

Early Alert & Retention Team

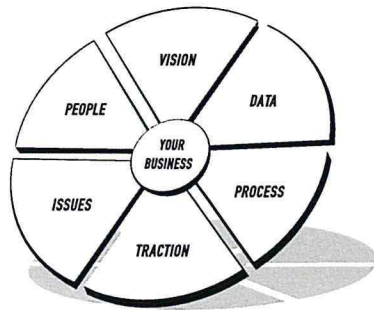
- Donna Robert
- Andrea Varney
- Jesse Vera
- Mariane Doyle
- Isaac Koh

Mentor: Jim Temple

THE **VISION / TRACTION** ORGANIZER TM



THE EOS MODEL™



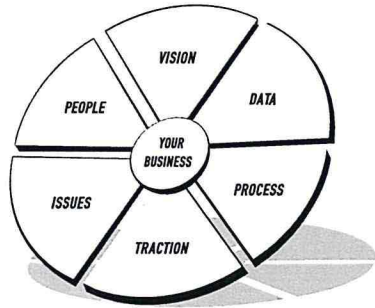
THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: LEAP Solution Group - Starfish Marketing

VISION

<p>CORE VALUES</p>	<ol style="list-style-type: none"> 1. We honor and reward high performance in teaching and learning. 2. We foster a climate characterized by civility, collegiality, and acceptance. 3. We create relationships with the community, providing the foundation of success 4. We set the highest standards for ourselves and support professional development. 5. We are an innovative and creative community college. 	<p>3-YEAR PICTURE™</p>
<p>CORE FOCUS™</p>	<p>The Core Focus of Early Alert is to be proactive for student success, shorten the gap between needs and college services, and provide opportunities for engagement.</p> <p>The marketing Core Focus for Early Alert is mass awareness and campus-wide immersion on the purpose and impact of early alert.</p>	<p>The education and training of the software itself is institutionalized and continues to provide on-going marketing value through high-touch experiential engagement.</p> <p>The branding becomes synonymous with the terminology, icons, and other visual cues related to early alert and early intervention.</p> <p>Through persistent engagement in the software, early alert becomes the norm and part of the overall experience. Marketing will occur during new student orientation and faculty and staff on-boarding. Early alert is core to all services and touchpoints.</p>
<p>1-YEAR TARGET™</p>	<p><u>Constituency "Buy In" and Engagement</u></p> <p><u>Systemic On-Boarding</u></p>	
<p>MARKETING STRATEGY</p>	<p>Target Market/"The List": Faculty, Existing Students, Perspective Students, Employees (all staff)</p> <p>Three Uniques:</p> <ul style="list-style-type: none"> Static and Multimedia Advertisement Experiential "High Touch" Engagement Strategies Impactful Visual Alerts (flags, collateral) 	

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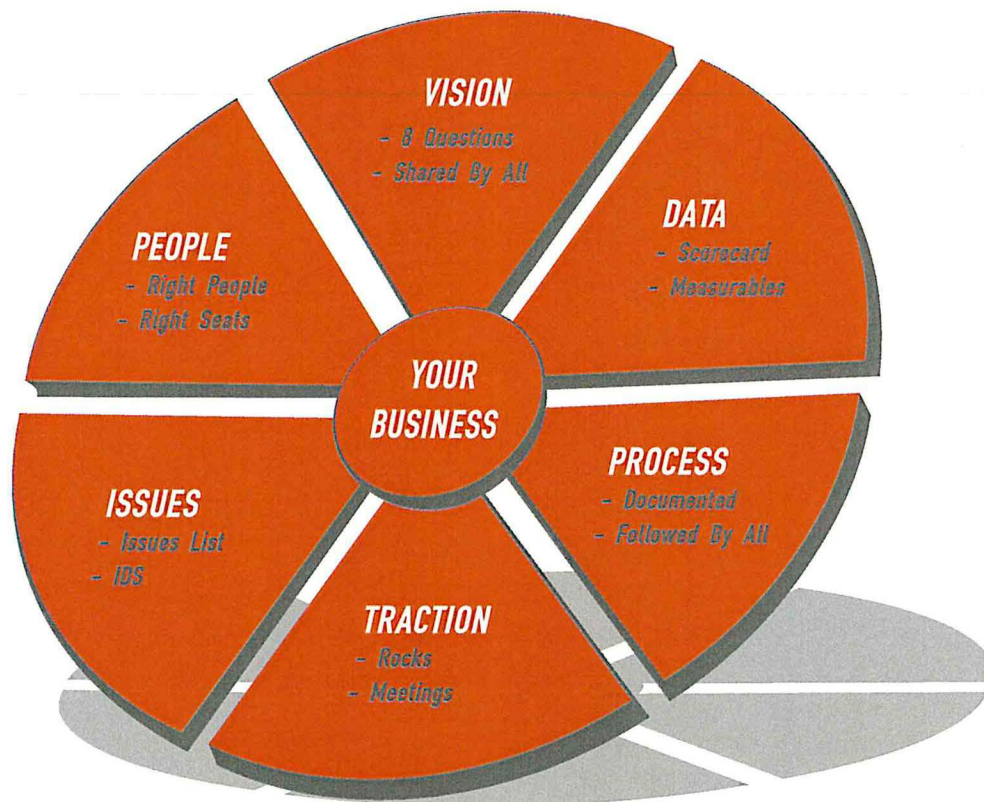
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TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																										
<p>Future date: May 10, 2020 Revenue: n/a Profit: n/a Measurables: see goals below</p> <p>Goals for the Year</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td>successful implementation of 3 service points</td></tr> <tr><td>2.</td><td>measurable awareness of tool: staff & students</td></tr> <tr><td>3.</td><td>establish baseline usage by stakeholders</td></tr> <tr><td>4.</td><td>institutionalization of training on early intervention</td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </table>	1.	successful implementation of 3 service points	2.	measurable awareness of tool: staff & students	3.	establish baseline usage by stakeholders	4.	institutionalization of training on early intervention	5.		6.		7.		<p>Future date: August 10, 2019 Revenue: n/a Profit: n/a Measurables:</p> <p>Rocks for the Quarter</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 85%;">Rocks for the Quarter</th> <th style="width: 10%;">Who</th> </tr> </thead> <tbody> <tr><td>1.</td><td>attrition from early adoption pool</td><td></td></tr> <tr><td>2.</td><td>Over-advertising the early alert system</td><td></td></tr> <tr><td>3.</td><td>Funding</td><td></td></tr> <tr><td>4.</td><td></td><td></td></tr> <tr><td>5.</td><td></td><td></td></tr> <tr><td>6.</td><td></td><td></td></tr> <tr><td>7.</td><td></td><td></td></tr> </tbody> </table>		Rocks for the Quarter	Who	1.	attrition from early adoption pool		2.	Over-advertising the early alert system		3.	Funding		4.			5.			6.			7.			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">1.</td><td>Identify early alert faculty champions</td></tr> <tr><td>2.</td><td>Develop selection criteria for early alert champions</td></tr> <tr><td>3.</td><td>Create awareness and training for faculty/staff</td></tr> <tr><td>4.</td><td>Identify potential sources of funding</td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table> <p style="margin-top: 20px;">Prioritize</p> <ul style="list-style-type: none"> • Identify • Discuss • Solve 	1.	Identify early alert faculty champions	2.	Develop selection criteria for early alert champions	3.	Create awareness and training for faculty/staff	4.	Identify potential sources of funding	5.		6.		7.		8.		9.		10.	
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DAN COLEMAN
Certified EOS Implementer
RocketTraction.com
m : 818.261.4208
w : www.rockettraction.com
e : dan@rockettraction.com