

THRIVE 2024 Year 1 Action Plan

Institutional Advancement

Diversity, Equity, and Inclusion

Objective D.3: The Peninsula Community will see the College as a champion for diversity and inclusion and as an institution that is a true reflection of the diverse, equitable, and inclusive values across the community (**Led by Workforce Development, Institutional Advancement, and Academic Affairs**)

- **Strategy D.3 A:** Host workshops, conferences, study circles, and other community sessions regarding diversity and inclusion topics and considerations

Action Step	Deadline	Responsible Party
Review and Update College Policies on Facility Usage, Rental Rates and Agreements	Feb. 2022	Cyndie Callaway/Alicia Riley
Host or co-host at least 3 conferences or sessions that have a clear focus on diversity, equity, and inclusion	Ongoing through June 2022	Alicia Riley
Develop and publish stories/articles for external publication about each event	Ongoing through June 2022	Belinda Baker/Bob Flynn

- **Strategy D.3 C:** Integrate diversity, equity, and inclusion considerations into all aspects of the new strategic plan

Action Step	Deadline	Responsible Party
Secure Funding of \$50,000 or more in support of Center for Diversity, Equity, and Inclusion objectives and strategies for fiscal year 2022	June 2022	Tracy Ashley
Identify/submit grants that support diversity, equity, and inclusion as they emerge	May 2022	Tracy Ashley
Identify and engage community partners to fund, endorse, and utilize the Center for Diversity, Equity, and Inclusion	May 2022	Tracy Ashley
Research and schedule diversity, equity, and inclusion training for all IA staff	Feb. 2022	Cyndie Callaway
Schedule Foundation "Moment for Mission" presentations on the College's diversity, equity, and inclusion initiatives for Foundation Board meetings	Ongoing through June 2022	Cyndie Callaway

Powerful Partnerships

Objective P.1: Students will have new and expanded opportunities to participate in work-based learning opportunities and innovative educational partnerships **(Led by Workforce Development, Academic Affairs, and Institutional Advancement)**

- **Strategy P.1 A:** Actively engage business and corporate leadership in a Business Advisory Group for the College that provides input and insight into current business practices, innovations, and requirements to ensure that curricula remain updated and reflect leading edge practices

Action Step	Deadline	Responsible Party
Host at least 2 round tables of 10 people each, or one industry summit of 25 industry leaders, to discuss workforce needs	March 2022	Tracy Ashley
Identify and act on funding needs based on round table discussions	April 2022	Tracy Ashley
Schedule at least 6 key meetings for the President with business and industry leaders	Ongoing through June 2022	Tracy Ashley/Cyndie Callaway
Create 1 or more podcast opportunities for the President and business leaders	Feb. 2022	Tracy Ashley/Alicia Riley

Objective P.4: The Peninsula Community will leverage the College as a centralized hub for community partnership and civic and economic growth **(Led by Workforce Development and Institutional Advancement)**

- **Strategy P.4 B:** Identify and define levels of partner engagement that communicate the needs of the College and the degrees of engagement it is seeking from its community partners across time, talent, and treasure

Action Step	Deadline	Responsible Party
Create and implement giving engagement levels for community partners	Feb. 2022	Tracy Ashley
Acquire sponsorships for College events as part of engagement/giving levels	Jan. 2022	Cyndie Callaway/Tracy Ashley/Alicia Riley
Publish partner engagement information on the College website	Jan. 2022	Tracy Ashley/Doris Shadouh/Mohamed Salih

Modernized Marketing and Recruitment

Objective M.1: Students will be engaged across digital platforms in a more intentional and thorough manner **(Led by Institutional Advancement, Student Affairs, and Academic Affairs)**

- **Strategy M.1 B:** Ensure that faculty and staff are trained in the use of identified/selected platforms to increase connectivity opportunities with their students regarding advisory sessions, office hours, tutoring, instruction, lab, research, internship, externship, and partnership opportunities that they sponsor and oversee

Action Step	Deadline	Responsible Party
Create a Social Media Content Marketing Plan template for social media channels associated with other departments around the college to ensure proper planning when posting content that will drive interest in enrollment.	Dec. 2021	Doris Shadouh
Create a partnership with our student ambassadors to create social media content for Instagram and TikTok platforms that will spark an interest in various student groups who wish to enroll. They will work closely with the marketing team to provide ideas, feedback, and video content to populate more student-focused channels.	Feb. 2022	Doris Shadouh
Develop and implement a Social Media Content Marketing Plan for the current channels that represent the main brand of Thomas Nelson Community College. We will gradually phase in the new branding as it is developed.	Feb. 2022	Doris Shadouh
Create and update public information policies to include social media expectations and guidelines	March 2022	Doris Shadouh/Belinda Baker

- **Strategy M.1 D:** Review and redesign the current College website to ensure that all social media and digital communications platforms are directly linked to the system and offer ease of access and communication in a systemic fashion

