| **TASK-A** | to develop a marketing plan which helps to enhance GCC’s brand identity |
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| 1. **Specific Activities to Address Task** | Convene Taskforce to compile, review, and develop a measurement orientation program |
| Person Responsible | Assistant Director, Planning and Development |
| Timeline | February 2011 |
| Status | Activity completed. A 7-member Taskforce was formed. Appointment letters were sent January 31, 2011. Taskforce members include, Planner IV, Associate Dean, Program Coordinator III, Controller, faculty (2), and Assistant Director, P&D. The Taskforce met on January 31, 2011 to discuss their responsibility. |
| Performance Measure | Establish Dedicated Planning Taskforce. |
| Percent Completed | 100% |
| Next Steps | Continue to conduct meetings. |
| Comments | As of December 31, 2011, committee members met and discussed documents to review. |
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| 1. **Specific Activities to Address Task** | Develop qualitative assessments for each project (plan) identify by task force (e.g., ISMP, Technology, Assessment, and Facility) |
| Person Responsible | Assistant Director, Planning and Development |
| Timeline | Ongoing |
| Status | Gathered documents needed to develop matrices. |
| Performance Measure | Development of metrics, based on qualitative assessments for Goal #1, #2, #3, and #4 |
| Percent Completed | 80% |
| Next Steps | Committee members are to develop and finalize data collection schedule |
| Comments | Members identified key plans to include the ISMP, Facility Master Plan, Assessment, and Technology. |

| **TASK-B** | utilize the existing two-yer Assessment Planning Cycle |
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| 1. **Specific Activities to Address Task** | Publish scheduled timetable which follows the 2-year assessment cycle to disseminate status of plans |
| Person Responsible | Assistant Director, Planning and Development |
| Timeline | Ongoing |
| Status | Assistant Director continues to work on this. |
| Performance Measure | Publish a scheduled timetable for the collection of evaluation data and submission of metrics for evaluation. |
| Percent Completed | 15% |
| Next Steps | Finalize timetable |
| Comments | As of December 31, 2011 consensus that published schedule should align with GCC’s 2-year assessment cycle as to avoid duplication of effort. |
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| 1. **Specific Activities to Address Task** | Present 2-year measure of institutional effectiveness to DCs, MTM, and Board |
| Person Responsible | Assistant Director, Planning and Development |
| Timeline | January 2012 |
| Status | Developed a template to report institutional effectiveness |
| Performance Measure | Submission of 2-Year measure |
| Percent Completed | 100% |
| Next Steps | Finalize 2-Year Measure of Institutional Effectiveness |
| Comments | A template was finalized and is used by the president, vice presidents, and assistant directors to report the status of tasks and specific activities for each of the four ISMP goals. The template will be used as a basis for reporting outcomes to DCs, MTM, and Board.  As of December 31, 2011, ISMP updates were made by the responsible individual. |