

GOAL#4 ~ OPTIMIZING RESOURCES	OBJECTIVE 4.1. DIVERSIFY REVENUE STREAM
Student Centered Learning	<b>STRATEGY 1</b> IDENTIFY CREATIVE WAYS TO CAPITALIZE ON FACILITIES AND CTE PROGRAMS (INTERNAL). <b>INITIATIVE 1:</b> Expand rental spaces for conferences, workshops and events.
SPECIFIC ACTIVITIES TO ADDRESS TASK	<ul style="list-style-type: none"> <li>Develop a comprehensive analysis of estimated additional revenue as a result of availing "x" amount of specified rental space.</li> <li>Identify necessary technological components necessary for a, b, and c conference room styles.</li> </ul>
PERFORMANCE MEASURE	<p>Completion of a comprehensive report detailing estimated additional from availing a, b, c rental spaces.</p> <p>Detailed technology report providing information on necessary technology equipment and integrations necessary to provide fully set up a, b, c rental space (including cost).</p> <p>PERCENT COMPLETION:</p>
TIMELINE	Spring 2020
STATUS	Ongoing
PERSON/COMMITTEE RESPONSIBLE	1.) Business Office 2.) Management Information System
UPDATES / FINDINGS	
EVIDENCE	
NEXT STEPS	<p><b>RECOMMENDATION:</b> Reconvene a session to revisit this initiative, to assess the appropriateness of the activity to the initiative, and to develop a new activity, and/or performance measure.</p> <p><b>NEXT ACTIVITY:</b></p> <p><b>NEXT PERFORMANCE MEASURE:</b></p> <p><b>TIMELINE:</b> Fall 2020</p>

**INSTITUTIONAL STRATEGIC MASTER PLAN 2020-2026  
TRACKING TEMPLATE DOCUMENT GOAL 4**

**December  
2019**

ACCJC STANDARD RELATED TO:	Standard Standard
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