Action Step	Deadline	Responsible Party
Phase 1 of Redesign Plan: Assess and audit website UX (user experience) and current content. Collect and analyze web data to determine users' interests, time spent on page, bounce rate, and locations to plan design of new site. Identify and train creators around the campus from each department to update, correct and add new content to pages.	Dec. 2021	Doris Shadouh / Mohamed Salih
Phase 2 of Redesign Plan: Work with content creators and web developer to create a schedule to keep content fresh and updated. Also, work with writers/content creators to develop content	Feb. 2022	Doris Shadouh / Mohamed Salih

Action Step	Deadline	Responsible Party
that is SEO focused and search engine friendly. Look into working with Audacy to do a larger dive into more complex SEO practices to gradually increase our rankings on Search Engines. Connect Google Console to analyze various queries to determine how prospective students are currently searching for Thomas Nelson Community College. We will continue our current SEM campaign, but we will need to increase our spend as we transition to VPCC.		
Phase 3 of Redesign Plan: As part of our rebranding campaign, start to incorporate new logos/colors/taglines (if available) and purchase a new template to update the look of the website. Use data collected in Phase 1 to reposition elements, delete pages no longer in use, and look into a new URL for VPCC and incorporate appropriate redirects.	June 2022	Doris Shadouh / Mohamed Salih
Redesign the Foundation, Development, Alumni website	Jan. 2022	Cyndie Callaway/Tracy Ashley/Alumni Coord.
Add new giving levels to website	Feb. 2022	Tracy Ashley/Doris Shadouh/Mohamed Salih

Objective M.5: The Peninsula Community will experience a new annual marketing approach that saturates messaging across all media platforms and groups and engages everyone in the work of the College (**Led by Institutional Advancement**)

- **Strategy M.5 A:** Establish a Communications Committee for the College to work with all divisions and leadership levels, as well as marketing consultants, to develop a comprehensive, system-wide communication plan

Action Step	Deadline	Responsible Party
Draft purpose statement, develop and recruit membership and leadership, and publish new standing committee information in governance document	Oct. 2021	Cyndie Callaway
Finalize and share annual marketing and communications plan from Consociate Media	Nov. 2021	Cyndie Callaway
Implement and evaluate new marketing and communications plan for fiscal year 2022	Ongoing through June 2022	Cyndie Callaway

Action Step	Deadline	Responsible Party
Review and Update College Public Information Policies regarding publications, media relations and printing	Feb. 2022	Cyndie Callaway/Belinda Baker/Michelle Shonk
Publish an annual report to the community	Feb. 2022	Belinda Baker/Michelle Shonk/Cyndie Callaway

- **Strategy M.5 B:** Identify social media platforms that inclusively and universally connect and resonate with community end-users to push out marketing information, registration reminders, event dates and times, and other identified information that is vital to College life and programming

Action Step	Deadline	Responsible Party
Create a content calendar for each social media platform owned by Thomas Nelson Community College	Dec. 2021	Doris Shadouh
Help to build campus wide social media network	Feb. 2022	Doris Shadouh
Develop training on social media best practices for other departments	April 2022	Doris Shadouh
Create/update alumni social media platforms	Dec. 2021	Tracy Ashley/Alumni Coordinator
Create and document a strategy to drive people to the alumni social media platforms	Dec. 2021	Tracy Ashley/Alumni Coordinator/Doris Shadouh
Publish and share detailed information on upcoming events and assist with recommending communication channels	April 2022	Alicia Riley
Create announcements, and other public information for distribution via social media	Ongoing through June 2022	Belinda Baker and Bob Flynn

- **Strategy M.5 C:** Work in partnership with Special Events, Communications, Admissions, and all divisions at the College to develop a comprehensive, ongoing, and confirmed calendar of all College events to ensure that all public information is timely and current

Action Step	Deadline	Responsible Party
Provide Alumni/Development events to communications	Dec. 2021	Tracy Ashley/Alumni Coordinator

Action Step	Deadline	Responsible Party
Host a Spring Alumni Event with 75 or more in attendance	May 2022	Tracy Ashley/Alumni Coordinator
Host a podcast or live video with President and community partners and alumni every other month.	Feb. 2020	Tracy Ashley/Alumni Coordinator/Alicia Riley
Host Scholarship, Donor and Retiree events	March 2022	Tracy Ashley/Michelle Garrett
Update list of “editors” per unit who can input calendar items via Google tool for publication on homepage; current list is 20+ people from 10 depts.	June 2022	Belinda Baker/ Alicia Riley
Conduct training on calendar data entry	June 2022	Mohamed Salih
The Special Events Manager will schedule an interview with each event point-of-contact to determine event needs, create an action plan, ensure the College community is aware of event logistics, and place the event on the college-wide calendar	June 2022	Alicia Riley
Develop a process flow and timetable to ensure development of annual, comprehensive event calendar is completed by April each year	Feb. 2022	Cyndie Callaway/Alicia Riley

