

Graduation Rate Initiative Communication Plan

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Key Messages: All UMD administrators, faculty, and staff must work together in a strategic manner to improve graduation rates in order for UMD to meet its institutional goals and for enrolled students to reach their educational goals. The "Strategy Map for Improving Graduation Rates" will be used to coordinate, align, and document concerted efforts to improve UMD's graduation rates.

Stakeholders	Primary Message	Documents	Vehicle	Dates	Responsibility	Feedback Mechanism
Chancellor Martin	<ol style="list-style-type: none"> 1. Provides message to UMD community acknowledging importance of student-centered campus and strategic approach to improving graduation rates; 2. Continues to champion on-going activities and responsibilities for coordinating efforts to improve graduation rates; 3. Articulates a clear vision on how UMD can improve student engagement. 	Strategy Map, Wiki	Chancellor's Group	September 26 January 23 April 9 June 18	Bruce and Mary	meetings
Vice Chancellors and Deans	<ol style="list-style-type: none"> 1. Use Strategy Map to work together with other units on campus; 2. Support staff working on improvement projects; 3. Help with faculty communications regarding efforts to improve graduation rates; 4. Promote shared vision with the campus community. 	Strategy Map, Wiki	Quarterly presentations to Chancellor's Group	September 26 January 23 April 9 June 18	Bruce and Mary	Face-to-face
EPC (ARG)	<ol style="list-style-type: none"> 1. Recommend policy changes to improve grad rates; 2. (EPC) Provide leadership regarding improved student engagement; 3. (ARG) Prioritize objectives in Strategy Map. 	Core documents	Invited Presentations; ARG meetings	September 26	Mary	Face-to-face; written feedback
Associate Deans	<ol style="list-style-type: none"> 1. Provide ongoing feedback to retention/grade rate project; 2. Critique data collection plan; 3. Support staff working on projects to improve graduation rates; 4. Set targets for unit-specific retention rates. 	Core documents, Wiki, Data Collection Plan	Associate Deans meetings	Monthly	Bruce	Individual meetings and Email

Advising Board	1. Establish shared understanding and input into Strategy Map and associated documents; 2. Establish a common project related to improved retention and graduation rates.	Core documents	Advising Board Meetings and Wiki	Monthly meetings, and daily Wiki updates	Mary	Email, Wiki
ASSL Directors	1. Establish priorities within the Strategy Map; 2. Align unit work plans with the Strategy Map; 3. Provide ongoing feedback to the Strategy Map; 4. Establish/further improve student-centered approach to unit services.	Core documents	Division Directors meetings; updates and meetings with VC Randy Hyman	Once per semester Quarterly	Mary Bruce	Email, Wiki
Knowledge Management Center (Institutional Research)	1. Operationalize data collection plan with goal of long-term maintenance; 2. Distribute research relating to graduation rates in a systematic way.	Core documents	Arranged Meetings	Monthly	Bruce	Email
Student Affairs Professionals	1. Understand Strategy Map; 2. Identify projects relating to improved retention and graduation rates; 3. Provide ongoing communication with faculty related to improved student success; 4. Seek opportunities for campus wide collaboration to improve student engagement; 5. Work with Lisa Reeves to facilitate successful implementation of Graduation Planner.	Core documents	Arranged meetings	Monthly	Mary	
Residence Life Professionals	1. Understand and critique Strategy Map (and associated documents); 2. Support staff working on projects to improve graduation rates; 3. Seek opportunities for campus wide collaboration to improve student engagement.	Core documents	Arranged meetings	Once per semester	Sue Darge	
ASSL Professionals	1. Generate process improvements and measures; 2. Seek opportunities for campus wide collaboration to improve student engagement.	Core documents	PAT meetings	Monthly	Mary	
Human Resources	1. Hire faculty and staff who are student-centered and provide training on student-centered understanding; 2. Work with units to Improve opportunities for student employment.	Core documents	As needed	n/a	Bruce	
Instructional Development Service (IDS)	1. Communicate understanding of student persistence to faculty, incorporating it into faculty development.	Core documents	Arranged	Once per semester	Mary	

Office of Civic Engagement	1. Contribute to improved student engagement	Core documents	Arranged	Once per semester	Mary	
Student Association	1. Provide feedback to Strategy Map; 2. Identify ways to contribute to improved retention and graduation rates.	Core documents	Arranged	Once per semester	Mary	
UMD Students	1. Understand the value of persistence to graduation; 2. Use Graduation Planner; 3. Understand strategies to improve success	Special communications	Ongoing	ongoing	Mary, PAT, FYE	
Parents and families of UMD students	1. Understand importance of continuous enrollment	Special communications	Orientation, Family Weekend	ongoing	Mary thru Vince Repesh	
UMD faculty	1. Understand retention and graduation rates, why they are important, and how we can work to improve them; 2. Promote the value of individual connections between students and faculty.	Core documents; postcards; special communications	Faculty Orientation; collegiate meetings; special events	ongoing	Mary	
UMD staff	1. Understand individual and unit's role in student persistence and success; 2. Promote understanding of student-centered service.	Core documents; postcards; special communications	Staff Orientation; special events	ongoing	Mary	
UMTC and Coordinate Campus Administration	1. Collegial approach to improved retention and graduation rates within the U of MN system; 2. Share data to inform decision making at UMD.				Bruce	