

2001-2003 ASSIST Strategic Plan

Draft - April 23, 2001

Introduction

In November 1998, the ASSIST Board of Directors adopted a new Strategic Plan to guide the continued implementation of ASSIST. During the 1998-1999, 1999-2000 and 2000-2001 project years, the campuses, Coordination Site, and Systemwide Offices worked hard to achieve many of the objectives identified in the plan. Major accomplishments during this period included:

- S** Continued entry and maintenance of articulation data in ASSIST to maintain a complete database of all of the most current articulation established between all CCC, CSU and UC campuses
- S** Operation of ASSIST as California's official repository of articulation and transfer information
- S** Development of the new Web ASSIST Articulation Maintenance System to complete the conversion of all ASSIST software from the original technical environment into more current technologies
- S** Improved quality and consistency of data contained in ASSIST
- S** Development of a 2001-2002 budget augmentation to meet the expanding needs of ASSIST

In order to sustain the forward momentum of ASSIST, the Board meets every two years to update their strategic plans. The following plan represents the updated mission, vision, goals and objectives for ASSIST to guide activities through the 2001-2002 and 2002-2003 project years. In addition to moving ASSIST forward in a number of key areas, the goals and objectives in this plan also cover unmet items from the prior plan. Individual activities in this plan which require additional or redirected resources are noted as appropriate.

Mission Statement

The mission of ASSIST is to facilitate the transfer of California Community College students to California's public 4-year universities by providing an electronic system for academic planning which delivers accurate, timely and complete information and operates as the official repository of articulation information for the State of California.

Vision Statement

ASSIST will become a student-centered, electronic information system for students planning to transfer. It will continue to be maintained as the official repository of California articulation information and will 1) serve as a key component of a comprehensive Statewide information and advising system to enhance student transfer, 2) provide universal on-line access to articulation, and 3) support collaboration with other Statewide transfer and articulation related efforts.

Goals

- Goal 1: Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness
- Goal 2: Improve the usability of ASSIST for clients, especially students
- Goal 3: Increase the understanding and use of ASSIST through marketing and education
- Goal 4: Increase collaboration with other statewide efforts to facilitate the academic planning and transfer of students
- Goal 5: Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services
- Goal 6: Explore and implement strategies to elicit better course articulation between colleges and universities

Objectives

- Goal 1:** *Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness*
 - Objective 1: Evaluate and improve documents, forms, reports and procedures to ensure complete and comprehensive articulation in the ASSIST database
 - Objective 2: Adopt a recommended model format for all articulation represented in ASSIST
 - Objective 3: Identify level of concordance between CCC, CSU and UC electronic curriculum data in ASSIST and campus catalogs

Objective 4: Review and update documents that describes and specify policies for ASSIST as “California’s Official repository of Articulation”

Objectives - continued

Goal 2: *Improve the usability of ASSIST for clients, especially students*

Objective 1: Improve the ASSIST user interface for students using student focus groups to determine needs and test alternatives

Objective 2: Improve the usability of ASSIST for persons with disabilities by making it ADA/Section 508 compliant

Objective 3: Change the ASSIST software as appropriate to support the “Model Articulation Format” once it is adopted by the ASSIST Board

Objective 4: Implement new features for Web ASSIST

Goal 3: *Increase the understanding and use of ASSIST through marketing and education*

Objective 1: Develop and implement a strategy to educate key legislative staff, LAO, DOF and the Secretary of Education’s office about the goals of ASSIST

Objective 2: Communicate regularly with key constituencies regarding ASSIST activities and accomplishments

Objective 3: Develop and implement a strategy to make ASSIST better known and used by Community College students

Goal 4: *Increase collaboration with other statewide efforts to facilitate the academic planning and transfer of students*

Objective 1: Establish and maintain continuing relationships with other agencies/organizations to help achieve ASSIST goals

The following objective was originally recommended but removed upon further consideration since the joint resolution is old news and it is referenced regularly in other communications:

Objective xx: Communicate joint resolution with agencies/organizations with whom ASSIST needs to collaborate

