

The 2016-2017 Strategic Plan

Division of Student Affairs

OFFICE OF THE VICE PRESIDENT

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Introduction

The primary purpose of this document is to clarify the strategic focus areas, goals and plans for the Division of Student Affairs from 2016 to 2017. The Strategic Plan consists of three primary sections. The first section includes the Mission, Vision and Values Statements that form the foundation of this plan. The Mission and Vision Statements remain the same from the last revision for the 2013-15 Strategic Plan. The Values Statement was revised during the recent strategic planning session that produced this document.

The second section includes the 5 strategic focus areas and a list of the SMART goals that will represent the focus of the Division's activities over the next year. The last section includes the comprehensive action plans that describe the specific steps, key participants and completion dates needed to achieve each goal.

DSA Mission Statement

The Division of Student Affairs is a partner in the university learning community. Education is enhanced, both inside and outside of the classroom, through high-impact programs and services that advance student learning, development and success.

The Division facilitates the academic success, personal growth and well-being of all students. Student Affairs transitions and connects students to the university and to their future, building communities that foster progress toward degree completion and lifelong Aztec affinity.



DSA Vision Statement

The Division of Student Affairs facilitates the personal growth, welfare, intellectual development, academic achievement and career success of each individual student by:

- > **Fostering** a campus culture that encourages each student to pursue excellence and articulate his or her own goals;
- Creating environments that leverage our rich diversity to maximize the success of students, faculty, staff and administrators through intentional integrative experiences;
- > **Enhancing** the learning environment and expanding learning opportunities for all students inside and outside the classroom;
- Developing leaders who believe in and lead others toward supporting civility, mutual respect and diversity in our society and workplaces;
- Expanding and connecting opportunities for students to participate in transformational experiences;
- > **Building** and expanding the human, technological, fiscal and physical resources that support the growth and development of student affairs.

2016 DSA Values Statement

The primary purpose of the Division of Student Affairs is to facilitate the academic success, personal growth and well-being of all students. The desired outcomes of our work include (with a weighted ranking of the most important outcomes to DSA):

- 1. Enhanced student retention and timely completion (56)
- 2. Supporting the transition and integration of all students into the university (43)
- 3. Increased opportunities for student engagement (e.g., promote research opportunities, study abroad, student organizations, internships, mentoring and other high impact practices) (29)
- 4. Improved access and support for diverse student populations (29)
- 5. Improved intellectual and academic skills development (28)*
- 6. Improved citizenship and civic responsibility (15)
- 7. Increased multicultural awareness, communication skills and understanding (14)
- 8. A quality education at an affordable price (13)
- 9. Enhanced career development and career outcomes (9)
- 10. Increased sense of social agency/change (9)
- 11. Increased sense of social, personal and moral responsibility (8)
- 12. Increased purposeful partnerships (e.g., development of funds, talent, relationships and expertise) (6)
- 13. Enhanced spiritual development (4)
- 14. Creating lifelong learners (4)

- 15. Supporting international peace and understanding (3)
- 16. Facilitating student identity development (3)
- 17. Creating global citizens (2)
- 18. Developing emotional intelligence
- 19. Increased sense of philanthropy
- 20. Creating an environment that promotes health and safety*

NOTE: Due to facilitator compilation error during the Strategic Planning workshop, "Creating an environment that promotes health and safety" received 0 points when it should have received between 3 and 9 points. Likewise, "Improved intellectual and academic skills development" received 28 points when it should have received between 19 and 25 points.

The 2016-17 SMART Goals

5 Strategic Focus Areas

Continue to:

- 1. Enhance and develop transformational educational experiences for our students.
- 2. Leverage SDSU's rich diversity to maximize the success of all of our students.
- 3. Build communities and strengthen connections that support the personal and academic success of our students.
- 4. Identify creative approaches to support the academic success of at-risk students.
- 5. Develop, cultivate, and foster a campus environment that promotes optimal health and wellness for all students.

STRATEGIC PROGRAMMATIC GOALS

- 1. By October 1, 2016, the Division of Student Affairs, in collaboration with Academic Affairs, will increase ASI Learning Community offerings for African-American students as demonstrated by an increase in enrollment from 82 to 102 (25%).
- By October 1, 2016, the Aztec Scholars Program, in collaboration with Africana Studies, American Indian Studies and the Office of Student Life & Leadership, will increase the participation rates of African-American and Native-American students in transitional and academically-based peermentoring programs, as demonstrated by an increase in enrollment in the program from 82 to 102 (25%).
- 3. By October 1, 2016, the Office of Student Life and Leadership, in collaboration with the Office of Advising and Evaluations and the Assistant Deans for Student Affairs, will have supported the academic success of 250 at-risk commuter students by pairing them with upper-division mentors in an academically-based peer mentoring, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.
- 4. By January 31, 2017, The Office of Student Life and Leadership, in collaboration with Enrollment Services and Undergraduate Studies, will increase learning community offerings for commuter, college and non-college ready freshmen students, as demonstrated by increased enrollment from 730 in 2015-2016 to 900 students in commuter learning community packages in 2016-2017.

