

**SACSCOC Strategic Plan
Action Plan Template**

GOAL 1:				
To enhance the quality of communication with member institutions and the public to increase understanding and awareness of the value of accreditation.				
Objective	Indicators of Success	Action Steps	Time Frame	Status
<p>Develop a communication/ marketing plan for the Commission to include (1) electronic communication options, (2) assessing the effectiveness of the Commission’s website and, if needed, redesign or reorganize and (3) Reauthorization of the Higher Education Act</p>	<ol style="list-style-type: none"> 1. First phase of Communication/ Marketing Plan completed. 2. At least one article published annually that has a positive tone and that reflects favorably on SACSCOC. 3. Frequently Asked Questions updated on website at least every other year. 4. Federal Update button added to website by Fall 2015. 5. Instructions for use of SACSCOC logo emailed to all staff and added to H drive. 	<ol style="list-style-type: none"> 1. Draft of plan presented to overall Planning Committee for comment and discussion. 2. To disseminate at least four press releases annually to a local, regional, or national publication such as the <i>Chronicle of Higher Education</i>, <i>Inside Higher Ed</i>, or <i>Diverse Issues</i>. 3. To complete regular reviews and updates of FAQs on website with important changes made on a biennial basis. 4. To add a Federal Update button to the website to highlight topics related to national education issues. 5. To create a consistent look in publications, signage, and meeting materials as it relates to use of the SACSCOC logo. 	<ol style="list-style-type: none"> 1. August 31, 2015 2. December 31, 2015 3. December 31, 2015 4. September 30, 2015 5. August 31, 2015 	<p>Put in budget request</p>

GOAL 1:

To enhance the quality of communication with member institutions and the public to increase understanding and awareness of the value of accreditation.

Objective	Indicators of Success	Action Steps	Time Frame	Status
	<p>6. Survey results analyzed by OTR and presented to Technology Committee regarding website.</p> <p>7. Survey results analyzed by OTR and compiled for internal use only and placed on the H drive.</p> <p>8. Electronic tools agreed upon to facilitate the dissemination of current information about accreditation to a large number of individuals.</p>	<p>6. To survey CEOs and IALOs regarding the usefulness of the website in order to inform future web redesign.</p> <p>7. To survey administrative staff to identify staff expertise for future speaking engagements.</p> <p>8. To begin using electronic tools on a pilot basis such as interactive video conferencing, Web-based Power Point slides, or social media to increase an understanding of accreditation.</p>	<p>6. July 31, 2015</p> <p>7. January 31, 2016</p> <p>8. May 31, 2016</p>	