Objectives - continued

Goal 5: *Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services*

Objective 1: Establish service-level standards for ASSIST services

Objective 2: Establish redundant, fault-tolerant hardware and networking for central ASSIST servers

Objective 3: Maintain the currency of central ASSIST hardware and software

Objective 4: Continue technology planning activities to maintain a current ASSIST Technology Plan and ensure that ASSIST remains in synch with segmental technological directions

Objective 5: Determine and implement practices to promote staff training and professional development at the Coordination Site

Goal 6: *Explore and implement strategies to elicit better course articulation between colleges and universities*

Objective 1: Participate in and provide support to the proposed “Transfer: The Next Generation” initiative as appropriate.

Activities to Meet Primary Goal Objectives

Primary Goal 1

Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness

Objective 1: *Evaluate and improve documents, forms, reports and procedures to ensure complete and comprehensive articulation in the ASSIST database*

- Activities:** Review the documents, forms and procedures that have been developed related to ensuring complete data in ASSIST. These include annual CSU/UC data entry planning matrix, mid-year data entry status report, annual articulation status report, CSU/UC segmental intervention for data entry problems, etc..
- Develop proposed changes and submit them to the ASSIST Board for review and adoption.
- Responsibilities:** Workgroup and Campus Advisory Committee
- Timeline:** Complete by December 2001
- Costs:** Meeting & travel costs (2 meetings estimated)

Activities to Meet Primary Goal Objectives - continued

Primary Goal 1

Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness

Objective 2: *Adopt a recommended model format for all articulation represented in ASSIST*

Activities: Continue working with the CIAC to finalize a proposed Model Articulation Format. Present it to the ASSIST Board for review and adoption. ASSIST Board determine plan to address implementation plans and issues.

Responsibilities: ACS

Timeline: Fall Board Meeting

Costs: none

Activities: Submit draft proposal to ICAS and ask for faculty review and comment. Consider asking ICAS to endorse the Model Articulation Format after it has been finalized.

Responsibilities: To be determined

Timeline: To be determined

Costs: none

Activities to Meet Primary Goal Objectives - continued

Primary Goal 1

Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness

Objective 3: *Identify level of concordance between CCC, CSU and UC electronic curriculum data in ASSIST and campus catalogs*

Activities: Campuses represented on the Campus Advisory Committee review the ASSIST curriculum data for a small set of CCC/CSU/UC campuses against their general catalogs and identify any differences in course names/numbers, unit values and significant differences in the intent of course titles. The CAC will need to determine how the campuses to review will be selected. Report to the ASSIST Board on findings. Board consider expanding to more schools along with other possible follow-up.

Responsibilities: Campus Advisory Committee

Timeline: Complete by the Fall 2002 Board Meeting

Costs: Meeting and travel costs for CAC - perhaps staff release time for campuses to conduct the reviews

{This can be considered an articulation process issue beyond the scope of ASSIST. Perhaps it is a segmental responsibility. Ask full Board to decide to do it within the context of ASSIST or to encourage segments to do it on their own and report back.}

Activities to Meet Primary Goal Objectives - continued

Primary Goal 1

Improve the quality of ASSIST data through enhanced collection, organization, presentation, completeness, accuracy and timeliness

Objective 4: *Review and update documents that describe and specify policies for ASSIST as “California’s Official Repository of Articulation”*

Activities:	Review the “Repository Definition”, “Policies for Ensuring Complete Data”, and “Policies for Including Data for Independents” documents. Develop proposed changes and submit them to the Board for review and adoption.
Responsibilities:	Workgroup (possible expanded to include some campus representation)
Timeline:	Complete by the Fall 2001 Board Meeting
Costs:	Meeting and travel costs

Activities to Meet Primary Goal Objectives - continued

Primary Goal 2

Improve the usability of ASSIST for clients, especially students

Objective 1: *Improve the ASSIST user interface for students using student focus groups to determine needs and test alternatives*

Activities: Review the methodology and results from the first round of student focus groups conducted in April 2000. Determine objectives for further focus groups. Conduct focus groups. Analyze results and develop a set of proposed enhancements to ASSIST. Submit proposal to Board and follow the ASSIST Software Development Framework process for implementation of the enhancements.