- 5. By April 28, 2017, Career Services, in collaboration with the Office of Alumni Engagement and New Student and Parent Programs will utilize the new online mentor management system to increase student/alumni pairings in the Aztec Mentor Program, as demonstrated by increasing mentor pairings by 20% from 1350 in 2015-2016 to 1,620 in 2016-2017.
- 6. By May 1, 2017, the Office of Financial Aid and Scholarships (OFAS) will increase Federal Work Study positions being activated by commuter students from 57% to 65% by providing hiring departments with a list of commuter students awarded FWS.
- 7. By May 5, 2017, Student Life and Leadership, in collaboration with the College of Education, College of Business, College of Engineering and Associated Students, will develop and implement eight new leadership minor courses/sections for the 2016-17 academic year, as demonstrated by the enrollment of an additional 70 students in minor courses in 2016-2017 going from 85 to 155.
- 8. By May 15, 2017, EOP, in collaboration with the Center for Intercultural Relations, Career Services and the Office for Alumni Engagement, will implement an outreach plan which leads to pairing African American and Native American students with Alumni mentors in the Aztec Mentor Program as demonstrated by increasing the targeted group's participation from 27 to 40 in the Aztec Mentor Program.
- 9. By May 15, 2017, Career Services, in collaboration with the Center for Intercultural Relations, EOP, and the Office of Alumni Engagement, will implement a career mentoring program for 36 first generation and low income students, to assist in career planning and networking skills in their career field of interest, as demonstrated by increasing the targeted group's participation in the Aztec Mentor Program by 20% from 276 to 331.
- 10. By May 15, 2017, the Division of Student Affairs, in collaboration with Academic Affairs, will revise, assess, and implement a plan for the recruitment of underrepresented students with a focus on African American and Native American students, as demonstrated by increasing the May 2016 intent to enroll numbers by 10% for each targeted group.
- 11. By May 19, 2017, Career Services, in collaboration with the Colleges, the URAD Alumni Association, and New Student and Parent Programs, will implement a strategic outreach plan focusing on faculty, alumni, parents, and employers to increase the number of SDSU student internship placements by 10% (338) from 3383 in 2015-2016 to 3,721 in 2016–2017.

- 12. By May 31, 2017, Career Services, in collaboration with Student Affairs Communications Services, New Student & Parent Program, the Office of Alumni Engagement and URAD, will have implemented a comprehensive, year-long campaign of the Aztecs Hiring Aztecs! (AHA!) initiative, as demonstrated by a combined 5% increase [47% (615) to 52% (646)] in reported full-time employment for undergraduate students who are certified to graduate by December 2016 and May 2017.
- 13. By May 31, 2017, the AOD task force, in collaboration with Health Promotion, Counseling and Psychological Services, Residential Education, Center for Student Rights and Responsibilities, and Student Life and Leadership will expand AOD education programs within the Greek community by doubling the number of trained ACTIVES enrolled in FratMANers (25 to 50) and SISSTER (15 to 30). Success will be demonstrated by 1) creation of two new sections of PH 496 for FratMANers and SISSTER respectively for fall 2016, 2) enrollment of the maximum number of students in all sections and 3) expanding the AOD education offered by trained ACTIVES to include membership from Panhellenic, NPHC and USFC organizations and non-Greek residential students.
- 14. By June 1, 2017, Student Life and Leadership, in collaboration with the Center for Intercultural Relations and the National Conflict Resolution Center will launch a new One SDSU SOCIA cohort by training 800 new and diverse student leaders to acquire skills in conflict mediation, understanding of power and privilege, developing cultural awareness and embracing differences, as demonstrated by analyzing the desired learning outcomes from the results of the administered pre-and post-tests.
- 15. By June 1, 2017, The Women's Resource Center, in collaboration with Residential Education, Student Life & Leadership and Women's Studies, will support the transition and academic success of 60 first-year students enrolled in women and gender equity learning communities, as demonstrated by evaluating the effect of the learning communities on freshman to sophomore year continuation rates.
- 16. By July 1, 2017, the Office of Financial Aid & Scholarships will have packaged and sent pre-award notifications to all incoming out-of-state students for Fall 2016 to ensure a successful transition and first-year experience, as demonstrated by improving first-year continuation rate by 5% from 79% to 84%.

- 17. By July 1, 2017, the International Student Center, in collaboration with Student Affairs Assessment and Research, Academic Affairs and Enrollment Services, will implement a first-year advising program that will strategically engage at-risk international students, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.
- 18. By July 14, 2017, the EOP Office will strategically engage EOP students on academic probation, at risk of losing financial aid and super-seniors to support their academic success, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.

CRITICAL SUPPORT GOALS

19. By August 22, 2016, Career Services, in collaboration with the Office of Alumni Engagement and Student Affairs Technology Services, will implement a new online mentor management system as demonstrated by automating the AMP pairing process.

Action Plan for SMART Goal #1 – Vitaliano Figueroa and Antionette Marbray

By October 1, 2016, the Division of Student Affairs, in collaboration with Academic Affairs, will increase

ASI Learning Community offerings for African-American students as demonstrated by an increase in enrollment from 82 to 102 (25%).

Action	Key Person(s)	Complete by
Review and revise previous components of the Harambee Learning community and create marketing campaign	Vitaliano Figueroa Antionette Marbray Randy Timm Emilio Ulloa Jamaul Simmons Lashea Conner-Gaten Charles Tombs	March 31, 2016
Market Harambee learning community campaign to admitted students	Emilio Ulloa Josephine Mojica Jamaul Simmons Shareka White	June 30, 2016
Place students in Harambee learning communities	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons Shareka White	July 1, 2016
Staff the learning community help area during new student orientation	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons Shareka White	July 15 - August 1, 2016
Create and implement communication plan to inform students about expectations and about important events	Emilio Ulloa Lashea Conner-Gaten Shareka White Jamaul Simmons	August 1, 2016
Check on goals and verify enrollment of learning community	Lashea Conner-Gaten Jamaul Simmons	August 15, 2016

Complete report on outcomes of SMART Goal	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons	October 1, 2016
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Action Plan for SMART Goal #2 – Vitaliano Figueroa and Antionette Marbray

By October 1, 2016, the Aztec Scholars Program, in collaboration with Africana Studies, American Indian Studies and the Office of Student Life & Leadership, will increase the participation rates of African-American and Native-American students in transitional and academically-based peer-mentoring programs, as demonstrated by an increase in enrollment in the program from 82 to 102 (25%).

