Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Instructor will develop skills test to ensure students comprehension and understanding of the processes and protocols invoved in the building process. **Type of Artifact/Instrument/Rubric/Method/Tool:** Lab/Skills Test **Related Documents:** Construction Procedures Test.pdf	All students enrolled will pass with a 80% or better	FA2013	Yes

Related Tasks

* **Task Name: Program Plan**

              Task Description: Respond to CFS by 4/19/2013

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL #1
Pioneering:
This goal seeks to identify the career and technical as well as basic educational skill requirements of the workforce through periodic employer's needs assessment in order to improve the skill levels and productivity of the island's workforce.
* Institutional Learning Outcome (ILO) - ILO#3 (Institutional Learning Outcome)
Students will demonstrate mastery of critical thinking and problem-solving techniques.

Board of Trustees (BOT)

* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#2
Establish and implement systematic assessment processes.

School of Trades & Professional Services (TPS)

* Program Review Goal (Budget Related Goals & Objectives) - FY2013
To supply adequate assistance to program growth.

Civil Engineering Technology AS

* Program Review Goal (Budget Related Goals & Objectives) - FY2013
PRG#1:
To prepare students to work in the construction industry as semi-skilled to skills crafts people.

College Access Challenge Grant Program (CACGP)

No Outcomes Description were returned for this Assessment Unit based upon the selected parameters.

Communications & Promotions

        Mission Statement: To manage the College's communication and promotions activities in order to market Guam Community College as a main choice for higher education on Guam and in the region.
        Vision Statement: To become a full service Communications & Promotions Office that promotes Guam Community College programs and events locally, regionally, and internationally.

Outcome Description: FA09-SP10 AUO#1 High School and Business Outreach

To promote GCC CTE programs within Guam's five public high schools and within the business community, and address community misconception about GCC having stopped its vocational education program in the public high schools.

        Start Date: 10/12/2009
        End Date: 03/14/2011
        Outcome Status: Completed the Assessment Cycle

<table>
<tr><td colspan="4" align="center">**Means of Assessment**</td></tr>
<tr><td>**Artifact/Instrument/Rubric/Method/Tool Description**</td><td>**Criterion (Written in %)**</td><td>**Activity Schedule**</td><td>**Active**</td></tr>
<tr>
<td>Update GCC high school information brochures to re-brand GCC's CTE program (from the former Voc Ed program), and develop a portion of the recruitment video to address the fact that the CTE program exists in the high schools. Develop TV commercials addressing re-branding of Voc Ed to CTE in high schools. Use IMPACT and recruitment videos, presentations and question and answer sessions at business outreach workshops.
Type of Artifact/Instrument/Rubric/Method/Tool:
Recruitment activities-process</td>
<td>Recruitment video addressing CTE programs in high schools will be 100% completed by the end of this assessment cycle. TV commercials addressing re-branding of Voc Ed to CTE in high schools will be 100% completed. Brochures will be 100% updated. Business workshops will be 80% completed.</td>
<td>Business workshops to be conducted twice monthly. Recruitment video to air annually in high schools, TV commercials addressing GCC CTE in high schools to air during fall and spring registration periods.</td>
<td>Yes</td>
</tr>
</table>

Related Activities

- Presentation/High School

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

ACCJC/WASC

* STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will continue to establish policies consistent with the college's mission statement in support of the teaching and learning processes in the college.

President/CEO

* Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.

Communications & Promotions

* Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#1:
To provide effective communication and promotion of college programs and events.

Outcome Description: FA09-SP10 AUO#2 Recruitment Video/Commercials

Develop two 8-minute recruitment videos and :30 commercials that showcase GCC programs and their relationship to the island community and address the CTE re-branding in the public high schools.

