



COMMUNICATION PLAN

Program Maps

WHAT IS A PROGRAM MAP?

A program map is a suggested sequence of courses necessary for the completion of a degree or certificate in a program of study. It includes a semester-to-semester course sequence, pre- and co-requisites, semester(s) the courses are offered, and the format they are taught (i.e., online, hybrid). The program map also provides general career information and employment outlook in the selected program of study.

GOALS

- To inform students of the course-taking sequence and requirements for their selected program of study.
- To view the program as a whole.
- To allow students to make informed decisions and appropriate plans toward timely completion.
- To minimize unintentional excess units to completion.
- To guide the College's course scheduling software so that courses are scheduled when needed to promote timely completion.
- To identify certain timeframe (semester) when additional student support may be necessary.
- To provide faculty a broad view of their program in relations to other degree requirements (e.g., general education, AB 705, etc.)
- To identify an optimal sequence of program courses to promote student success.
- To provide counselors the framework to develop individual student educational plan.
- To provide progress reports.

KEY COMMUNICATORS

- Faculty – will review, edit, and share the program maps with potential students.
- President/VP/AVP – will be responsible for ensuring messages regarding program maps are appropriate, thorough and reach appropriate audiences.

- Deans – will be responsible for taking those messages and delivering to Career & Academic Communities (CAC) faculty and staff, delivering these messages in the best method for their CAC, regardless of existing messaging.
- Supervisors/Directors – will be responsible for delivering messages to their staff, in the best method for their department, regardless of existing messaging.
- PIO/Communications Team – will be responsible for delivering messages, when appropriate to students or campus population as needed.

OUTREACH PLAN/TIMELINE

- One-on-one meeting with program faculty chair (or whole department) [Fall 2018 to Spring 2019]
- Website [Spring 2019]
- Campus forum/conversation [Fall 2018, Spring 2019]
- Catalog (with the suggested program course sequence) [Fall 2019-Spring 2020]
- 2 minute informational (instructional) video for students (on how to use the program map) – post on our website [Fall 2019]

COLLATERAL MATERIALS

- Website updates (tied to revisions made on Atlas software)
- Catalog