Action	Key Person(s)	Complete By
Review and revise previous components of the Harambee and EY mentoring program	Vitaliano Figueroa Antionette Marbray Randy Timm Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons David Kamper	March 31, 2016
Identify and finalize mentor pool for Harambee and EY mentoring program	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons David Kamper	June 30, 2016
Market Harambee and EY mentoring program campaign to admitted students	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons Shareka White David Kamper	June 30, 2016
Match Students with Harambee and EY mentors	Lashea Conner-Gaten Jamaul Simmons David Kamper	July 15, 2016
Train Harambee and EY Mentors	Lashea Conner-Gaten Jamaul Simmons David Kamper	August 15, 2016
Check on goals and verify enrollment in Harambee and EY mentoring program	Lashea Conner-Gaten Jamaul Simmons David Kamper	August 15, 2016
Create and implement communication plan to inform	Emilio Ulloa Lashea Conner-Gaten	August 15, 2016

mentors about expectations and about important events	Shareka White Jamaul Simmons David Kamper	
Complete report on outcomes of SMART Goal	Emilio Ulloa Lashea Conner-Gaten Jamaul Simmons David Kamper	October 1, 2016

Action Plan for SMART Goal #3 – Christy Samarkos

By October 1, 2016, the Office of Student Life and Leadership, in collaboration with the Office of Advising and Evaluations and the Assistant Deans for Student Affairs, will have supported the academic success of 250 at-risk commuter students by pairing them with upper-division mentors in an academically-based peer mentoring, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.

Action	Key Person(s)	Complete By
Recruit Surge Mentors	Randy Timm Theresa Garcia Erica Aros	(Three benchmark dates) May 30, June 30 & July 31, 2016
Market Sophomore Mentoring to Student Life Commuter Success Pathways	Randy Timm Erica Aros	June 15, 2016
Introduce Sophomore Mentoring to Compact Scholars Community	Christy Samarkos Stephen Schellenberg Janet Abbott Erica Aros	June 30, 2016
Introduce Sophomore Mentoring to Assistant Deans' Community	Erica Aros	July 1, 2016
Introduce Sophomore Mentoring to ASI, EY & EOP Communities	Vitaliano Figueroa Antionette Marbray Randy Timm Emilio Ulloa Erica Aros	July 31, 2016

Mail First Commuter Newsletter & Sophomore Mentoring Promo Letter	Randy Timm Erica Aros	August 15, 2016
Train Mentors	Erica Aros	August 18 & 19, 2016
Complete First Round Mentor Pairing	Erica Aros Alejandra Arguelles	August 19, 2016
Complete Second Round Mentor Pairing	Erica Aros Alejandra Arguelles	August 26, 2016
Complete Third Round Mentor Pairing	Erica Aros Alejandra Arguelles	September 1, 2016
Determine if goal has been achieved	Christy Samarkos Randy Timm	October 1, 2016

Action Plan for SMART Goal #4 – Christy Samarkos

By January 31, 2017, The Office of Student Life and Leadership, in collaboration with Enrollment Services and Undergraduate Studies, will increase learning community offerings for commuter, college and non-college ready freshmen students, as demonstrated by increased enrollment from 730 in 2015-2016 to 900 students in commuter learning community packages in 2016-2017.

Action	Key Person(s)	Complete By
Complete Commuter Pre- placement Communication and Reception Plan	Randy Timm Sandi Williams Michelle Guerra Erica Aros Janet Abbott	June 30, 2016
Update Omnibus Assessment Survey	Rey Monzon Erica Aros Janet Abbott Theresa Garcia Jeanne Stronach	June 30, 2016
Complete Commuter Learning communities Batch-load	Emilio Ulloa Erica Aros Janet Abbott Colette Gannaway	July 1, 2016
Edit and Implement Omnibus Assessment Survey	Rey Monzon Erica Aros Janet Abbott Theresa Garcia Jeanne Stronach	July 15, 2016
Implement Daily Support for Commuter Placements & Review Initial Enrollment Numbers	Michelle Guerra Erica Aros Janet Abbott Assistant Deans	August 8, 2016
Complete In College Shape Seminar	Randy Timm Erica Aros	August 24, 2016

Implement Training Plan for Instructional, Mentor and Staff Support	Randy Timm Sandi Williams Erica Aros Janet Abbott Theresa Garcia	August 31, 2016
Administer Pre-Test Omnibus	Rey Monzo Erica Aros Janet Abbott Theresa Garcia Jeanne Stronach	September 9, 2016
Code Student Records with new Special Program Codes	Randy Timm Erica Aros Janet Abbott Jenna Hazelton Rayanne Williams	Fall Census Plus 5 Days
Provide Report of Commuter Student Success program enrollments	Randy Timm Rey Monzon Erica Aros Janet Abbott Jeanne Stronach	October 7, 2016
Implement Post-Test Omnibus Survey	Randy Timm Rey Monzon Erica Aros Janet Abbott Theresa Garcia Jeanne Stronach	December 20, 2016
Review Omnibus Assessment Data	Rey Monzon Erica Aros Janet Abbott Theresa Garcia Jeanne Stronach	January 31, 2017

Action Plan for SMART Goal #5 - Antionette Marbray & Tony Chung

By April 28, 2017, Career Services, in collaboration with the Office of Alumni Engagement and New Student and Parent Programs will utilize the new online mentor management system to increase student/alumni pairings in the Aztec Mentor Program, as demonstrated by increasing mentor pairings by 20% from 1350 in 2015-2016 to 1,620 in 2016-2017.