Start Date: 10/12/2009
End Date: 03/14/2011
Outcome Status: Completed the Assessment Cycle

<table>
<tr><td colspan="4" align="center">**Means of Assessment**</td></tr>
<tr><td>**Artifact/Instrument/Rubric/Method/Tool Description**</td><td>**Criterion (Written in %)**</td><td>**Activity Schedule**</td><td>**Active**</td></tr>
</table>

Artifact/Instrument/Rubric/Method/Tool Description	Criterion (Written in %)	Activity Schedule	Active
High school recruitment video to be shown in middle and high schools to promote GCC's high school CTE programs; commercials during fall and spring semester enrollment periods, village outreach program. **Type of Artifact/Instrument/Rubric/Method/Tool:** Enrollment Trends	Overall five percent increase in high school program enrollment; five percent increase in post-secondary enrollment.	Videos shown once per semester in five public high schools, commercial blitz during enrollment campaigns, village outreach once per month.	Yes

Related Activities

- Presentation/High School

- Recruitment/CTE branding

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

ACCJC/WASC

* STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.

President/CEO

* Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.

Communications & Promotions

* Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#1:
To provide effective communication and promotion of college programs and events.
* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#2:
To ensure that all information emanating from the college is presented in a positive and professional manner.

Outcome Description: FA09-SP10 AUO#3 Revise GCC Web Site

Complete reorganization and revision of GCC web site into more informative, attractive and user-friendly format.

Start Date: 10/12/2009
End Date: 03/14/2011
Outcome Status: Completed the Assessment Cycle

Means of Assessment

Artifact/Instrument/Rubric/Method/Tool Description	Criterion (Written in %)	Activity Schedule	Active
Web page hits counter will be installed or outsourced to determine increased number of visits to web site. Also, web site survey will be initiated on web site. **Type of Artifact/Instrument/Rubric/Method/Tool:** Other (indicate the specific tool in the Method field/box)	100 percent increase in hits to web site by students and/or visitors (to be indicated in survey).	Hits will be monitored by web tracking device/service.	Yes

Related Activities

- Web site tracking mechanism

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
  Community Interaction:
  This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

ACCJC/WASC

* STANDARD III (Prior to June 2014): Resources - The institution effectively uses its human, physical, technology, and financial resources to achieve its broad educational purposes, including stated student learning outcomes, and to improve institutional effectiveness.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.

President/CEO

* Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.

Communications & Promotions

* Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#1:
  To provide effective communication and promotion of college programs and events.
* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#2:
  To ensure that all information emanating from the college is presented in a positive and professional manner.

Outcome Description: FA09-SP10 AUO#4 Promote individual college events and programs

Continuously promote individual college events/programs that occur on- and off-campus throughout the academic year.

Start Date: 10/12/2009
End Date: 03/14/2011
Outcome Status: Completed the Assessment Cycle

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Media releases and marketing activity such as radio and TV commercials, newspaper ads, posters, radio and TV news stories and program appearances. **Type of Artifact/Instrument/Rubric/Method/Tool:** Enrollment Trends	Five percent increase in enrollment of programs and increased attendance at GCC events due to successful promotion (percentage determined by capacity of event location).	Promotions as needed or determined by event date and frequency of occurrence.	Yes

Related Activities

- Use of mass media for promotional purposes

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
  Community Interaction:
  This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

ACCJC/WASC

∗ STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

∗ Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.

President/CEO

∗ Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.

Communications & Promotions

∗ Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
∗ Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#1:
To provide effective communication and promotion of college programs and events.
∗ Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#2:
To ensure that all information emanating from the college is presented in a positive and professional manner.

Outcome Description: FA09-SP10 AUO#5 Develop GCC branding/marketing campaign

Develop a "brand" theme for GCC that will be used throughout all advertising and promotional materials - a theme that, with its continued use, will make the community - students, parents, businesses, alumni, be proud to have graduated from GCC or to have hired someone that graduated from the college.

