Early Alert & Retention Team

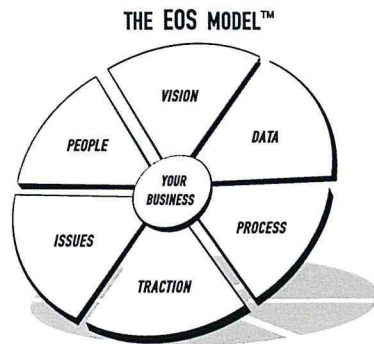- Donna Robert
- Andrea Varney
- Jesse Vera
- Mariane Doyle
- Isaac Koh

Mentor: Jim Temple

THE **VISION** / **TRACTION** ORGANIZER ™

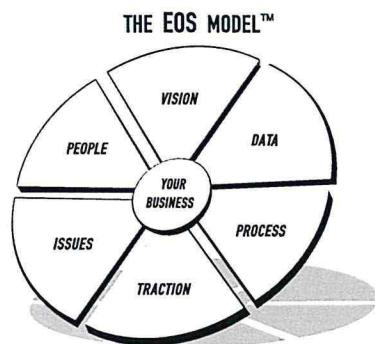**EOS®**
Entrepreneurial Operating System®

THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: **LEAP Solution Group - Starfish Marketing**

VISION

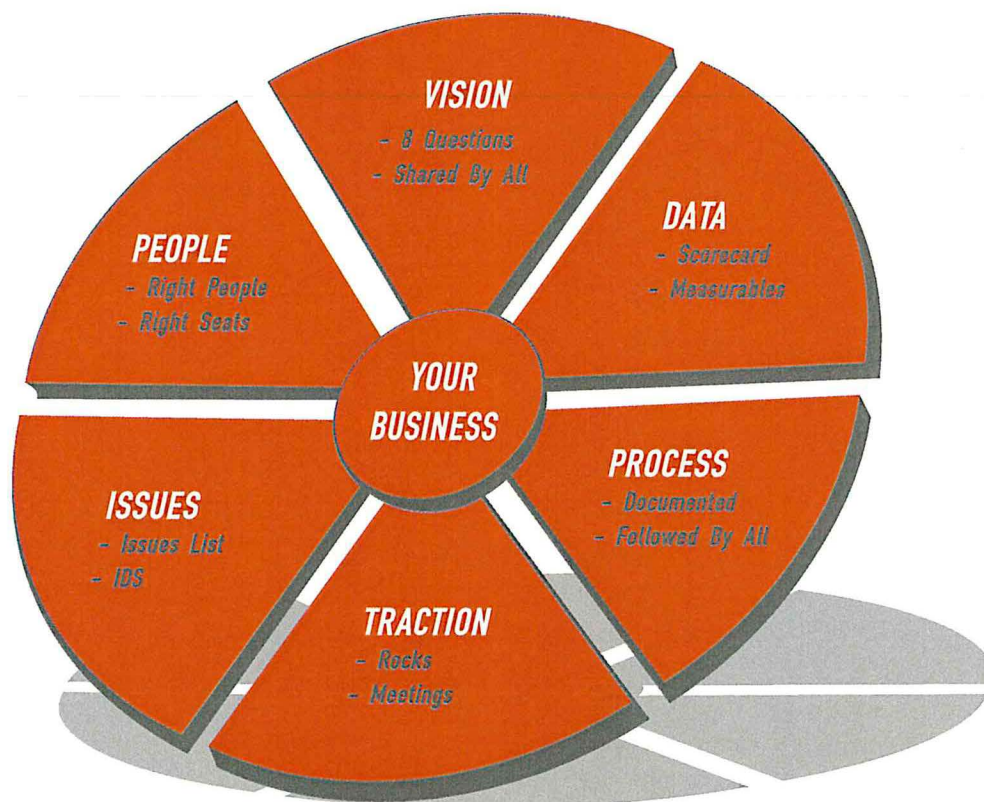|		
CORE VALUES	1. We honor and reward high performance in teaching and learning. 2. We foster a climate characterized by civility, collegiality, and acceptance. 3. We create relationships with the community, providing the foundation of success 4. We set the highest standards for ourselves and support professional development. 5. We are an innovative and creative community college.	**3-YEAR PICTURE™**
CORE FOCUS™	The Core Focus of Early Alert is to be proactive for student success, shorten the gap between needs and college services, and provide opportunities for engagement. The marketing Core Focus for Early Alert is mass awareness and campus-wide immersion on the purpose and impact of early alert.	The education and training of the software itself is institutionalized and continues to provide on-going marketing value through high-touch experiential engagement. The branding becomes synonymous with the terminology, icons, and other visual cues related to early alert and early intervention. Through persistent engagement in the software, early alert becomes the norm and part of the overall experience. Marketing will occur during new student orientation and faculty and staff on-boarding. Early alert is core to all services and touchpoints.
1-YEAR TARGET™	Constituency "Buy In" and Engagement Systemic On-Boarding	
MARKETING STRATEGY	**Target Market/"The List":** Faculty, Existing Students, Perspective Students, Employees (all staff) **Three Uniques:** Static and Multimedia Advertisement Experiential "High Touch" Engagement Strategies Impactful Visual Alerts (flags, collateral)	

THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: **LEAP Solution Group - Starfish Marketing**

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST

1-YEAR PLAN

Future date: May 10, 2020
Revenue: n/a
Profit: n/a
Measurables: see goals below

Goals for the Year

1.	successful implementation of 3 service points
2.	measurable awareness of tool: staff & students
3.	establish baseline usage by stakeholders
4.	institutionalization of training on early intervention
5.	
6.	
7.	

ROCKS

Future date: August 10, 2019
Revenue: n/a
Profit: n/a
Measurables:

Rocks for the Quarter

		Who
1.	attrition from early adoption pool	
2.	Over-advertising the early alert system	
3.	Funding	
4.		
5.		
6.		
7.		

ISSUES LIST

1.	Identify early alert faculty champions
2.	Develop selection criteria for early alert champions
3.	Create awareness and training for faculty/staff
4.	Identify potential sources of funding
5.	
6.	
7.	
8.	
9.	
10.	

Prioritize
- Identify
- Discuss
- Solve

THE EOS MODEL™

VISION
- 8 Questions
- Shared By All

DATA
- Scorecard
- Measurables

PEOPLE
- Right People
- Right Seats

YOUR BUSINESS

PROCESS
- Documented
- Followed By All

ISSUES
- Issues List
- IDS

TRACTION
- Rocks
- Meetings

EOS®
Entrepreneurial Operating System®

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