

Communication

For an assessment plan to have the desired impact on student learning and success, it requires an enduring and inclusive communication plan. To that effect, the QEP adheres to the following Communication Plan:

QEP COMMUNICATION PLAN

- I. Goal: To increase awareness of the Central Texas College Quality Enhancement Plan goals, focus areas and achievements, thereby creating a culture that focuses on enhancing student learning.

- II. Objectives by Target Audience:
 - A. Faculty:
 1. To increase awareness of and participation in the QEP.
 2. To promote student learning and measurement of student learning outcomes as the heart of the instructional process.
 3. To communicate progress toward the QEP goals.
 - B. Staff
 1. To increase awareness of and participation in the QEP.
 2. To promote service excellence as a direct contributor to a learning environment.
 3. To communicate progress toward the QEP goals.
 - C. Students
 1. To increase awareness of and participation in the QEP.
 2. To promote student responsibility for learning as a key to success in improving individual and collective student learning.
 - D. Board
 1. To communicate progress toward the QEP goals.
 - E. Community
 1. To build and reinforce an image of Central Texas College as a learning-focused, student-centered organization.

- III. Communication Strategies:
 - A. Integrate QEP communication and training into current processes and communications:
 1. Integrate QEP training into new employee orientation
 2. Develop monthly focus areas for faculty/staff and for students and promote them through QEP communication and other campus media and methods, using the QEP focus logo and common graphics to tie all communication together.
 3. Reinforce role of QEP specialist as the information conduit representing their unit.
 - B. Continue bimonthly QEP newsletter for faculty/staff and once per semester newsletter for students; extend distribution to phase II locations.
 - C. Continue annual QEP open house to share successes.
 - D. Integrate QEP goals into syllabi.
 - E. Develop ongoing training requirements for faculty/staff
 - F. Continue to use the QEP website as a method to train and inform.
 - G. Provide updates to the board via the Leadership Council.
 - H. Include QEP goals and successes in annual report to the community.