Start Date: 10/12/2009
End Date: 03/14/2011
Outcome Status: Completed the Assessment Cycle

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Use of several different tools is required to measure effectiveness of the branding/marketing campaign: 1) enrollment trends, 2) business surveys, 3) attendance at GCC events, 4) public perception on talk radio programs and by word of mouth, 5) student surveys, and 6) GCC graduate job placement **Type of Artifact/Instrument/Rubric/Method/Tool:** Other (indicate the specific tool in the Method field/box) **Related Documents:** Middle_School_Pre-Survey_&_Post-Survey[1].pdf	enrollment increase by five percent, GCC graduate job placement in the community 80 percent	After recruitment video has been shown in community at village outreach programs and at business and Chamber of Commerce meetings, and after commercials have run, a community survey will be conducted and a high school survey will be conducted to measure the effectiveness of the campaign.	Yes

Related Activities

- Presentation/High School

- Recruitment/CTE branding

- Student Survey

- Use of mass media for promotional purposes

- Web site tracking mechanism

Related Items

Guam Community College

∗ Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

ACCJC/WASC

∗ STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

∗ Governing Board Level - The Board of Trustees will continue to establish policies consistent with the college's mission statement in support of the teaching and learning processes in the college.

President/CEO

∗ Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.

Communications & Promotions

∗ Program/Unit Level - Create promotional material (brochures/flyers/posters/recruitment video) that help to increase awareness and interest of GCC's academic and vocational programs.
∗ Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#1:
To provide effective communication and promotion of college programs and events.

Outcome Description: Continous Promotion of GCC Programs/Events

AUO#1 FA2011-SP2013
To continue GCC's brand relationship with the community by promoting GCC programs, events, and student service learning projects, in order to keep the College in the forefront of education news on the island and in the region.

Outcome Type: AUO

Start Date: 10/10/2011

End Date: 03/11/2013

Outcome Status: Completed the Assessment Cycle

Program SLO/AUO Plan reflects/incorporates: Institutional Strategic Master Plan (ISMP)

Historical Assessment Perspective: ismp #3 Community Interaction: This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Methods of evaluation will be number of google hits for media releases generated by GCC'; web site surveys; and enrollment data, both for general enrollment and for new programs promoted by the College. **Type of Artifact/Instrument/Rubric/Method/Tool:** Other (indicate the specific tool in the Method field/box)	100% of AUO will be completed in this two -year cycle, as it is an ongoing AUO.	Media releases issued at least once a week; more often depending on program activities that require promotion. Bi-monthly TV talk show to promote programs at the college; one survey per month on new web site starting Feb 2012, advertising campaigns for enrollment and new programs as budget allows.	No
Number of hits on web site, to include inquiries into new programs, web site surveys and CE surveys; enrollment numbers per semester and in CE programs promoted; number of hits on Google and other search engines; and number of media releases issued within assessment cycle. **Type of Artifact/Instrument/Rubric/Method/Tool:** Activity audit	5% increase in current number of 250 Google hits per year; 5 percent increase in enrollment.	Once web hit measuring tools are installed, measurement can occur monthly.	Yes

Related Activities

- Use of mass media for promotional purposes

- Web site tracking mechanism

Related Tasks

* Task Name: Web site survey

>   **Task Description:** New web site allows for development of frequent surveys to determine GCC students/alumni satisfaction with programs or college events or activities.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the
Government of Guam.
* Institutional Learning Outcome (ILO) - ILO#5 (Institutional Learning Outcome)
Students will demonstrate civic responsibility that fosters respect and understanding of ethical, social, cultural, and environmental issues locally and globally.

ACCJC/WASC

* STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to
communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning,
implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will continue to establish policies consistent with the college's mission statement in support of the teaching and learning processes in the college.

President/CEO

* Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the
community-at-large.

Communications & Promotions

* Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#1
To provide effective communication and promotion of college programs and events.

Outcome Description: Creation and Launch of New GCC Web Site

AUO#2 FA2011-SP2013
To improve the GCC web site so that it is more student-centric, easier for students and the public to navigate, and better promotes College activities and events.

>   **Outcome Type:** AUO
>   **Start Date:** 10/10/2011
>   **End Date:** 03/11/2013
>   **Outcome Status:** Completed the Assessment Cycle

Program SLO/AUO Plan Institutional Strategic Master Plan (ISMP)
reflects/incorporates:
Historical Assessment ISMP#3 Community Interaction:
Perspective: This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial
dependence on the Government of Guam.

