Moving from planning to implementation
Agenda

- Celebration of our accomplishments thus far
- TBR – SEM plan reviews and expectations
- Overview of ATD support
- Communication plan
- Summary of TCAT strategies & tactics
- What will implementation look like?
- Completing your action plan
- Q&A
Celebration of SEM Work Completed to Date
Tennessee Board of Regents: Review of TCAT SEM plans and upcoming expectations

Heidi Leming, Ph.D., Vice Chancellor for Student Success

- Council review for alignment with statewide strategies
- Regional check-ins during implementation year
- Maintaining the momentum – expectation for next set of priorities
What this means for ATD

- Transition from *planning* to *doing*
- ATD will provide professional development & resources to support tactics
- Coaches will help TCAT’s align deliverables from SEM plan tactics with quarterly regional visits
- Spring 2022
Starting with a communication plan

**Lack of effective workplace communication** is one of the most common reasons why change initiatives fail. Important to effectively communicate messages around:

- Why the change is happening – ex., why do we need to be a part of this SEM/ATD work?
- What the change entails – ex., what are our college tactics?
- What are the benefits of the change – ex., how will this benefit my students and community? How can I use data to improve my engagement with students?
- How the change will impact employees – ex., how will completing these tactics impact me?
Reaping the benefits of a communication strategy

- Promoting collaboration
- Creating urgency
- Engaging staff and faculty
Elements to include

- Bidirectional
- Identifying a few metrics to track and share broadly
- Variety
- Determine a schedule
What are your colleagues doing?

• Identify common tactics in order to provide opportunities for colleges to connect to share ideas, challenges, and successes
• Some common themes include retention, improve program marketing to target groups including camps & events, equity planning, and improving communication with DE stakeholders
<table>
<thead>
<tr>
<th>Recruitment Goal 1: Increase enrollment of students directly from High School (17 TCATs)</th>
<th>Recruitment Goal 2: Increase enrollment of adult (25+) students (10 TCATs)</th>
<th>Recruitment Goal 3: Increase dual enrollment (7 TCATs)</th>
<th>Retention Goal 1: Identify the equity gaps and develop a plan to reduce them (10 TCATs)</th>
<th>Retention Goal 2: Increase the completion rate at each TCAT from 82% system wide average to 87% (12 TCATs)</th>
<th>Retention Goal 3: Increase the job placement rate at each TCAT to system wide average of 89% (8 TCATs)</th>
<th>Retention Goal 4: Increase the licensure rate at each TCAT to system wide average of 95%</th>
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1. Clarify strategies and tactics: make sure that everyone on the team has a shared understanding of each of the strategies and tactics that were identified, update and refine as necessary.

2. Establish priorities in order of implementation.

3. Identify up to two tactics to begin your work.

4. Chunk up your work. It is better to take small, focused steps than to take a shot gun approach to the work. Ask your team, “what can we reasonably expect to accomplish in the next 4 months.”
5. Consolidate all the timelines to see where the work needs to be done – may need to make adjustments.

6. Be clear about a point person to drive the work and keep it on schedule and be sure to involve appropriate faculty and staff.

7. Use coaches for ideas about implementation and to connect you to outside resources.

8. Identify metric(s) related to each tactic in order to measure progress.

9. Collect baseline data.
Plan to communicate with faculty and staff at the end or beginning of each term as to where you are in the process, what is being implemented, next steps, etc. Again, communication is essential for buy-in.
<table>
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<tr>
<th>Term</th>
<th>Strategy and or Tactic(s)</th>
<th>Action Items</th>
<th>Responsible</th>
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<td>Dec 1 – Jan 31, 2022</td>
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Instructions

The Action Plan documents the work you have done this year to develop the Strategic Enrollment Plan that you will be implementing over the next several years. It provides an opportunity to translate what you have learned about your institution’s current efforts and where you want to focus moving forward in a simple and concise way that can be communicated to your team and assessed for effectiveness of student success work.

Please answer the following five questions and attach the Strategic Enrollment Management Plan you submitted to TBR.

The TCAT Action Plan is due June 30, 2021. Please send it electronically to tennesseecoaching@achievingthedream.org
1. What data did you examine this year and what analysis did you do as part of the process of developing the Strategic Enrollment Management Plan?

2. What did you learn from this examination and analysis of the data?

3. How did you use this data and analysis to inform and prioritize your Strategic Enrollment Plan strategies and tactics?

4. How do you plan to communicate your Strategic Enrollment Plan priorities to your college community?

5. How do you plan to assess the effectiveness of the implementation of your Strategic Enrollment Plan priorities?

*Please remember to attach the Strategic Enrollment Management Plan you submitted to TBR when you submit the action plan.*
From Planning to Implementation

Questions or comments