Responsibilities: ACS

Timeline: Conduct Focus Groups in Spring 2002, complete software enhancements on schedule to be determined based on proposal

Costs: Costs for conducting focus groups (\$2000 - \$7000 for costs and incentives depending on number of students if ACS or Grad Students conduct groups - Higher costs if a company is hired to conduct groups)

ACS programming costs for implementation of software enhancements

{In the next ASSIST Strategic Plan, the Board may want to consider conducting some type of evaluation to measure if improvements made have the desired effects}

Activities to Meet Primary Goal Objectives - continued

Primary Goal 2

Improve the usability of ASSIST for clients, especially students

Objective 2: *Improve the usability of ASSIST for persons with disabilities by making it ADA/Section 508 compliant*

- Activities:** Investigate requirements for Section 508 of the 1973 Rehabilitation Act compliance. Investigate how CCC/CSU/UC campuses and segments are complying for systems like “Student Friendly”, “Pathways”, “Mentor”, etc.. Determine level of current ASSIST compliance. Develop a proposed set of enhancements to gain compliance. Submit proposal to ASSIST Board and follow the ASSIST Software Development Framework process for implementation of the enhancements.
- Responsibilities:** ACS, To be determined
- Timeline:** To be determined
- Costs:** To be determined - ACS programming costs for implementation of software enhancements

Activities to Meet Primary Goal Objectives - continued

Primary Goal 2

Improve the usability of ASSIST for clients, especially students

Objective 3: *Change the ASSIST software as appropriate to support the “Model Articulation Format” once it is adopted by the ASSIST Board*

- Activities:** After the ASSIST Board has adopted the Model Articulation Format, develop a related set of proposed enhancements to ASSIST. Submit proposal to ASSIST Board and follow the ASSIST Software Development Framework process for implementation of the enhancements.
- Responsibilities:** ACS
- Timeline:** Completion date to be determined - begin work after Model Format is adopted
- Costs:** ACS programming costs for implementation of software enhancements

Activities to Meet Primary Goal Objectives - continued

Primary Goal 2

Improve the usability of ASSIST for clients, especially students

Objective 4: *Implement new features for Web ASSIST*

- Activities:** Campus Advisory Committee consider new features for Web ASSIST proposed by current users (such as Matrix of Articulation and Single Course Lookup). ACS develop a related set of proposed enhancements to ASSIST. Submit proposal to ASSIST Board and follow the ASSIST Software Development Framework process for implementation of the enhancements.
- Responsibilities:** CAC, ACS
- Timeline:** To be determined
- Costs:** Meeting and travel costs, ACS programming costs for implementation of software enhancements

Activities to Meet Primary Goal Objectives - continued

Primary Goal 3

Increase the understanding and use of ASSIST through marketing and education

Objective 1: *Develop and implement a strategy to educate key legislative staff, LAO, DOF and the Secretary of Education's office about the goals of ASSIST*

Activities:	Educate key segmental Governmental Relations staff and keep them up to date on ASSIST status. Develop a P.R. packet directed to governmental liaisons.
Responsibilities:	Segmental Offices, ACS
Timeline:	To be determined
Costs:	Design and production costs for a P.R. packet

{Ask Board members if these proposed activities will meet their intent for this objective. The initial idea was to conduct a specific activity by March 2001 in order to ensure support for the ASSIST BCP.}

Activities to Meet Primary Goal Objectives - continued

Primary Goal 3

Increase the understanding and use of ASSIST through marketing and education

Objective 2: *Communicate regularly with key constituencies regarding ASSIST activities and accomplishments*

Activities: Develop and publish a semi-annual newsletter directed to a broad audience of ASSIST constituencies

Responsibilities: ACS

Timeline: Ongoing (target first issue for Fall 2001)

Costs: Ongoing design and production costs

Activities to Meet Primary Goal Objectives - continued

Primary Goal 3

Increase the understanding and use of ASSIST through marketing and education

Objective 3: *Develop and implement a strategy to make ASSIST better known and used by Community College students*