- **Strategy M.5 E:** Review and redesign the College website and social media platforms to ensure that all access barriers, including those related to Americans with Disabilities Act (ADA) compliance, are eliminated, and that layouts and information remain available to a global audience

Action Step	Deadline	Responsible Party
Install widget Userway on college website to provide more opportunities for individuals with disabilities to browse our content easily. Continue to audit website during design phase 1 to ensure all pages are clear and easy to navigate for all audiences	Dec. 2021	Mohamed Salih
Ensure that all social media posts are ADA compliant and train other departments to refrain from using symbols/language in posts that are not aligned with this goal. Create a guideline that outlines the proper way to post for various audiences	Dec. 2021	Doris Shadouh
Review and update Public Information policies to ensure compliance of web and social media platforms to ensure access	Dec. 2021	Doris Shadouh/Mohamed Salih

- **Strategy M.5 F:** Include and communicate all elements of the renaming process for the College, ensuring that the decision regarding a new name for the College is a process that is communicated through the marketing plan to engage, involve, and gain input from all community stakeholders and is inclusive of all considerations for rebranding and marketing the College once a decision is rendered

Action Step	Deadline	Responsible Party
Regularly update renaming webpage as new information becomes available	Ongoing through June 2022	Mohamed/Doris
Post announcements and news releases on the website; include content in College's e-newsletters and provide timely news releases to media	Ongoing through June 2022	Belinda Baker/Bob Flynn
Continue to post out about renaming updates and rebranding	Ongoing through June 2022	Doris Shadouh
Start logo creation process (may want to involve additional help if necessary), create new tagline, present to leadership and stakeholders once developed, post out to community for input on newly developed design elements. Once new graphics are developed and approved, we will then move ahead with our website redesign (outlined in M.1.D), work with IT to transition to a new URL, and update all social media platforms with new name, logo/colors, etc.	Dec. 2021	Doris, Michelle Shonk, Cyndie Callaway
Meet with Alumni Council to promote a new name for the College	April 2022	Tracy Ashley/Alumni Coord.
Incorporate alumni and donors in all marketing and communication plans for renaming of the College	April 2022	Tracy Ashley/Alumni Coord.
Ensure College and community-wide engagement in implementation of renaming process. Organize internal and external stakeholders to fulfill requirements for effective naming transition	Ongoing through June 2022	Cyndie Callaway

Transparent and Authentic Communication

Objective T.3: The Peninsula Community will hear from the College more regularly and have access to information about major changes and opportunities to benefit from the College’s programs and services (**Led by Institutional Advancement**)

- **Strategy T.3 A:** Identify and implement new means for communicating broadly with the Peninsula Community and its diversity of residents

Action Step	Deadline	Responsible Party
Use a more targeted approach to promoting programs to specific groups, also incorporate micro influencers on TikTok and Instagram	June 2022	Doris Shadouh
Explore more interactive elements on the website to engage new users and present web content in more dynamic ways depending on the audience.	June 2022	Mohamed
Create a matrix of communication means for alumni and donors	Nov. 2021	Alumni Coordinator/ Tracy Ashley
Produce a separate monthly newsletter for alumni and donors	Nov. 2021	Alumni Coordinator/ Tracy Ashley
Extend community e-Newsletter release from once to twice per month	January 2022	Belinda Baker
Enhance use of Mobilecause for short text communication with alumni	Nov. 2021	Alumni Coordinator/ Tracy Ashley
Widely publicize communications@tncc.edu inbox; add other team members as responders; make address prevalent on newsroom webpage	June 2022	Mohamed Salih
Coordinate podcasts and videos featuring content by College leaders, subject-matter experts, students and alums	June 2022	Belinda Baker/Bob Flynn
Establish speakers’ bureau giving College experts opportunities to address civic & special interest groups, schools and etc.; list would also be used as subject-matter experts guide on newsroom webpage to share with media	June 2022	Belinda Baker/Bob Flynn
Utilize podcasts to elaborate on trending projects and classroom explorations shared on a national level	June 2022	Alcia Riley

- **Strategy T.3 B:** Identify and publish, in a single location, sets of official communication and feedback channels for community members

Action Step	Deadline	Responsible Party
Create newsroom webpage including team members' contact info, all news & feature articles, Communications & Marketing policies etc.	June 2022	Mohamed Salih, Doris Shadouh/Belinda Baker
Widely publicize communications@tncc.edu inbox as means for getting public feedback; add other team members as responders; make address prevalent on newsroom webpage	June 2022	Belinda Baker
Prominently feature social media channels throughout website	June 2022	Mohamed Salih
Meet and share information about Institutional Advancement operations, staff, policies and opportunities through "Roadshow" presentations delivered to division/unit meetings at the College	Oct. 2021	Cyndie Callaway/Tracy Ashley/Doris Shadouh/Mohamed Salih/Michelle Shonk/Bob Flynn