

## 2024-2025 Operational Plan

### Advancement

The Operational Plan is a workplan with measurable outcomes focused on making progress on specific goals and objectives of the 2021-2026 Equity-Centered Strategic Plan.

Activities: Steps taken to accomplish measurable progress on a specific Strategic Plan Objective.

Measurable Outcomes: Specific, measurable outcomes. If possible, this should be linked to a Strategic Plan Success Metric.

F/W/S: Activities and measurable outcomes need to be recorded quarterly in Envisio. Enter the date the update was completed in Envisio.

Priority #1	By 6-30-25, Campus Safety will recognize 100% implementation of the Maxient system and full participation in ACT, having transitioned from the Red Flag and BIT system.					
Strategic Plan Goal:	Goal C: Responsive Educational Programs and Support Services					
Strategic Plan Objective:	C.2					
Person(s) Responsible:	George Frasier – Executive Sponsor Derek Ronnfeldt – Department Leader					
Envisio Update:	Fall		Winter		Spring	
Activity			Measurable Outcome (Success Metric)			
Participate fully in the creation of the new Assistance Care Team (ACT), formally known as the Behavioral Intervention Team (BIT) that includes the following:  -New branding and education, campus wide, of the BIT committee to the ACT committee  -Change the software for documenting and filing mental health reporting from the Red Flag system to the Report Concern for a Student, replacing Risk-Aware with the Maxient system.  -Redefining the membership and roles of the new ACT team from the former BIT.			By 6-30-25, Campus Safety will recognize 100% implementation of the Maxient system and full participation in ACT, having transitioned from the Red Flag and BIT system.			

Priority #2	By 6-30-25, develop and execute a comprehensive marketing and communication plan that aligns with the College's Strategic Enrollment Management (SEM) and Guided Pathways initiatives, supports the SPARC Team in implementing recall measurement and impact, and updates the Area of Interest and Program Maps on greenriver.edu and in enrollment and retention marketing materials. Individual milestones below.					
Strategic Plan Goal:	Goal F: Impactful Community Connections					

Strategic Plan Objective:	F.2					
Person(s) Responsible:	George Frasier – Executive Sponsor Phil Denman – Department Leader					
Envisio Update:	Fall		Winter		Spring	
Activity			Measurable Outcome (Success Metric)			
<ul style="list-style-type: none"> <li>• Create marketing and communication plans that support a return to healthy enrollments at GRC. Specifically targeting Running Start and State enrollments.</li> <li>• Create marketing strategies and plans that focus on the College as a whole while promoting Areas of Emphasis in support of Guided Pathways.</li> </ul>			<ul style="list-style-type: none"> <li>• Creation of marketing and communication plan that aligns with the College’s strategic enrollment management (SEM) and Guided Pathways initiatives. [F.2] <ul style="list-style-type: none"> <li>○ May 30, 2025</li> </ul> </li> <li>• Support Goal Area 6 SPARC Team in implementing aided and unaided recall measurement and impact. Goals TBD by SPARC GA 6 team. <ul style="list-style-type: none"> <li>○ Ongoing, June 31, 2025</li> </ul> </li> <li>• Implementation of new Area of Interest and Program Maps of greenriver.edu and in updated enrollment and retention marketing pieces [F.2] <ul style="list-style-type: none"> <li>○ Program Map templates finalized (CRO) and approved (GPAT + IC): Dec. 2024</li> <li>○ Program Maps built out on greenriver.edu: April 25, 2025 (maps available for April 30, 2025, Advising Day)</li> <li>○ Students utilize Program Maps for 2025 Summer/Fall enrollment</li> </ul> </li> </ul>			

Priority #3	By 6-30-25 complete the final, public phase of the Gator Pledge Emergency Funding program campaign.					
Strategic Plan Goal:	Goal A: Success for all students Goal F: Impactful Community Connections					
Strategic Plan Objective:	A.3					
Person(s) Responsible:	George Frasier – Executive Sponsor Heather Hughbanks – Department Leader					
Envisio Update:	Fall		Winter		Spring	
Activity			Measurable Outcome (Success Metric)			
<ul style="list-style-type: none"> <li>• Kick off Public Phase of Gator Pledge Fundraising Campaign to raise remaining 25K of \$1 million goal.</li> </ul>			<ul style="list-style-type: none"> <li>• By 6-31-25; <ul style="list-style-type: none"> <li>○ Raise a minimum of \$25,000.</li> <li>○ Attain 100 donor “touches”.</li> </ul> </li> </ul>			

<ul style="list-style-type: none"> <li>• Approx. 100 donor contacts directly related to Gator Pledge Campaign.</li> <li>• Provide financial assistance to students impacted by FAFSA crisis, through our emergency fund process.</li> <li>• Allow students to use scholarship funds upfront for summer or fall quarters to help ease FAFSA crisis impact.</li> </ul>	<ul style="list-style-type: none"> <li>○ Invest \$100,000 in donor funds to support students impacted by the FAFSA crisis</li> <li>○ Provide a report that tracks the impact of invested funds on target student population.</li> </ul>
--	---

Priority #4	By 6-30-25 Support and contribute to the development and submission of 12+ grant proposals with a total requested value of up to \$12,000,000.					
Strategic Plan Goal:	Goal A: Success for All Students Goal B: Excellence in Teaching and Learning Goal F: Impactful Community Connections					
Strategic Plan Objective:	A.3, B.2, C.2, C.3, C.4, D1, F.1					
Person(s) Responsible:	George Frasier – Executive Sponsor Matt Swenson – Department Leader					
Envisio Update:	Fall		Winter		Spring	
	Activity			Measurable Outcome (Success Metric)		
	Significantly contribute to the development and submission of 12+ grant proposals with a total requested value of up to \$12,000,000.			Submission of 12+ grant proposals. The final total requested value of submitted proposals will vary based on identified needs, cost calculations, and complementary funding. <i>Summer 2024:</i> 4 proposals (DOL SCC x2, TRIO SSS x2), \$4,203,607 <i>Fall 2024:</i> 3 proposals (NSF IUUSE, HRSA NWD, HRSA SDS), \$5,500,000 <i>Winter 2025:</i> 2 proposals (NSF S-STEM, SBCTC HEET), \$2,250,000 <i>Spring 2025:</i> 2 proposals (SAMHSA GLS, SBCTC WDF), \$456,000		

Priority #5	By 6-30-25 support College EDI efforts through the development of individual development plans and addressing Advancement Business processes.					
Strategic Plan Goal:	Goal B: Excellence in Teaching and Learning Goal C: Responsive Educational Programs and Support Services Goal E: Accessible and Responsive Facilities and Technology					
Strategic Plan Objective:	B.2, C.4, D.4, E.1, E.3					

Person(s) Responsible:	George Frasier – Executive Sponsor Advancement Team Leaders – Department Leader					
Envisio Update:	Fall		Winter		Spring	
Activity			Measurable Outcome (Success Metric)			
<p>Support individual EDI learning while examining Advancement systems for bias or barriers to student success.</p> <ul style="list-style-type: none"> <li>• Each team member develops and executes a personal EDI learning plan.</li> <li>• CRO and Foundation teams select a significant business practice, process, or procedure to review for barriers to success for BIPOC students.</li> </ul>			<p>Plans in place. Progress monitored. Results added to Performance Evaluations</p> <p>Processes selected, reviewed, and updated as necessary.</p>			