

Action Project Commitment Declaration, 2009-2010



Institution: Central New Mexico Community College (CNM) Date submitted: _____

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A. Give a short identifying title (under 10 words) to this Action Project.

Academic school website update

B. Describe this goal(s) of this Action Project (in 100 words or fewer).

To improve the academic schools website to provide a clear, consistent delivery of academic offerings.

C. Please identify the single AQIP Criterion which this Action Project will primarily affect (check one box in the Primary column) and no more than four other Criteria to which it is strongly related (check boxes in the Related column):

AQIP Quality Criteria	Primary	Related
1 – Helping Students Learn	<input type="radio"/>	<input checked="" type="checkbox"/>
2 – Accomplishing Other Distinctive Objectives	<input checked="" type="checkbox"/>	<input type="radio"/>
3 – Understanding Students’ and Other Stakeholders’ Needs	<input type="radio"/>	<input type="radio"/>
4 – Valuing People	<input type="radio"/>	<input type="radio"/>
5 – Leading and Communicating	<input type="radio"/>	<input type="radio"/>
6 - Supporting Institutional Operations	<input type="radio"/>	<input type="radio"/>
7 – Measuring Effectiveness	<input type="radio"/>	<input type="radio"/>
8 – Planning Continuous Improvement	<input type="radio"/>	<input type="radio"/>
9 – Building Collaborative Relationships	<input type="radio"/>	<input type="radio"/>

D. Please describe your institution’s rationale for addressing this Primary criterion at this time. Why is this project and its goal(s) one of your “vital few”?

Improving, what CNM considers its #1 marketing tool, the CNM website, so that current and potential students are able to easily navigate and find the programs and services needed, supporting enrollment, retention and graduation. This project also supports the CNM Strategic Directions; CNM Identify and CNM Student Success.

E. List the organizational areas (or institutional departments and divisions) most affected.

Academic Schools
Advisement
Marketing & Communication Office
ITS

F. List and briefly describe the critical processes most affected.

- Design of websites.
- Updating of websites.
- CNM Call Center

G. List the process measures that you plan to track as you work on this Action Project.

- Use of plan-do-study-act
- Team objectives
- Meeting minutes
- End of term reports
- Annual report

H. List the outcomes measures that you plan to track as you work on this Action Project.

- Development of team objectives
- Development of planning matrix, including timelines, to meet objectives
- Analysis of current situation
- Research of “best practices”
- Identification of primary & secondary customers
- Focus groups/surveys to determine customer needs
- Design of website to “find your answer in 3 clicks”
- Consistent design implemented by all academic schools
- Analyze new product through variety of assessment tools

I. Describe your annual stretch targets for this Action Project.

Year	Quantitative and Qualitative Stretch Targets
One	<ul style="list-style-type: none"> • Development of team objectives • Development of planning matrix, including timelines, to meet objectives • Analysis of current situation • Research of “best practices” • Identification of primary & secondary customers • Focus groups/surveys to determine customer needs
Two	<ul style="list-style-type: none"> • Design of website to “find your answer in 3 clicks” • Consistent design implemented by all academic schools • Analyze new product through variety of assessment tools
Three	

J. Briefly describe how you plan to keep your institution’s attention and energies focused on this Project and its goal(s).

- A fall, spring, and summer report on progress to the CNM AQIP Steering Team.
- An annual report to the CNM Governing Board.
- Communication of the team’s progress on the AQIP/Accreditation web page.
- AQIP Action Projects updates, progress, and results at college team meetings, such as the Budget Advisory Team, the Educational Services Council (ESC), President’s Council and the Faculty Senate.
- Communication of the team’s progress, as appropriate, in the weekly CNM NewsLink, the monthly CNM Express Newsletter, and the student newspaper, the CNM Chronicle.