

Continuous Improvement Plan

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Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)

In response to the Strategic Goals adopted by the Collin College Board of Trustees in August 2023 and the reorganization and change in leadership of the Communications Service Unit in March 2024, the Expected Outcomes are being redefined to align with the new district goal to “Expand educational access through a systemic approach with external partners and stakeholders.”

In the spirit of continuous improvement, the following plan is being submitted for Year 2 for the Communications Service Unit.

A. Expected Outcome(s) Results expected in this unit (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services)	B. Measure(s) Instrument(s)/process(es) used to measure results (e.g. survey results, exam questions, etc.) Include Course Information and Semester in which assessment will occur	C. Target(s) Level of success expected (e.g. 80% approval rating, 10 day faster request turn-around time, etc.)
Increase community awareness of Collin College	Community Survey (2026)	There will be a 2% increase (based on 2024; 20 percent) in respondents who identify Collin College as a post-secondary institution serving their area with unaided recall.
Improve public-facing communications	Ruffalo Noel-Levitz - Student Satisfaction Inventory (SSI) Increase Social Media Followers	RNL-SSI Item #73 will be upgraded from a challenge area The number of Facebook and Instagram followers will increase by approximately 100 each month.

Description of Fields in the Following CIP Tables:

A. Outcome(s) - Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

- B. Measure(s)** - Instrument(s)/process(es) used to measure results (e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)
- C. Target(s)** - Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).
- D. Action Plan** - Based on analysis, identify actions to be taken to accomplish outcome. What will you do?
- E. Results Summary** - Summarize the information and data collected in year 1.
- F. Findings** - Explain how the information and data has impacted the expected outcome and program success.
- G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)

A. Outcome #1 Increase community awareness of Collin College.	
B. Measure (Outcome #1) Community Survey (2026)	C. Target (Outcome #1) There will be a 2% increase (based on 2024; 20%) in respondents by 2026 who identify Collin College as a post-secondary institution serving their area with unaided recall.
D. Action Plan (Outcome #1) Launch an awareness campaign to promote Collin College through diversified platforms of visibility. An awareness campaign was launched in Spring 2024 and includes billboards, newspaper ads, DART bus tails and station posters, sports partnerships (Texas Legends, Allen Americans, Roughriders), new resident flyers, email blasts, newsletter executed through the Housewarmers company, and magazine ads.	
E. Results Summary (Outcome #1) Baseline Community Survey data for 2024: 20%	
F. Findings (Outcome #1) New baseline established for this year 2 CIP.	
G. Implementation of Findings	

A. Outcome #2 Improve public-facing communications	
B. Measure (Outcome #2) Ruffalo Noel-Levitz - Student Satisfaction Inventory (SSI)	C. Target (Outcome #2) RNL-SSI Item #73 will be upgraded from a challenge area

<p>Social Media Engagements</p>	<p>The number of Facebook and Instagram followers will increase by approximately 100 each month.</p>
<p>D. Action Plan (Outcome #2)</p> <p>The web communications team will clean up and restructure existing web folders and implement naming conventions for Search Engine Optimization (SEO). They will also revise the front-end and back-end architecture of the Collin College website to align with industry best practices while ensuring consistent naming conventions. Additionally, the team will create code blocks for revised layout options to enhance flexibility and usability, focusing on mobile device responsiveness and improving the visual content hierarchy to deliver a more user-friendly experience.</p> <p>The districtwide social media coordinator will run paid ads on Facebook and Instagram, build engagement through organic posts, and track followers via Meta analytics.</p>	
<p>E. Results Summary (Outcome #2)</p> <p>Baseline data for 2022 RNL-SSI #73 “I can easily find information I need at the Collin College website” has a rating of 6.5 (out of 7) for Importance and 5.8 (out of 7) for Satisfaction</p> <p>Social Media baseline (December 2024 Instagram followers: 8,655 and December 2024 Facebook followers: 17,229) and new projected followers’ count for December 2026 - Instagram followers: 11,000 and Facebook followers: 19,600.</p>	
<p>F. Findings (Outcome #1)</p> <p>New baselines established for this year 2 CIP.</p>	
<p>G. Implementation of Findings</p>	