**Work Plan**
2019-2020 Industrial Automation
Prepared by Aubrey Priest
Program Manager

**Strategic Direction #1: Student Learning**

**Goal**: Support initiatives that improve student academic success, increase enrollment, reduce attrition and enhances student mentorship

**Strategic Direction #2: Student Progression and Completion**

**Goal**: Increase Baccalaureate program degree completion rates based on increased enrollment in 2020

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<tr>
<th>Program</th>
<th>Increase degree completion</th>
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<tr>
<td>Industrial Automation</td>
<td>• Support faculty efforts to reduce attrition by enhancing student support services and identify campus auxiliary programs for students requiring assistance/access or accommodation</td>
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<td>• Enhancing mentorship opportunities</td>
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<td>• Increasing enrollment/increasing program selectivity</td>
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<td>• Collaborate w/Delano campus and EC/DE personnel to support all Early College, Dual Enrollment initiatives</td>
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<td>• Support faculty to increase program growth outcomes</td>
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<td>• Seek opportunities for growth and expansion</td>
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<td>• Support efforts to create additional articulation agreements</td>
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<td>• Support stackable learning opportunities built within the INDUSTRIAL AUTOMATION program</td>
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<td>• Provide off campus educational opportunities for students</td>
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**Strategic Direction #3: Facilities**

**Goal**: Support the implementation of the 2019-2020 Measure J construction projects, adjust location of events, ceremonies, presentations, open houses, information sessions etc. when needed.
• Input from faculty and administrators regarding matters involving costs, curriculum, feasibility and expansion efforts both on campus and district wide

**Strategic Direction #4: Leadership and Engagement**

**Goal:** Engage, collaborate and partner with internal and external leadership to support the development, implementation and expansion of the Baccalaureate program.

**Initiatives reflective of goals:**

**On-Campus**

1. Collaborate w/ departments in areas of outreach, recruitment, counseling, communications, instruction while reflecting on impact of efforts relevant to Industrial Automation. Develop new strategies or integrate Industrial Automation growth initiatives into existing departmental plans.

   A. Communications-Marketing, web design, blogs, regional radio and Spotify ad campaigns, livestream broadcasts, engage student and alumni relations to develop and execute plans to deliver actionable messaging to campus community. Development and disseminate Industrial Automation message throughout campus

   B. Instruction-Deans, faculty/counselors, advisors and department staff, SGA, admissions, administrators-program specific, counselors, advisors, job specialists, career personnel, on campus mentors

   C. Outreach-Collaborate w/campus outreach department to engage campus community re: Industrial Automation Baccalaureate programs

   D. Rural Initiatives- Collaborate with RI team to support increased program awareness, Industrial Automation Baccalaureate program expansion, Dual Enrollment and Early College initiatives

   E. Collaborate w/internal and external program champions and student ambassadors to increase program awareness.

2. Social Media

   A. Internal and external marketing campaigns that directed to our on-campus community, Kern County constituency, statewide partner institutions, industry partners and national entities. Most popular social media platforms to be utilized

   B. Work collaboratively with current students and graduates to develop stories specific to their career interests, program perspective on program
Off-Campus

1. Engage and collaborate w/industry partners in agriculture, energy, distribution, processing, automotive-part design, fabrication, advanced manufacturing, robotics, AI, petroleum, food processing, machinery manufacturers and others organizations that fundamentally align with program
   
   A. Increase social media presence
   B. Develop relationships with industry leading companies local, state and nationwide

2. Middle School & HS school Relations

   A. Collaborate with middle and high school teachers, administrators and staff to support efforts to strengthen engagement with students through Kern County

3. Non-Profit Community Engagement- Encourage regional economic development through out valley

4. Engage stakeholders, attend conferences, promote benefits of the program. Attend robotics competitions, support community involvement and promotion of academic achievement

5. Radio Broadcast
   A. Work w/ marketing team to promote program via English and Spanish speaking radio stations

6. Industrial Automation Advisory Committee

   A. Encourage more involvement from Advisory Committee regarding curriculum as program evolves
   B. Discuss committee member program recommendations for growth including student employment and internship opportunities
   C. Establish sub-committee focused on enhancing marketing efforts

Manage and Support events specific to the program on and off campus

Including;

- STEMposium
- Pre-Commencement
- STEM Events
- Rural Events Specific to Industrial Automation
- Career Expo's
- Collegiate Fair's
- Engineering, Robotics and AI Events