Action	Key Person(s)	Complete By
Implement Mentor Management System	Kyle Farace James Tarbox Diane Marin Ryan DeLong	August 22 2016
Develop a Fall 2016 AMP marketing plan to ensure involvement with AMP by students, parents and alumni	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	July 8, 2016
Implement Fall 2016 marketing plan	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	August 5, 2016
Complete Fall 2016 AMP Registration using Mentor Management System with a target to match 743 students with mentors	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	October 5, 2016
Review and Revise Fall 2016 AMP marketing plan to plan for Spring 2017 marketing	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	November 17, 2016
Implement Spring 2017 marketing plan	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	December 15, 2016

Utilize Mentor Management System system features to conduct communications, surveys and progress reports for Student Affairs and University Relations and Development	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	December 30, 2016
Launch Spring 2017 AMP Registration using Mentor Management System with a target to match 743 students with mentors	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	March 9, 2017
Utilize Mentor Management System system features to conduct communications, surveys and progress reports for Student Affairs and University Relations and Development	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	April 14, 2017
Generate summary report for AMP 2016 – 2017	James Tarbox Diane Marin Ryan DeLong Michelle Guerra Malerie McNeill	April 28, 2017

Action Plan for SMART Goal #6 - Tony Chung

By May 1, 2017, the Office of Financial Aid and Scholarships (OFAS) will increase Federal Work Study positions being activated by commuter students from 57% to 65% by providing hiring departments with a list of commuter students awarded FWS.

Action	Key Person (s)	Complete by
Create an automated process to generate lists of commuter students eligible for FWS	Rose Pasenelli Kyle Farace Sue Goulet Pamela Lopez	July 1, 2016
Develop a communication plan that will be used to disseminate lists of commuter students to departments	Sue Goulet Pamela Lopez	July 1, 2016
Develop an automated process to notify FWS eligible commuter students for job openings.	Rose Pasenelli Kyle Farace Sue Goulet Pamela Lopez	August 1, 2016
Develop an automated process to disseminate lists to departments of commuter students eligible for FWS	Rose Pasenelli Kyle Farace Sue Goule Pamela Lopez	August 1, 2016
Implement a training program for campus FWS coordinators to utilize new reports to hire commuter students and utilize FWS funding before using student assistant funding	Rose Pasenelli Sue Goulet Pamela Lopez	August 1, 2016
Continue to promote FWS jobs at the Commuter Center. Workshops give students detailed information on securing an FWS job	Sue Goulet Pamela Lopez Erica Aros	May 1, 2017
Provide assessment report to VPSA's Office	Rose Pasenelli	May 1, 2017

Action Plan for SMART Goal #7 – Christy Samarkos

By May 5, 2017, Student Life and Leadership, in collaboration with the College of Education, College of Business, College of Engineering and Associated Students, will develop and implement eight new leadership minor courses/sections for the 2016-17 academic year, as demonstrated by the enrollment of an additional 70 students in minor courses in 2016-2017 going from 85 to 155.

Action	Key Person(s)	Complete By
Leadership Minor Council retreat to review program & curriculum	Randy Timm Lisa Gates	May 31, 2016
Create & Implement Leadership Minor marketing for New Student Orientation	Christina Brown Lisa Gates Lisa McCully Chelsea Winer	June 30, 2016
Batch-load Learning Community Students	Randy Timm Kara Bauer	July 1, 2016
New Student Orientation program promotion and foster enrollment	Randy Timm Chelsea Winer	August 11, 2016
Convene New Sections of ARP 205 (3), ARP 207(1), ARP 403(1), ARP 404(1)	Lisa Gates and Instructors (Adams, Bauer, Gray, Timm)	August 29, 2016
Census Enrollment Review	Randy Timm Lisa Gates	October 31, 2016

Spring Enrollment Promotion (if needed)	Randy Timm Lisa Gates	January 15, 2017
Convene New Sections of ARP 404(1), New Elective (1)	Randy Timm Lisa Gates Theresa Garcia	January 17, 2017
Review and report on final numbers	Randy Timm Lisa Gates	May 5, 2017

Action Plan for SMART Goal #8 – Vitaliano Figueroa and Antionette Marbray

By May 15, 2017, EOP, in collaboration with the Center for Intercultural Relations, Career Services and the Office for Alumni Engagement, will implement an outreach plan which leads to pairing African American and Native American students with Alumni mentors in the Aztec Mentor Program as demonstrated by increasing the targeted group's participation from 27 to 40 in the Aztec Mentor Program.

Action	Key Person(s)	Complete By
Identify Key campus personnel, partners, and team members	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten Ryan DeLong	July 29, 2016
Create training, tracking and reporting plan functions	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	August 12, 2016
Develop training sessions that prepare student participants for participation in Aztec Mentor Program (AMP) Spring 2017, and a schedule of Spring 2017 events to engage enrolled students	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Jamaul Simmons Lashea Conner-Gaten	September 23, 2016
Plan comprehensive student recruitment campaign, and build in tracking and reporting schedule	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons	September 30, 2016

	Lashea Conner-Gaten	
Launch student recruitment campaign	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	October 14, 2016
Complete student recruitment campaign	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	November 18, 2016
For students that opt out of the training option, facilitate enrollment in AMP via the standard methods	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	November 18, 2016
Develop training sessions that prepare mentors in cultural competence to serve effectively in the Aztec Mentor Program (AMP) Spring 2017	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue	September 23, 2016
Complete training sessions that prepare student participants for participation in Aztec Mentor Program (AMP) Spring 2017	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	February 10, 2017
Match students who have completed training	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons	February 24, 2017

