

Department Strategic Plan

Business and Visual Communications (AY17-18 through AY19-20)

Institutional Strategic Master Plan Goals/Initiatives (2014-2020)

1. Retention and Completion
2. Conducive Learning Environment
3. Improvement and Accountability
4. Visibility and Engagement

Department Objectives

1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications
2. Create a Bachelor of Science Visual Communications degree
3. Effectuate the departmental professional development plan

Timeline

Year 1- AY17-18

1st Quarter (August – October)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$160,000 (Year 1)	1. Coordinate establishment of SSHS Viscom program with GCC and GDOE 2. Procure textbooks, supplies, equipment and materials 3. Hire faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Initiate program funding application process 2. Develop curriculum documents 3. Coordinate with AVP on ACCJC subchange process
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 1- AY17-18

2nd Quarter (November - January)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$160,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Obtain program funding 2. Initiate LOC process 3. Finalize coordination with AVP on ACCJC subchange process
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 1- AY17-18

3rd Quarter (February – April)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$160,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Conduct recruitment and retention activities
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Obtain program funding 2. Finalize LOC process 3. Finalize coordination with AVP on ACCJC subchange process
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 1- AY17-18

4th Quarter (May – July)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$170,000 (Year 1)	<ol style="list-style-type: none"> 1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Prepare grant close-out report in coordination with faculty 4. Apply for Title V, Perkins, and other funding sources for Viscom program expansion into JFKHS 5. Coordinate establishment of JFKHS Viscom program with GCC and GDOE 6. Procure textbooks, supplies, equipment and materials 7. Hire faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	<ol style="list-style-type: none"> 1. Obtain program funding 2. Finalize LOC process 3. Finalize coordination with AVP on ACCJC subchange process 4. Procure textbooks, supplies, equipment and materials
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 2- AY18-19

1st Quarter (August – October)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$170,000 (Year 1)	1. Coordinate establishment of OHS Viscom program with GCC and GDOE 2. Procure textbooks, supplies, equipment and materials 3. Hire faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Implement BSVC degree 2. Hire faculty 3. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 2- AY18-19

2nd Quarter (November - January)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$170,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Implement BSVC degree 2. Ensure attainment of grant goals, objectives, outcomes 3. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 2- AY18-19

3rd Quarter (February – April)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$170,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Conduct recruitment and retention efforts
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Implement BSVC degree 2. Ensure attainment of grant goals, objectives, outcomes 3. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 2- AY18-19

4th Quarter (May – July)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$180,000 (Year 1)	<ol style="list-style-type: none"> 1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Prepare grant close-out report in coordination with faculty 4. Apply for Title V, Perkins, and other funding sources for Viscom program expansion into JFKHS 5. Coordinate establishment of JFKHS Viscom program with GCC and GDOE 6. Procure textbooks, supplies, equipment and materials 7. Hire faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	<ol style="list-style-type: none"> 1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Prepare grant close-out report in coordination with faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 3- AY19-20

1st Quarter (August – October)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Marketing: \$112,490 (Year 1) Visual Communications: \$129,775 (Year 1)	1. Coordinate establishment of SHS Viscom program with GCC and GDOE 2. Procure textbooks, supplies, equipment and materials 3. Hire faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 3- AY19-20

2nd Quarter (November - January)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Marketing: \$112,490 (Year 1) Visual Communications: \$129,775 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 3- AY19-20

3rd Quarter (February – April)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Marketing: \$130,00 (Year 1) Visual Communications: \$150,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Conduct recruitment and retention activities
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.

Year 3- AY19-20

4th Quarter (May – July)

ISMP Goal #	Department Objectives	Annual Program Budget Goal	Tasks
4	1. Expand secondary CTE programs into all high schools with concurrent themes in business, marketing and visual communications	Visual Communications: \$160,000 (Year 1)	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Prepare grant close-out report in coordination with faculty
1	1. Create a postsecondary Bachelor of Science in Visual Communications (BSVC) degree	\$250,000	1. Ensure attainment of grant goals, objectives, outcomes 2. Mentor faculty 3. Assess program
3	1. Continue the departmental professional development plan	N/A	See attached departmental professional development plan.