



Student Success Initiative

Credit Accumulation Initiative Status Report, February-March 2016

Achievements in this period

Over the past two months, the subcommittee of the working group, including Tom Moss, Josephine Volpe, and Reggie Smith from marketing, continued to conceptualize the Finish in Four Campaign. Survey data from the previous reporting period were analyzed. An audience matrix was drafted, which included four major groups for messaging--current students, prospective student, parents, and advisors. An infographic was initiated.

Goals for next period:

The committee has been contacted to schedule a meeting to review progress and advise about the roll-out of the campaign. Orientation has been contacted regarding including a flyer/infographic for the Orientation packet. A campus announcement will be drafted to be sent by the VPUA.

Key Decisions

The initial marketing campaign will be directed at incoming students; advisors will be engaged to encourage students to take courses that will enable them to finish their degree in four years. The committee acknowledges there will of course be students who are unable to finish in four for a variety of reasons.

Open Issues:

The materials have to be compiled, text written, and approvals sought prior to printing. There is a relatively tight deadline to have materials ready for Orientation.

Progress Indicator:



Team Lead: Tom Moss

Team Members: Eileen Doran, Lillye Hart, Elsa Soto, Philip Vasquez, Joey Volpe