	Lashea Conner-Gaten	
Complete schedule of events to engage students enrolled via the training program	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	May 12, 2017
Complete report on outcomes of SMART Goal #2	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Jamaul Simmons Lashea Conner-Gaten	May 15, 2017

Action Plan for SMART Goal #9 – Christy Samarkos/Antionette Marbray

By May 15, 2017, Career Services, in collaboration with the Center for Intercultural Relations, EOP, and the Office of Alumni Engagement, will implement a career mentoring program for 36 first generation and low income students, to assist in career planning and networking skills in their career field of interest, as demonstrated by increasing the targeted group's participation in the Aztec Mentor Program by 20% from 276 to 331.

Action	Key Person(s)	Complete By
Review and revise strategy used to meet 2015 – 2016 SMART Goal 6, and plan for 2016 – 2017 by reviewing training, tracking and reporting functions	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Ryan DeLong	July 29, 2016
Train team members on Chronus	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Ryan DeLong	September 9, 2016
Develop training sessions that prepare student participants for participation in Aztec Mentor Program (AMP) Spring 2017, and a schedule of Spring 2017 events to engage enrolled students	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue	September 23, 2016

Plan comprehensive student recruitment campaign, and build in tracking and reporting schedule	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	September 30, 2016
Launch student recruitment campaign	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	October 14, 2016
Complete student recruitment campaign	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	November 18, 2016
For students that opt out of the training option, facilitate enrollment in AMP via the standard methods	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	November 18, 2016
Complete training sessions that prepare student participants for participation in Aztec Mentor Program (AMP) Spring 2017	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	February 10, 2017
Match students who have completed training	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin	February 24, 2017
Complete schedule of events to engage students enrolled via the training program	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue	May 12, 2017
Complete report on outcomes of SMART Goal # 9	James Tarbox Edwin Darrell Emilio Ulloa Christy Quiogue Diane Marin Ryan DeLong	May 15, 2017

Action Plan for SMART Goal #10 – Vitaliano Figueroa/Antionette Marbray

By May 15, 2017, the Division of Student Affairs, in collaboration with Academic Affairs, will revise, assess, and implement a plan for the recruitment of underrepresented students with a focus on African American and Native American students, as demonstrated by increasing the May 2016 intent to enroll numbers by 10% for each targeted group.

Action	Key Person(s)	Complete By
Review and assess the components of the previous Recruitment Plan	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Emilio Ulloa	July 1, 2016
Assess previous Recruitment Plan performance	Vitaliano Figueroa Antionette Marbray Emilio Ulloa Lashea Conner-Gaten	July 1, 2016
Review El Index Scores and Success Rates	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Emilio Ulloa Rey Monzon	July 1, 2016
Identify the current internal and external issues impacting recruitment for African American and Native American students	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Emilio Ulloa Lashea Conner-Gaten	July 15, 2016
Revise and update the Recruitment Plan	Vitaliano Figueroa, Antionette Marbray Emilio Ulloa Lashea Conner-Gaten Sandra Cook Sandra T-V	July 15, 2016

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Name Buys-Juniors and Seniors	Vitaliano Figueroa Antionette Marbray Emilio Ulloa Lashea Conner-Gaten Sandra Cook Sandra T-V	August 1, 2016
Review committee membership and campus partners, and make changes as needed	Vitaliano Figueroa Antionette Marbray Emilio Ulloa Lashea Conner-Gaten	August 15, 2016
Personalized Visits-SWAG	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Emilio Ulloa LaShea Conner-Gaten	August 1, 2016
Implement the Recruitment Plan	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Lashea Conner-Gaten	September 1, 2016
Riverside and Oakland Receptions	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Lashea Conner-Gaten	November 1, 2016
Harambee Weekend	Lashea Conner-Gaten Edwin Darrell Shareka White	March 15, 2017
Riverside and Oakland Yield Receptions	Vitaliano Figueroa Antionette Marbray Sandra Cook Sandra T-V Lashea Conner-Gaten	April 1, 2017
Evaluate the updated Recruitment Plan	Vitaliano Figueroa Antionette Marbray Rey Monzon	May 15, 2017

Action Plan for SMART Goal #11 - Antionette Marbray

By May 19, 2017, Career Services, in collaboration with the Colleges, the URAD Alumni Association, and New Student and Parent Programs, will implement a strategic outreach plan focusing on faculty, alumni, parents, and employers to increase the number of SDSU student internship placements by 10% (338) from 3383 in 2015-2016 to 3,721 in 2016–2017.

Action	Key Person(s)	Complete By
Review current methods, systems and target audiences for verifying internship placements, and identify areas for improvement	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra Ryan DeLong Chris Turntine Heather LaPerle	July 22, 2016
Create new system(s) for completing and coordinating the collection of student internship placement data	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	August 19, 2016
Create a strategic outreach plan to increase internship placement tracking and reporting to include faculty, alumni, parents, and employers	James Tarbox Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	August 26, 2016
Launch new system(s) for completing and coordinating the collection of student internship placement data	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	September 1, 2016
Launch new strategic outreach plan to increase internship placement tracking and reporting to include faculty, alumni, parents, and employers	James Tarbox Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	September 1, 2016

