

**Project: G-2, I-5 CCR**  
**Client: ISU Student Body**  
**Project Manager: Nolan Davis**

**Start Date: Aug 20, 2012**  
**Program Mgr: Nolan Davis**

### **Thesis Statement:**

We have completed both the processes for (a) up loading student participation information and (b) distributing that information to students in the form of official and unofficial co-curricular record.

Our focus for the coming year will have two parts: First, to add information to the CCR by encouraging offices to enter more total information; and second, by marketing the CCR and the ISU TreeHouse to current and new students, increasing their awareness and use of the system.

### **Introduction/Background – What?:**

The Co-Curricular Record is a document reporting on all of the relevant experiences of a student while attending ISU. An unofficial version exist for the students own use, as well as an official version for use in applying for career positions, graduate schools, scholarships, and campus awards.

### **Proposal/Purpose/Justification – Why?:**

The graduate student will work with student organizations and university units to accomplish the following: (1) add additional information that students want on the CCR to Banner, (2) helped student organizations and units to create more comprehensive and useful portal pages on the ISU TreeHouse, and (3) help with the technical side of staff learning to use the programs.

The balance of the marketing funding will be used to create a campaigning consisting of print materials, presentations to student organizations, t-shirts for new students, and general give-a-ways to attract attention/reward those who use the program.

The final funding will be sued to send to people to the annual OrgSync training conference.

## **Work Plan – Action Steps – Process – How?:**

The graduate student will work alternately with Dan Leslie in OIT and Brooks Moore in Student Activities and Organizations. This will allow him to learn the systems needed and be in a position to help organizations with the two areas.

## **Reporting and Deliverable Schedule – When?:**

All operations are ongoing for the entire year.

The marketing campaign will begin on August 20th.

The unit and student organization assistance will begin on August 28th.

## **Budget – How Much?:**

1 graduate student	\$7,500
(20 hrs/wk * 4 wks/mo * 8 mos. * 11.72 \$/hr)	
T-Shirts for new students at Sycamore Sunday	\$4,000
SAO normally buys shirts and will contribute the same amount as in previous years. This represents an increase in the quality and complexity of design on the shirts.	
Marketing posters & other give-a-way events through the year	\$4,000
Travel to the OrgSync Annual Training Conference for 2 staff	\$5,000
Total:	<u>                  </u> +
	\$20,500

## **Stakeholders and Management Plan – Who?:**

The Chair of the Initiative Committee will coordinate the activities: Nolan Davis.

Other members of the committee:

April Hay	Carole Brassie	Kevin Smith
Mike Snyder	Ray Buechler	Tracy Powers
Rachel Wedding	McClelland	

## **Outcome Assessment & Future Testing – How Well?:**

We are developing a process with OIT and the registrar's office to monitor the total number of views of the unofficial CCR online and request to print the official version.