- Activities:** Develop a comprehensive marketing and public relations plan. Consider consultation with campus Public Information offices and student organizations. Submit the proposed plan to the Board for review and proposal. Implement the plan.
- Responsibilities:** CAC, ACS
- Timeline:** To be determined
- Costs:** \$30,000 earmarked for marketing/PR activities

Activities to Meet Primary Goal Objectives - continued

Primary Goal 4

Increase collaboration with other statewide efforts to facilitate the academic planning and transfer of students

Objective 1: *Establish and maintain relationships with other agencies/organizations to help achieve ASSIST goals*

Activities: Maintain existing relationships with the following initiatives: IMPAC, CIAC, Student Friendly, Pathways, CSU Mentor, Gateways, CAN. Attend meetings as appropriate. Convey ASSIST related issues between those initiatives and the ASSIST Board.

Responsibilities: ACS

Timeline: As appropriate

Costs: Meeting and travel costs

Activities: Identify other organizations/initiatives where collaboration would be appropriate and beneficial. Initiate contact and determine appropriate levels of collaboration. Attend meetings as appropriate. Convey ASSIST related issues between those initiatives and the ASSIST Board.

Responsibilities: Workgroup, ACS

Timeline: As appropriate

Costs: Meeting and travel costs

Activities to Meet Primary Goal Objectives - continued

Primary Goal 5

Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services

Objective 1: *Establish service-level standards for ASSIST services*

Activities:	Investigate service-level standards that have been established for other systems such as Pathways, CSU Mentor, Student Friendly, etc.. Develop a proposed set of standards. Submit proposal to ASSIST Board for review and adoption. Monitor appropriate service levels and report to Board annually.
Responsibilities:	Workgroup, TAC, ACS
Timeline:	To be determined
Costs:	None

Activities to Meet Primary Goal Objectives - continued

Primary Goal 5

Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services

Objective 2: *Establish redundant, fault-tolerant hardware and networking for central ASSIST servers*

Activities:	Plan and establish a redundant, fault-tolerant hardware and networking environment for central ASSIST services.
Responsibilities:	ACS (TAC review and monitor plans)
Timeline:	ASAP
Costs:	Significant, but budgeted in the 2001 ASSIST BCP

Activities to Meet Primary Goal Objectives - continued

Primary Goal 5

Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services

Objective 3: *Maintain the currency of central ASSIST hardware and software*

Activity 1: Maintain the currency of central ASSIST hardware and software.

Who is Responsible: ACS (TAC review and monitor plans)

Timeline: Ongoing

Budget Implications: Significant, but budgeted in BCP

Activities to Meet Primary Goal Objectives - continued

Primary Goal 5

Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services

Objective 4: *Continue technology planning activities to maintain a current ASSIST Technology Plan and ensure that ASSIST remains in synch with segmental technological directions*

- Activities:** Continue technology planning activities to maintain a current ASSIST Technology Plan and ensure that ASSIST remains in synch with segmental technological directions
- Responsibilities:** TAC
- Timeline:** Ongoing
- Costs:** No additional costs beyond those budgeted for hardware/software maintenance/support/contingencies

Activities to Meet Primary Goal Objectives - continued

Primary Goal 5

Improve central ASSIST hardware, software, networking and personnel to ensure continuous availability of ASSIST services

Objective 5: *Determine and implement practices to promote staff training and professional development at the Coordination Site*

Activities:	Establish goals for ACS Staff training and professional development. Report to Board on activities annually.
Responsibilities:	TAC, ACS
Timeline:	Ongoing
Costs:	Training and professional development costs

Activities to Meet Primary Goal Objectives - continued

Primary Goal 6

Explore and implement strategies to elicit better course articulation between colleges and universities

Objective 1: *Participate in and provide support to the proposed “Transfer: The Next Generation” initiative as appropriate.*

Activities:	Participate in and provide support to the proposed ICC Transfer and Articulation Committee and the CERT Blue Ribbon Panel on Transfer and Articulation as deemed appropriate by those organizing these initiatives.
Responsibilities:	To be determined
Timeline:	To be determined
Costs:	To be determined