Complete student internship placement data collection for Fall 2016	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	October 21, 2016
Review effectiveness of newly implemented system(s) for completing and coordinating the collection of student internship placement data	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	November 4, 2016
Review effectiveness of strategic outreach plan launched to increase internship placement tracking and reporting to include faculty, alumni, parents, and employers	James Tarbox Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	November 18, 2016
Make adjustments to newly implemented system(s) for completing and coordinating the collection of student internship placement data for launch in Spring 2017	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	December 16, 2016
Make adjustments to strategic outreach plan launched to increase internship placement tracking and reporting to include faculty, alumni, parents, and employers for launch in Spring 2017	James Tarbox Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	January 20, 2017
Launch updated system(s) for completing and coordinating the collection of student internship placement data	James Tarbox Kyle Farace Rey Monzon Stephen Schellenberg Michelle Guerra	February 3, 2017

Launch updated strategic outreach plan to increase internship placement tracking and reporting to include faculty, alumni, parents, and employers	James Tarbox Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	February 10, 2017
Complete student internship placement data collection for Spring 2017	James Tarbox Rey Monzon Sharon Penny Stephen Schellenberg Ryan Delong Michelle Guerra Chris Turntine	May 19, 2017

Action Plan for SMART Goal #12 – Tony Chung/Antionette Marbray

By May 31, 2017, Career Services, in collaboration with Student Affairs Communications Services, New Student & Parent Program, the Office of Alumni Engagement and URAD, will have implemented a comprehensive, year-long campaign of the Aztecs Hiring Aztecs! (AHA!) initiative, as demonstrated by a combined 5% increase [47% (615) to 52% (646)] in reported full-time employment for undergraduate students who are certified to graduate by December 2016 and May 2017.

Action	Key Person(s)	Complete By
Convene Planning Team and create two sub-committees: AHA Marketing and Graduate Outcomes Surveys Teams	Sharon Penny James Tarbox Michelle Guerra Malerie McNeill Ryan DeLong Greg Block Rey Monzon	July 15, 2016
Marketing: Identify the Ad Campaign focus, budget and plan for Aztecs Hiring Aztecs! (AHA!) and its relevance to the Graduate Outcomes Survey. Create a pilot ad campaign for Dec. 2016 survey	Sharon Penny James Tarbox Malerie McNeill Michelle Guerra Ryan DeLong Greg Block	August 1, 2016
Survey: Set a schedule and calendar for surveying May 2016 grads (6 mos. Out), Dec. 2015 grads, May 2017 grads	James Tarbox Enrollment Services Rey Monzon Bradley Loomis	August 19, 2016
Marketing: Implement pilot ad campaign for Dec. 2016 survey. This campaign includes both Dec. 2016 graduates and May 2016 graduates	Sharon Penny James Tarbox Malerie McNeill Michelle Guerra Ryan DeLong Greg Block	October 7, 2016

Survey: Launch and complete two surveys for Dec. 2016 and May 2016 graduates	James Tarbox Enrollment Services Rey Monzon Bradley Loomis	January 13, 2017
Marketing and Survey: Review and report on results from surveys and ad campaign	Sharon Penny James Tarbox Michelle Guerra Malerie McNeill Ryan DeLong Greg Block Rey Monzon	February 3, 2017
Marketing: Implement ad campaign for May 2017 survey	Sharon Penny James Tarbox Malerie McNeill Michelle Guerra Ryan DeLong Greg Block	April 14, 2017
Survey: Launch and complete two surveys for May 2017 and Dec. 2016 graduates	James Tarbox Enrollment Services Rey Monzon Bradley Loomis	May 26, 2017
Marketing and Survey: Review and report on results from surveys and ad campaign	Sharon Penny James Tarbox Michelle Guerra Malerie McNeill Ryan DeLong Greg Block Rey Monzon	May 31, 2017

Action Plan for SMART Goal #13 – Antionette Marbray and Christy Samarkos

By May 31, 2017, the AOD task force, in collaboration with Health Promotion, Counseling and Psychological Services, Residential Education, Center for Student Rights and Responsibilities, and Student Life and Leadership will expand AOD education programs within the Greek community by doubling the number of trained ACTIVES enrolled in FratMANers (25 to 50) and SISSTER (15 to 30). Success will be demonstrated by 1) creation of two new sections of PH 496 for FratMANers and SISSTER respectively for fall 2016, 2) enrollment of the maximum number of students in all sections and 3) expanding the AOD education offered by trained ACTIVES to include membership from Panhellenic, NPHC and USFC organizations and non-Greek residential students.

Action	Key Person(s)	Complete By
Identify recruit and assign staff to support program expansion	Jim Lange	June 30, 2016
Create two new sections of PH 496 Peer Health Ed (2 and 3 units)	Jim Lange GSPH	July 31, 2016
Train new instructor	Jim Lange HP Staff	August 26, 2016
Develop and modify existing curriculum for Frat MANners and SISSTER	Sam Greeney-Hamlin Jim Lange Caryl Adams Martin Ducett	August 26, 2016
Recruit, screen applicants and enroll students into PH 496 sections (4) for fall 2016	Sam Greeney-Hamlin	September 5, 2016
Deployment of actives enrolled in PH 499 for campus presentations	Sam Greeney-Hamlin	October 1, 2016

Complete instruction of PH 496 trainee classes (4) for fall 2016 semester	Sam Greeney-Hamlin New Instructor	December 15, 2016
Recruit, screen applicants and enroll students in PH 496 sections (4) for spring 2017	Sam Greeney-Hamlin	January 20, 2017
Screen, select and enroll students into Spring Actives PH 499	Sam Greeney-Hamlin	January 20, 2017
Deployment of actives enrolled in PH 499 for campus presentations	Sam Greeney-Hamlin	February 1, 2017
Complete instruction of PH 496 trainee classes (4) for spring 2017 semester	Sam Greeney-Hamlin New Instructor	May 4, 2017
Evaluate enrollment and outcome data, report results	Jim Lange	May 31, 2017

Action Plan for SMART Goal #14 – Christy Samarkos

By June 1, 2017, Student Life and Leadership, in collaboration with the Center for Intercultural Relations and the National Conflict Resolution Center will launch a new One SDSU SOCIA cohort by training 800 new and diverse student leaders to acquire skills in conflict mediation, understanding of power and privilege, developing cultural awareness and embracing differences, as demonstrated by analyzing the desired learning outcomes from the results of the administered pre-and post-tests.