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
New web site link is the tool that will contain hits measurement tool to allow webmaster to measure how many hits each page on the web site receives; also, the new site will enable the College to produce surveys for almost instantaneous reaction to events/happenings/new programs. **Type of Artifact/Instrument/Rubric/Method/Tool:** Activity audit	No measurable criterion available until site becomes active on June 1, 2012.	Project launched 9/1/11, revised expected completion date is June 1, 2012.	Yes

Related Activities

- Clients' Survey

- Student Survey

- Web site tracking mechanism

Related Tasks

* Task Name: web site development

        Task Description: Work with vendor to create main page and secondary, tertiary pages, making them easily navigable and responsive to student needs and community awareness.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

* Institutional Learning Outcome (ILO) - ILO#5 (Institutional Learning Outcome)
Students will demonstrate civic responsibility that fosters respect and understanding of ethical, social, cultural, and environmental issues locally and globally.

ACCJC/WASC

* STANDARD III (Prior to June 2014): Resources - The institution effectively uses its human, physical, technology, and financial resources to achieve its broad educational purposes, including stated student learning outcomes, and to improve institutional effectiveness.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.

President/CEO

* Division Level - The President (CEO) will initiate, plan, and oversee the continuous development and maintenance of college facilities and infrastructure that impact on student learning environment, as well as employee productivity.

* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#3
To ensure the college acquires the necessary resources to support its mission.

Communications & Promotions

* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#1
To provide effective communication and promotion of college programs and events.

* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#3
To ensure that all information emanating from the college is presented in a positive and professional manner.

Outcome Description: Promotional Video for CACGP

AUO#3 FA2011-SP2013

To write and produce another promotional video that promotes higher education goals for the island's middle and high school students.

        Outcome Type: AUO

        Start Date: 10/10/2011

        End Date: 03/12/2013

        Outcome Status: Completed the Assessment Cycle

Program SLO/AUO Plan Institutional Strategic Master Plan (ISMP)
    reflects/incorporates:
    Historical Assessment Community Interaction:
        Perspective: This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**

Means of Assessment

Artifact/Instrument/Rubric/Method/Tool Description	Criterion (Written in %)	Activity Schedule	Active
This promotional video will be shown in middle and high schools during the CACGP presentations. These presentations promote academic achievement, and how to be able to afford to go to college. While GCC's enrollment is high, so is the number of remedial math and English students that come from our high schools. This video will be designed to address this problem by promoting College as an achievable goal. Many of our middle and high school students are lacking such goals. **Type of Artifact/Instrument/Rubric/Method/Tool:** Recruitment activities-process	The CACGP program is in its third year, so measurable statistics on how well it promotes higher education are still not available. Although the College is at its highest enrollment in history, a measure of how well students are responding to the CACGP may show in a drop in the very high numbers of remedial math and English students. This figure may take several years to drop.	Develop scope of work and put project out to bid - Spring Semester 2012 Begin shooting - Summer and Fall 2012. Production - Spring semester 2013.	Yes

Related Activities

 - Presentation/High School

Related Tasks

* **Task Name: Write and produce CACGP promotional video.**

       Task Description: Write and produce video.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.
* Institutional Learning Outcome (ILO) - ILO#4 (Institutional Learning Outcome)
Students will demonstrate collaborative skills that develop professionalism, integrity, respect, and fairness.

ACCJC/WASC

* STANDARD II (prior to June 2014). Student Learning Programs and Services - The institution offers high-quality instructional programs, student support services, and library and learning support services that facilitate and demonstrate the achievement of stated student learning outcomes. The institution provides an environment that supports learning, enhances student understanding and appreciation of diversity, and encourages personal and civic responsibility as well as intellectual, aesthetic, and personal development for all of its students.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.

President/CEO

* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#3
To ensure college maintains or exceeds its resources in support of its mission.

Communications & Promotions

* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#3
To provide recruitment videos and posters to promote GCC as a viable alternative for graduating high school seniors.

Outcome Description: FA2013-SP2015 AUO #1 Continous Promotion of GCC Programs/Events_1

AUO#1 FA2013-SP2015
To continue GCC's brand relationship with the community by promoting GCC programs, events, and student service learning projects, in order to keep the College in the forefront of education news on the island and in the region.

