

Program Action Plan Template

Program: Health Information Management		Date: 7/10/2024	Submitted By: Jennifer Briscoe
Action Item 1			
Proposed Action	Increased Marketing, beyond Klamath County, include third party listing of KCC program with CAHIIM.		
Responsible Party	Program Lead and Marketing Team		
Success Criteria	Increased student enrollment and retention, inside and outside of Klamath County		
Resources	Digital Marketing: Google Ads and Social Media. Audio Streaming. Billboard. RHIT credential is possible for students who successfully complete the HIM program.		
Timeline	50% increase in enrollment within 10 to 12 months of the marketing campaign.		
Action Item 2			
Proposed Action	Purposeful Student Advising and Tracking		
Responsible Party	Program Lead		
Success Criteria	Increased completion, graduation, and employment rates (tracking)		
Resources	JI, IR, student advising		
Timeline	Starting Fall term 2024		
Action Item 3			
Proposed Action			
Responsible Party			
Success Criteria			
Resources			
Timeline			

Program Action Plan Template



Signatures:

_____ Department or Program Lead	_____ Date
_____ Dean (when applicable)	_____ Date
_____ Vice President or President	_____ Date

After this document has been signed, please return to the Vice President of Academic Affairs.