR. 8 November 2011, p. 16.

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