                    Outcome Type: AUO
                     Start Date: 10/14/2013

Outcome Status: Completed the Assessment Cycle

Program SLO/AUO Plan Use and Implementation of Results from the previous cycle
reflects/incorporates:

Historical Assessment Upgrade GCC's brand relationship with the community by implementing an upgraded slogan and by promoting programs, events, and student service learning
Perspective: projects through traditional and social media.

Budget Goals: .

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Methods of evaluation will be number of google hits for media releases generated by GCC'; web site surveys; social media statistics, and enrollment data, both for general enrollment and for new programs promoted by the College. **Type of Artifact/Instrument/Rubric/Method/Tool:** Other (indicate the specific tool in the Method field/box) **Related Documents:** GCC Public Website Analytics GCC - WSI Audience Overview 20130914-20131014.pdf	100% of AUO will be completed in this two -year cycle, as it is an ongoing AUO.	Media releases issued at least once a week; more often depending on program activities that require promotion. Bi-monthly TV talk show to promote programs at the college, advertising campaigns for enrollment and new programs as budget allows, promotion of events and programs on social media platforms.	Yes
Number of hits on web site, to include inquiries into new programs, web site surveys and CE surveys; enrollment numbers per semester and in CE programs promoted; number of hits on Google and other search engines; and number of media releases issued within assessment cycle. **Type of Artifact/Instrument/Rubric/Method/Tool:** Activity audit	5% increase in current number of 250 Google hits per year; 5 percent increase in enrollment.	Once web hit measuring tools are installed, measurement can occur monthly.	Yes

Related Activities

- Use of mass media for promotional purposes

- Web site tracking mechanism

Related Tasks

* Task Name: collect statistics from google hits, number of media releases issued, social media "likes"

Task Description: Collect statistics on an ongoing basis, report media hits/releases/social media activity at management team meetings.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

Academic Affairs Division (AAD)

* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #2
Maintain educational excellence through continuous review and update of programs and courses to increase student success.

ACCJC/WASC

* STANDARD I (Prior to 6/2014): Institutional Mission and Effectiveness - The institution demonstrates strong commitment to a mission that emphasizes achievement of student learning and to communicating the mission internally and externally. The institution uses analyses of quantitative and qualitative data in an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the mission is accomplished.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will continue to establish policies consistent with the college's mission statement in support of the teaching and learning processes in the college.
* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #1
Policy review. Evaluation and amend periodically Board policies and the code of ethics policy for all GCC constituents (including the Board) to align procedures, as necessary and appropriate.

President/CEO

* Division Level - The President (CEO) will lead the college in promoting GCC's educational value to the community, and reinforcing the positive image it has earned from its alumni and the community-at-large.
* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#3
  To ensure the college acquires the necessary resources to support its mission.

* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
  To ensure that the college retains its essential characteristics of responsiveness, accessibility, accountability, flexibility, relevance, excellence, and technology advancement.

Communications & Promotions

* Program/Unit Level - Increase GCC's public exposure of programs and activities through print and broadcast media.
* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#1
  To provide effective communication and promotion of college programs and events.
* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
  To continue GCC's brand relationship with the community by promoting GCC programs, events, and student service learning projects in order to keep the college in the forefront of education news on the island and in the region.

Outcome Description: FA2013-SP2015 AUO #2 Web/social media policies and procedures

AUO#2 FA2013-SP2015
Establish and implement web site and social media policies for GCC.

Outcome Type: AUO

Start Date: 10/14/2013

End Date: 03/09/2015

Outcome Status: Completed the Assessment Cycle

Program SLO/AUO Plan reflects/incorporates: Use and Implementation of Results from the previous cycle

Historical Assessment Perspective: New web site has been established and continues to be updated on a daily basis, and GCC now has three social media channels that are also continuously used for communication and promotional purposes.

Budget Goals: .