Action	Key Person(s)	Complete By
Complete & Review Post and Post-Post Assessment of 2015-16 Cohort	Randy Timm Edwin Darrel Rey Monzon Renzo Lara Marc Myer	June 30, 2016
Recommend Any Curricular Changes & Fall Training Dates	Randy Timm Edwin Darrell Marc Myer	July 15, 2016
Implement Training Dates for New Cohort Groups (Ambassadors, AS Leaders, Resident Advisors, & Student Life Assistants)	Edwin Darrell Christina Brown Kara Bauer Michelle Guerra Erica Aros	August 30, 2016
Implement Fall Trainings for Recognized Student Organization Leaders	Edwin Darrel Renzo Lara Marc Myer	November 1, 2016
Review Participation Data and Assessment Survey	Edwin Darrell Rey Monzon Randy Timm Renzo Lara Marc Myer	December 15, 2016
Publish Spring Training Dates	Renzo Lara Marc Myer	January 15, 2017

Review Total Participation Enrollment & Make Future Spring Recommendations	Randy Timm Edwin Darrell Renzo Lara Marc Myer	March 1, 2017
Review Assessment Data and begin writing report	Randy Timm Edwin Darrell Rey Monzon Renzo Lara Marc Myer	May 1, 2017
Provide assessment report of pre and post assessment to VPSA office	Randy Timm Edwin Darrell Rey Monzon Renzo Lara Marc Myer	June 1, 2017

Action Plan for SMART Goal #15 – Christy Samarkos

By June 1, 2017, The Women's Resource Center, in collaboration with Residential Education, Student Life & Leadership and Women's Studies, will support the transition and academic success of 60 first-year students enrolled in women and gender equity learning communities, as demonstrated by evaluating the effect of the learning communities on freshman to sophomore year continuation rates.

Action	Key Person(s)	Complete By
Identify and secure seats in WMNST 102, Gen S 100, and WMNST 296	Randy Timm Jessica Nare	February, 2016
Market learning community packages to commuter and residential students	Randy Timm Kara Bauer	March, 2016
Provide course data to enrollment services to build packages	Randy Timm Kara Bauer	May, 2016
Assign students to WAGE RLC residence hall beds	Kara Bauer Cynthia Cervantes	June 1, 2016
Batch load students into courses, notify students	Jenna Hazelton Melissa Gonzalez	July 1, 2016
Finalize syllabi for WMNST 102, Gen 100, and WMNST 296 courses	Jessica Nare Department of Women's Studies	July 15, 2016

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Identify Graduate Teaching Assistant for WMNST 296	Doreen Mattingly Jessica Nare	July 29, 2016
Develop a calendar of co- curricular activities for WAGE Participants	Randy Timm Kara Bauer Edwin Darrell Jessica Nare	July 29, 2016
Deploy pre-program assessment	Randy Timm Rey Monzon Kara Bauer	August 29, 2016
Begin instruction of courses	Edwin Darrell Kara Bauer Jessica Nare	August 29, 2016
Facilitate co-curricular activities	Randy Timm Kara Bauer Edwin Darrell Jessica Nare	December 15, 2016
Deploy post-program assessment	Randy Timm Rey Monzon Kara Bauer	January 13, 2017
Complete assessment of first to second semester continuation rates, and of first semester: total number of units earned, average GPA, academic probation rates and academic disqualification rates	Randy Timm Rey Monzon Kara Bauer	February 15, 2017
Complete follow-up assessment of freshman to sophomore year continuation rates (September 2017), and first year: total number of units earned, average GPA, academic probation rates and academic disqualification rates	Randy Timm Rey Monzon Kara Bauer	June 1, 2017

Action Plan for SMART Goal #16 - Tony Chung

By July 1, 2017, the Office of Financial Aid & Scholarships will have packaged and sent pre-award notifications to all incoming out-of-state students for Fall 2016 to ensure a successful transition and first-year experience, as demonstrated by improving first-year continuation rate by 5% from 79% to 84%.

Action	Key Person(s)	Complete By
Develop a communication plan to notify FTF non-residents of their financial aid options (estimated aid notifications)	Tony Chung Rose Pasenelli Chip Pierce Student Account Services	March 2016
Review and enhance the current communications used to notify committed non-residents of financial aid options and application status	Rose Pasenelli Student Account Services Registrar ES Non-Resident Recruitment Staff	July 1, 2016
Create an on-line counseling session for non-resident families to better understand costs, financial aid and residency status requirements (Coordinate with Early FAFAS processes)	Rose Pasenelli Student Account Services Registrar ES Non-Resident Recruitment Staff	September 30, 2016
Develop a communication plan to notify FTF non- residents of available scholarships	Rose Pasenelli Colleen Conniff ES Non-resident Recruitment Staff	September 30, 2016
Provide assessment report to VPSA's Office	Rose Pasenelli	July 1, 2017

Action Plan for SMART Goal #17 - Vitaliano Figueroa

By July 1, 2017, the International Student Center, in collaboration with Student Affairs Assessment and Research, Academic Affairs and Enrollment Services, will implement a first-year advising program that will strategically engage at-risk international students, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.

