

Student Texting OPERATIONAL PLAN

This form is ONLY completed for year 1 goals. List goals in order of importance, 1 being top priority.

Department Name: Marketing & PR

Fiscal Year of Execution: 2019-2020

GOAL #	SUPPORTS STRATEGIC PLAN #	GOAL DESCRIPTION	# OF STEPS TO COMPLETE GOAL	DEADLINE FOR GOAL COMPLETION	ASSIGNED TO	RESOURCES NEEDED	MEASUREMENT OF COMPLETION
1	2018-19 Priority Community & Communication	Purchase and use a web based college wide nonemergency texting system to communicate with current and potential NPC students. Suggested areas of use: Advising, Recruitment, Career Services, Marketing, Financail Aid, Records & Registration, Business Office, other?	8	12/31/19	Ann Hess	\$14,500 per year	Departments are sucessfully sending nonemergency text messages to students for one semester.
	GOAL JUSTIFICATION						
<p>The 2017 Marketing suvey showed that almost all NPC students own cell phones with unlimed texting. It also indicated that stdents prefer this method of communication. Student email open rates are very low. Texting is a more effective way to get students attention although it will NOT replace other forms of communication due to limitations but will enhance them. The Enorllment Management committe also made a recommendation to start texting students on a larger basis. Puling more departments into this form of communication will require a single platform so that we do not duplicate effort in messaging.</p>							

DETAIL OF ACTION STEPS

GOAL # 1	DESCRIPTION OF STEPS	Time Estimage
Step 1	Research potential companies who can provide texting services to the college.	Completed July-Aug. 2018
Step 2	Select three vendors and get price quotes for service.	Completed 11/1/2018
Step 3	Select vendor based on best fit and price. Should not need to go to the board for aprval.	Completed Jan. 2019
Step 4	Get funding allocated for platform purchase for fiscal year 2019-20	Completed 3/1/2019
Step 5	Marketing to develop written policy and rules about sending nonemergency student text messages	30-Aug-19
Step 6	Setup platform with vendor, add users and hold vendor training for users	Completed 8/30/19
Step 7	Hold followup meeting after one month to answer questions and review process for improvments.	1 day
Step 8	Setup monthly meetings to review texts sent and how process is working across the college.	On going

SPASC APPROVAL?	APPROVAL DATE:
-----------------	----------------