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Web Advisory Group is currently working on its second draft of the GCC social media policy. Group has developed web site procedures; also need to draft an umbrella web site policy. **Type of Artifact/Instrument/Rubric/Method/Tool:** Other (indicate the specific tool in the Method field/box) **Related Documents:** BOT Policies	Social media policy to be submitted to GCC BOT for approval.	Fall 2013-Spring 2014.	Yes

Related Activities

- Policy development

Related Tasks

* **Task Name: Web Advisory Group**

  Task Description: Develop web site and social media policies for GCC employees/students.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
  Community Interaction:
  This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

* Institutional Learning Outcome (ILO) - ILO#5 (Institutional Learning Outcome)
  Students will demonstrate civic responsibility that fosters respect and understanding of ethical, social, cultural, and environmental issues locally and globally.

Academic Affairs Division (AAD)
* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #2
  Maintain educational excellence through continuous review and update of programs and courses to increase student success.

ACCJC/WASC
* STANDARD IV (Prior to June 2014). Leadership and Governance - The institution recognizes and utilizes the contributions of leadership throughout the organization for continuous improvement of the institution. Governance roles are designed to facilitate decisions that support student learning programs and services and improve institutional effectiveness, while acknowledging the designated responsibilities of the governing board and the chief administrator.

Board of Trustees (BOT)
* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.
* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #1
  Policy review. Evaluation and amend periodically Board policies and the code of ethics policy for all GCC constituents (including the Board) to align procedures, as necessary and appropriate.

President/CEO
* Division Level - The President (CEO) will initiate, plan, and oversee the continuous development and maintenance of college facilities and infrastructure that impact on student learning environment, as well as employee productivity.
* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#3
  To ensure the college acquires the necessary resources to support its mission.

* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
  To provide leadership and direction for the activities of the institution to ensure that the college carries out its mission while maintaining accreditation.

Communications & Promotions
* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#1
  To provide effective communication and promotion of college programs and events.
* Program Review Goal (Budget Related Goals & Objectives) - FY2013
  PRG#3:
  To ensure that all information emanating from the college is presented in a positive and professional manner.
* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
  To improve the GCC website so that it is more student-centric, easier for students and the public to navigate, and better promotes college activities and events.

Outcome Description: FA2013-SP2015 AUO #3 Promotional Video for CACGP_1

AUO#3 FA2013-SP2015
To write and produce a promotional video for the GCC College Access Challenge Grant Program that promotes higher education goals through attendance at GCC for the island's middle and high school students.

Outcome Type: AUO

Start Date: 10/14/2013

End Date: 03/09/2015

Outcome Status: Completed the Assessment Cycle

Program SLO/AUO Plan reflects/incorporates: Use and Implementation of Results from the previous cycle

Historical Assessment Perspective: Unable to complete in previous cycle, currently working with CACGP program coordinator to solicit quotes for promotional video.

Budget Goals: .

Means of Assessment			
Artifact/Instrument/Rubric/Method/Tool Description	Criterion (Written in %)	Activity Schedule	Active

Means of Assessment

Artifact/Instrument/Rubric/Method/Tool Description	Criterion (Written in %)	Activity Schedule	Active
This promotional video will be shown to middle and high schools during the CACGP presentations. These presentations promote academic achievement, and how to be able to afford to go to college. While GCC's enrollment is high, so is the number of remedial math and English students that come from our high schools. This video will be designed to address this problem by promoting College as an achievable goal. Many of our middle and high school students are lacking such goals.	Although the College is at its highest enrollment in history, a measure of how well students are responding to the CACGP may show in a drop in the very high numbers of remedial math and English students. This figure may take several years to drop.	Develop scope of work and put project out to bid - Fall semester 2013 Begin shooting - Spring 2014. Production - Summer 2014.	Yes

Type of Artifact/Instrument/Rubric/Method/Tool:

Recruitment activities-process

Related Documents:

GCC Recruitment Video

Related Activities

- Presentation/High School

- Recruitment/CTE branding

Related Tasks

* Task Name: Write and produce CACGP promotional video.

        Task Description: Write and produce video.

Related Items

Guam Community College

* Institutional Strategic Master Plan (ISMP) - ISMP GOAL#3
Community Interaction:
This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.
* Institutional Learning Outcome (ILO) - ILO#4 (Institutional Learning Outcome)
Students will demonstrate collaborative skills that develop professionalism, integrity, respect, and fairness.