Action	Key Partners	Completed By
Identify Review Fall 2015/Spring 2016 Data	Noah Hansen, Sandra Cook International Student organizations, American Language Institute (ALI), Rey Monzon	July 1, 2016
Develop International Student Recruitment and Retention Working Group	Noah Hansen, Sandra Cook, Rose Pasenelli, Michelle Guerra, Kathryn Valentine, ALI, Al Sweedler, international student organizations	July 15, 2016
Formulate Elements and Strategies of the Retention Plan	Noah Hansen, Sandra Cook, Rose Pasenelli, Michelle Guerra, Kathryn Valentine, ALI, Al Sweedler, international student organizations	August 1, 2016
Implement Plan	Noah Hansen in collaboration with campus partners identified by working group	August 20, 2016
Identify and Engage Campus Partners	Faculty members, departments. student organizations	September 15, 2016
Assess Program and Student Success Metrics	Rey Monzon, Noah Hansen, Sandra Cook, Rose Pasenelli, Michelle Guerra, Kathryn Valentine, ALI, Al Sweedler, international student organizations	January 31, 2017

Assess Program Effectiveness	Rey Monzon, Noah Hansen, Sandra Cook, Rose Pasenelli, Michelle Guerra, Kathryn Valentine, ALI, Al Sweedler, international student	July 1, 2017
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Action Plan for SMART Goal #18 - Vitaliano Figueroa

By July 14, 2017, the EOP Office will strategically engage EOP students on academic probation, at risk of losing financial aid and super-seniors to support their academic success, as demonstrated by improving the total number of units earned, continuation rates, average GPA, academic probation rates and academic disqualification rates.

Action	Key Person(s)	Complete By
Identify EOP staff who will support/lead the initiative	Emilio Ulloa Henry Villegas	June 1, 2016
Collect and Evaluate baseline data for students in the targeted populations (students who are disqualified, on academic probation, at risk of losing financial aid and super-seniors)	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman)	June 1, 2016
Assess current processes for supporting students in the targeted populations (students who are disqualified and on academic probation, at risk of losing financial aid and super-seniors)	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman) OFAS Staff (Shira, Angel) Kara Bauer – Res Life Erica Aros - SLL LSC Coordinator	July 15, 2016
Consult with campus experts and EOP staff to explore effective means for messaging and engaging at risk EOP populations (students who are disqualified and on academic probation, at risk of losing financial aid and super-seniors)	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman) Erica Aros – SLL LSC Coordinator Dustin Thoman-Psychology	August 1, 2016
Develop a holistic plan for engaging and supporting students from at-risk EOP populations (students who are disqualified, on academic probation, at risk of losing financial aid and super-seniors)	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman) OFAS Staff (Shira, Angel) Kara Bauer – Res Life Erica Aros – SLL LSC Coordinator	August 15, 2016
Secure list of academic probation and disqualified students	Kyle Farace-SA Technology Services	August 15, 2016

Mid Semester Grade Checks-Grades First	Emilio Ulloa Henry Villegas	October 2016
Report data (including relevant retention related metrics e.g., grades, continuation rates, AP rates, units earned etc.) from GradesFirst on student contacts, participation, plans and outcomes	EOP Counselors LSC Coordinator GradesFirst	January 3, 2017
Meet with team to analyze student participation data and adjust plan accordingly	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman) OFAS Staff (Shira, Angel) Kara Bauer – Res Life Erica Aros - SLL LSC Coordinator	January 10, 2017
Secure list of students at risk of losing financial aid	Rose Pasenelli- OFAS	March 1, 2017
Create EOP counseling and LSC Tutoring Engagement Report	Henry Villegas LSC Coordinator	June 1, 2017
Report data (including relevant retention related metrics e.g., grades, continuation rates, AP rates, units earned etc.) from GradesFirst on student contacts, participation, plans and outcomes	EOP Counselors LSC Coordinator GradesFirst	June 8, 2017
Meet with team to analyze student participation data	Retention Team (Emilio Ulloa, Henry Villegas, Beth Crawford, Robert Guzman) OFAS Staff (Shira, Angel) Kara Bauer – Res Life Erica Aros - SLL LSC Coordinator	June 15, 2017
Review initiative to evaluate effectiveness and modify accordingly	Vitaliano Figueroa Emilio Ulloa Henry Villegas	July 14, 2017

Action Plan for SMART Goal # 19 - Antionette Marbray & Tony Chung

By August 22, 2016, Career Services, in collaboration with the Office of Alumni Engagement and

Student Affairs Technology Services, will implement a new online mentor management system as demonstrated by automating the AMP pairing process.

Action	Key Person(s)	Complete By
Form Implementation Team	James Tarbox Kyle Farace Diane Marin Ryan DeLong	June 3, 2016
Purchase Mentor Management System	Antionette Marbray Tony Chung	June 17, 2016
Identify Data Need, Program Design, and Systems for Integration	James Tarbox Kyle Farace Diane Marin	July 15, 2016
Training on Use of Mentor Management System	James Tarbox Kyle Farace Diane Marin Ryan DeLong	July 29, 2016
Data Upload & System Integration to Mentor Management System	James Tarbox Kyle Farace Diane Marin	August 5, 2016
Configuration of Mentor Management System	James Tarbox Kyle Farace Diane Marin Ryan DeLong	August 5, 2016
Testing of Mentor Management System	James Tarbox Kyle Farace Diane Marin Ryan DeLong	August 12, 2016