

2006-2007

Strategic Goal: Study, refine, and expand parent orientation and develop/pilot parent marketing plan.

Action Steps	Action Leader	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07
Review current orientation situation	Bob Burnes/Doug Bannon/Josh Troutman/Peg Julius					X							
Develop key messages for parents	Team						X						
Gather input from Instruction Branch	Bob Burnes/Harleen Bott						X						
Identify goal for the day (What information should they gain?)	Team						X						
Review existing and needed documents	Kathy Kaiser/Doug Bannon/Kristie Fisher						X	X					
Study logistics of campus locations and reduce the run around	Bob Burnes/Josh Troutman							X	X				
Parent website	Kathy Kaiser/Web Team									X	X		
Schedule parent orientations	Bob Burnes/Doug Bannon/Josh Troutman/Peg Julius										X	X	
Study feasibility of a family reunion	Doug Bannon/Kathy Kaiser/Josh Troutman									X	X	X	X

Personnel: Existing

Success Indicators: Increase the number of parents attending orientation by 10%. New parent informational pieces developed.