Academic Affairs Division (AAD)

* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #2
Maintain educational excellence through continuous review and update of programs and courses to increase student success.

ACCJC/WASC

* STANDARD II (prior to June 2014). Student Learning Programs and Services - The institution offers high-quality instructional programs, student support services, and library and learning support services that facilitate and demonstrate the achievement of stated student learning outcomes. The institution provides an environment that supports learning, enhances student understanding and appreciation of diversity, and encourages personal and civic responsibility as well as intellectual, aesthetic, and personal development for all of its students.

Board of Trustees (BOT)

* Governing Board Level - The Board of Trustees will provide the necessary resources to support the quality of human and physical work environment that will foster the improvement of student learning outcomes.
* Program Review Goal (Budget Related Goals & Objectives) - FY2014 #2
Assessment. Set an example by engaging all stakeholders in the college's continuous assessment and planning processes so that there is a clear understanding of roles and expectations among all constituents.

President/CEO

* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#3
To ensure college maintains or exceeds its resources in support of its mission.

* Program Review Goal (Budget Related Goals & Objectives) - FY2012 PRG#2
To ensure that the college retains its essential characteristics of responsiveness, accessibility, accountability, flexibility, relevance, excellence, and technological advancement.
* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
To ensure that the college retains its essential characteristics of responsiveness, accessibility, accountability, flexibility, relevance, excellence, and technology advancement.

Communications & Promotions

* Program Review Goal (Budget Related Goals & Objectives) - FY2011 PRG#3
  To provide recruitment videos and posters to promote GCC as a viable alternative for graduating high school seniors.
* Program Review Goal (Budget Related Goals & Objectives) - FY2013
  PRG#1:
  To provide effective communication and promotion of college programs and events.
* Program Review Goal (Budget Related Goals & Objectives) - FY2013
  PRG#2:
  To provide recruitment videos and posters to promote GCC as a viable alternative for graduating high school seniors.
* Program Review Goal (Budget Related Goals & Objectives) - FY 2014
  Using CACGP funding, write and produce a promotional video that promotes higher education goals for the island's middle and high school students.

Computer Aided Design & Drafting (CADD) Certificate

Mission Statement: To provide the best, most current technology and training available in the industry to our students to allow them the best possibility for success.
Vision Statement: To have GCC students who have taken the AutoCadd training be recognized as the best trained and most knowledgeable workers available in the region.

Outcome Description: 2012-2013 Catalog SLO#1

SLO#1 SP2012-FA2013:
Upon successful completion of the Certificate in Computer Aided Design & Drafting program, students will be able to demonstrate knowledge and skills needed to design and draft projects ranging from two to three dimensional designs for commercial and residential buildings.

Outcome Type: SLO-Cognitive outcomes
Start Date: 03/12/2012
End Date: 10/14/2013
Outcome Status: Completed the Assessment Cycle

Program Level SLO Industry National Certification: Yes
Type of Industry National Certification: AutoCad certificate
Program SLO/AUO Plan reflects/incorporates: Other
Historical Assessment Perspective: To ensure student competency to national standards
Budget Goals: .

	Means of Assessment		
Artifact/Instrument/Rubric/Method/Tool Description	**Criterion (Written in %)**	**Activity Schedule**	**Active**
Students will be required show competency in the use of the AutoCadd design program by designing various types of drawings and plans commonly used in the Construction Industry. Subsequently, students will develop Architectual working drawings and Blueprints as a final Test. **Type of Artifact/Instrument/Rubric/Method/Tool:** Lab/Skills Test	Students participating in the Final exam will have to have had a 70% 0f a 150 question test to be considered as passing. Students will have to create a working drawing with all Utility, Structural, Mechanical and Civil information and symbols.	FA2013	Yes

Related Documents:
Drawings.pdf

Related Courses

- AE103 - Basic Blueprint Reading

Related Documents:
AE103_1980-10-21.pdf
AE103_CourseGuide1980-10-21a.pdf