

**Name, Position Title:** Dr. David J. Ayersman, Vice President  
**Unit/Area of Responsibility:** Technology and Library Services  
**Performance Goals and Targets 2015-16**

Goal Outcome – Performance Target	Strategic Plan	Resources – Funding Source	Timeline – Target Date	Reporting Status
<p>(1) Participate as member of the Persistence and Completion Academy starting in 2015.</p> <p>(2) Implement Blackboard Analytics as part of statewide grant-funded initiative.</p> <p>(3) Review, select, and implement Early Alert System.</p>	<p>1.1.3 - <i>Assess and redesign a student retention program.</i></p> <ul style="list-style-type: none"> <li>• <i>Continue the work of the college-wide retention committee.</i></li> <li>• <i>Examine data and establish retention goals based upon the data.</i></li> <li>• <i>Implement an early identification and intervention system.</i></li> <li>• <i>Consider the establishment of a student success center to assist students with personal concerns.</i></li> </ul> <p><i>Send a delegation of 4 individuals to the Workshop on Student Persistence and Completion scheduled for July 2014</i></p>	<p>DOL and BTG Grant for Blackboard Analytics.</p> <p>IT Budget</p>	<p>FY2015-16</p>	<p>In progress (Blackboard Analytics being implemented now. Early Alert System reviews to occur after identifying key decision-makers.</p>
<p>(1) Improve method used for Attendance Tracking by enhancing Self-Service Banner as we upgrade to XE before August 2015.</p> <p>(2) Finalize mobile app with access to selected institutional data and services before August 2015.</p> <p>(3) Develop library services usage report and share summary with Cabinet each term, starting with fall 2015.</p> <p>(4) Develop and share report on Argos usage.</p>	<p>4.2.2 - <i>Be accountable, transparent and innovative in the collection and reporting of institutional data.</i></p> <ul style="list-style-type: none"> <li>• <i>Complete required reports and share with internal/external constituent groups through intranet, email and other resources.</i></li> <li>• <i>Compile accurate data from various departments by inputting data into Banner and verifying accuracy before submission of reports.</i></li> </ul>	<p>Technology Services operational budget.</p>	<p>FY2015-16</p>	<p>In Progress (currently being tested).</p>
<p>(1) Measure and report on usage of DegreeWorks by</p>	<p>4.4.1 - <i>Increase functional capacity of the Banner database system by providing the necessary</i></p>	<p>n/a</p>	<p>FY2015-16</p>	<p>In Progress (currently being implemented).</p>

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students and advisors on periodic basis to President and CAO. (2) Provide additional DegreeWorks training to promote usage.	<i>resources to implement a degree auditing system.</i>			
(1) Test dual circuit at MCC for failover and if successful implement dual circuits at all campuses. (2) Complete cabling and equipment installs for Arts and Sciences building. (3) Be prepared to complete USDA site when needed. (4) Complete cabling of MCC basement when needed. (5) Continue planning for new NCC building.	4.4.2 - <i>Maintain technology-enhanced classrooms by increasing the bandwidth at various locations as needed.</i>	Technology Services operational budget.	FY2015-16	In Progress (currently being implemented).
Complete the transition from Query Reporter to Argos as enterprise business intelligence solution before January 2016.	4.4.3 - <i>Purchase and implement enterprise business intelligence solution (Argos).</i>	Technology Services operational budget (\$9,996).	FY2015-16	In Progress (Argos is live and Query Reporter is slowly being phased out).
Redeploy iPads that are no longer being used in classrooms.	4.4.4 - <i>Explore via pilot projects viability of innovative uses of iPads in classrooms (GVC) and decentralized use of IVN (ORU).</i>	Technology Services operational budget.	FY2015-16	In Progress (currently being implemented).
Support users (IR) wanting to implement Blackboard Enterprise Surveys.	4.4.5 - <i>Develop and administer survey to assess effectiveness of the technology-enhanced classrooms.</i>	Technology Services operational budget.	FY2015-16	In Progress (Pilot was successful; broader implementation underway)
(1) Provide web site support and perform upgrades and	4.2.3 - <i>Increase awareness of New River through internal and external communications</i>	Technology Services	FY2015-16	In Progress (currently testing WWW upgrades;

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<p>training as needed.  (2) Continue providing administrative support for all New River social media channels.  (3) Schedule and complete major portal upgrade to Looking Glass (7.4).</p>	<ul style="list-style-type: none"> <li>• <i>Develop and integrate a strategic communications plan which includes communication objectives, types and vehicles emphasizing accountability, transparency, and innovation</i> <ul style="list-style-type: none"> <li>○ <i>Complete strategic communications plan</i></li> <li>○ <i>Communicate strategic communications plan to faculty and staff</i></li> <li>○ <i>Integrate plan into college's day-to-day operations through improved processes and procedures</i></li> </ul> </li> <li>• <i>Promote culture of high performance and continuous quality improvement that values lifelong learning through marketing and public relations</i> <ul style="list-style-type: none"> <li>○ <i>Solidify brand by developing a consistent "look and feel"</i></li> <li>○ <i>Ensure printed materials disseminate New River's mission; highlight students and programs; and faculty and staff recognitions and awards</i></li> </ul> </li> <li>• <i>Cultivate relationships with various constituent groups</i> <ul style="list-style-type: none"> <li>○ <i>Schedule visits with legislators</i></li> <li>○ <i>Encourage participation of administrators, deans/directors, faculty and staff in community events and groups</i></li> <li>○ <i>Strengthen partnerships with media outlets (television, radio, newspapers, etc)</i></li> </ul> </li> <li>• <i>Complete the redesign of the website</i> <ul style="list-style-type: none"> <li>○ <i>Contract the Arnold Agency to work with IT on site</i></li> </ul> </li> </ul>	<p>operational budget.</p>		<p>scheduled portal upgrade for summer 2015).</p>
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	<ul style="list-style-type: none"> <li>○ <i>Finalize website brand and typographical consistency</i></li> <li>○ <i>Integrate the campus portal within the website by working with IT on user interface</i></li> <li>○ <i>Increase New River's presence on the internet</i></li> <li>● <i>Implement and maintain New River's Social Media presence</i>  <i>Increase Facebook/Twitter activity with students, faculty and staff</i></li> </ul>			
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S – Specific  
M – Measurable  
A – Achievable  
R – Realistic  
T – Time Bound

1. Goal/Objective – Briefly describe each goal/objective and the when the goal/objective should be met or accomplished.
2. Measurement – How will the goal/objective be evaluated? Use quantitative measures such as % or number increases or qualitative measure, which are descriptive of criteria.