

## 2020 Mid-Cycle Progress Action Plans

Action Plan #1:

### Increasing Marketing Strategies

ABC Adult School's first Action Plan goal is to increase marketing strategies to raise student and community awareness of the offerings provided. The goal is to increase student enrollment and attendance through more visible awareness of the programs available through the adult school.

<b>Action Steps - What Will Be Implemented or Changed?</b>	<b>What Steps Need to Be Taken?</b>	<b>Tools and Materials Needed</b>	<b>Timeline</b>	<b>Persons Responsible</b>	<b>Report of Progress</b>
Continue to place ads in the local shopping mall	<p>Survey students as to which mall the add was seen</p> <p>Discuss with mall staff most strategic places to place ads and makes changes as needed.</p> <p>Place ads with the shopping mall</p>	<p>Budget</p> <p>School Information</p>	Spring 2020 and ongoing	Administrative Team, Leadership Team, Marketing Committee	Surveys and Increased attendance
Use Video Production company to film short informational videos	<p>Review final video</p> <p>Post to website, play videos on office televisions and during orientations</p> <p>Explore the cost of playing video as advertisement at the local movie theater and on the local cable station</p>	<p>Budget</p> <p>School Information</p> <p>Student/Staff participation</p>	Winter 2019 and ongoing	Administrative Team, Leadership Team, Marketing Committee	Increased enrollment and interest

Focus on Social Media	<p>Create marketing calendar for posts</p> <p>Create templates for regular postings from all departments</p> <p>Use a social media marketing dashboard such as Hootsuite</p> <p>Monitor feedback and share posts</p>	<p>School/Class Information</p> <p>Staff to assist with social media activities and creation of templates</p>	Spring 2020 and ongoing	Administrative Team, Leadership Team, Marketing Committee	Social media data analysis
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Action Plan #2:

Implementation of Financial Aid

ABC Adult School's second Action Plan is to implement Title IV Financial Aid.

<b>Action Steps - What Will Be Implemented or Changed?</b>	<b>What Steps Need to Be Taken?</b>	<b>Tools and Materials Needed</b>	<b>Timeline</b>	<b>Persons Responsible</b>	<b>Report of Progress</b>
Continue to offer Title IV Financial Aid	<p>Policies need to updated</p> <p>Advertisement of financial aid</p>	Policy handbook	Fall 2019 and ongoing	Principal, Financial Aid Coordinator and Leadership Team	Increase of the number students receiving financial aid
Advertisement of Financial Aid program	<p>Emails, phone calls, updates to website, <i>Facebook</i>, advertisements,</p> <p>Updates to catalog</p>	<p>Social media</p> <p>Banners</p>	Fall 2019 and ongoing	Principal, Financial Aid Coordinator and Marketing Team	Awareness of Financial Aid program

Action Plan #3:

Increasing Student Awareness of Student Support Services

ABC Adult School's third Action Plan identifies a need to more adequately publicize available student support services.

Action Steps - What Will Be Implemented or Changed?	What Steps Need to Be Taken?	Tools and Materials Needed	Timeline	Persons Responsible	Report of Progress
<p>Have an area of the website dedicated to student support services</p> <p>Make students aware of where to access student support services information</p>	<p>Work with the website designer</p> <p>Provide staff development for teachers to be able to show their students where to access information on student support services</p>	<p>Web hosting /design service</p> <p>Training</p>	<p>Fall 2019 and ongoing</p>	<p>Administrative Team, Leadership Team, TOSAs</p>	<p>Students' awareness of offered student support services and increased use of the services</p>
<p>Use social media to increase student awareness of student support services</p>	<p>Design advertisements for social media accounts</p> <p>Train staff on postings</p>	<p>ConnectEd, Ebalsts, Facebook, Twitter, Instagram</p>	<p>Fall 2019 and ongoing</p>	<p>Marketing Committee, Leadership Team, TOSAs</p>	<p>Social media data analysis</p>
<p>Outreach to low literacy groups</p>	<p>Create flyers in different languages to promote student support services</p> <p>Create emails/ voicemails in different languages using the ConnectEd system</p>	<p>Translators</p> <p>Budget</p> <p>Parent Workshops</p> <p>ConnectEd</p>	<p>Spring 2020 and ongoing</p>	<p>ESL Department TOSA and ESL Assistant Principal</p>	<p>Surveys of ESL students regarding awareness of student support services</p>

Action Plan #4:

Increasing Staff Technology Training

ABC Adult School's fourth Action Plan is to enhance and increase staff technology training.

<b>Action Steps - What Will Be Implemented or Changed?</b>	<b>What Steps Need to Be Taken?</b>	<b>Tools and Materials Needed</b>	<b>Timeline</b>	<b>Persons Responsible</b>	<b>Report of Progress</b>
Provide Academics, ESL and AWD staff with increased technology training	Survey staff to determine the needs  Analyze needs and determine costs  Obtain funding  Schedule and implement training	Surveys  School calendar  Survey results  Funding	Fall 2019 and ongoing	Administrative Team, TOSAs and Department Chairs	Summary of surveys  Training evaluations
Provide Community Ed./Parent Ed staff with technology training	Survey staff to determine the needs  Analyze needs Increase time of quarterly meetings  Obtain funding  Schedule and implement training	Surveys  School calendar  Survey results  Funding	Spring 2020 and ongoing	Community Ed. and Parent Ed Assistant Principals, TOSAs and Department Chairs	Summary of Surveys  Updated school calendar  Training evaluations

<p>Provide CTE staff with technology training</p>	<p>Align with COE requirements</p> <p>Follow Advisory Committee training recommendations</p> <p>Survey staff to determine the needs</p> <p>Schedule and implement training</p>	<p>Surveys</p> <p>Survey results</p> <p>School calendar</p>	<p>Fall 2019 and ongoing</p>	<p>CTE Assistant Principal, TOSA and Department Chair</p>	<p>Summary of Surveys</p> <p>Updated school calendar</p> <p>Training evaluations</p>
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