

Barton Community College Strategic Plan Project Charter

1.2 Strengthen communication strategies to increase current student engagement.

Purpose (The why of the project/current state):

To strengthen institutional communication strategies by improving student engagement with Barton's virtual New Student Orientation and in-person New Student Orientation programs. Enhancing engagement with these communication channels will support students' access to timely, accurate, and actionable information that contribute to successful onboarding and long-term success.

Artifacts: (The evidence being used):

- Student "click rates" associated with targeted event messaging.
- Email open rates
- Academic Development Center (ADC) service utilization rates
- Ruffalo Noel Levits satisfaction indicators tied to services highlighted within orientation programs
- Current participation rates in virtual New Student Orientation
- Current participation rates in in-person New Student Orientation.

Overview (Summary of what will be done):

The project will enhance communication effectiveness by implementing a coordinated, multi-channel engagement strategy designed to increase student interaction with both the virtual and in-person New Student Orientation experiences. These communication improvements will ensure students receive timely information about key services, supports, and resources proven to contribute to academic and personal success.

Project Addresses Strategic Initiative:

1.2 – Strengthen communication strategies to increase current student engagement.

Goal (Desired result/the data point you want to move):

Increase student engagement with digital and social media communication channels to drive expanded use of Barton's virtual New Student Orientation and strengthen participation in in-person New Student Orientation.

Project Description or Scope of Work:

This project will enhance student engagement by strengthening communication strategies

related to virtual and in-person New Student Orientation. The scope of work includes the following key activities:

1. **Review Current Communication Practices**
Conduct a review of existing communication methods and engagement data (e.g., click rates, open rates, participation rates) to establish a baseline and identify immediate opportunities to improve clarity, reach, and effectiveness.
2. **Develop a Targeted Communication Plan**
Create a media and messaging plan that uses a small number of high impact communication channels, such as email, social media, and text messaging, to promote orientation participation across the student body.
3. **Implement the Communication Plan**
Roll out the communication strategy during Summer 2026 and refine messaging through early Fall 2026 based on observed engagement patterns.
4. **Evaluate Impact Each Term**
Review engagement data (virtual and in-person orientation participation, message interaction rates) at the end of each term to understand what worked and where adjustments are needed. RNL data will be reviewed in Spring of 2027.
5. **Refine and Improve Messaging**
Use findings from each assessment cycle to adjust and strengthen the communication plan for Spring 2027 and future terms, building a sustainable process for continuous improvement.

Starting Date:

Spring 2026

Milestone Dates:

- End of Spring 2026: Present project charter to President's Staff
- Spring–Summer 2026: Review current communication practices (Step 1)
- Summer 2026: Develop targeted communication plan (Step 2)
- Summer–Early Fall 2026: Implement communication plan and refine messaging (Step 3)
- End of Fall 2026: Evaluate initial impact using engagement and participation metrics (Step 4)
- Spring 2027: Refine and improve messaging; update communication plan (Step 5)
- End of Spring 2027: Review RNL data (Step 4)

Impact (How the goal is reflected in a defined population):

Students will be better informed about Barton's academic and non-academic support services, thus enabling them to more effectively engage with resources and opportunities.

Increased engagement with orientation will help promote positive student outcomes such as persistence, retention, and completion which benefit the entire student population while offering particular support to students who may be at higher risk of withdrawal, stop or drop-out.

RACI (Responsible, Accountable, Consulted, Informed) Chart:

- [See RACI Chart Spreadsheet](#)

Plan for Sustainability (Where will project “live” after implementation):

This initiative is jointly owned by Student Services and Public Relations. Following completion of the Strategic Plan Initiative, these departments will collaborate to review communication effectiveness once per term and refine outreach strategies as part of ongoing continuous improvement and student engagement efforts

Additional Relevant Information:

Identified Institutional Values: (what institutional values are demonstrated by this initiative? (Honesty, Fairness, Respect, Courage, Trust, Responsibility)