Comprehensive Program Review Report



Program Review - Food Services

Program Summary

2023-2024

Prepared by: Zachary Patterson - Food Services Manager

What are the strengths of your area?: Students and staff on all three campuses have a variety of choices to choose from to satisfy their daily cravings:

Visalia Campus

- Giant Grill Our newest location opened in the fall semester of 2018. This fast-casual restaurant specializes in high-quality, exciting burgers, shakes, and specialty breakfast offerings
- COS Cafe Specializing in authentic Mexican cuisine, the COS cafe will satisfy all your cravings for spicy home-cooked food
- Student Union Located in the Alta Peak building, this newly renovated space houses the COS Cafe as well as the Giant Grill. This is the perfect place to get some snack foods, a cold drink, and socialize with friends
- The Grind This full service coffee shop serves the highest quality artisan coffee beverages and fresh baked pastries in the central valley
- Food Court This fast, quick-stop convenience store provides students and staff on the go with an option of food and beverages without the wait

Hanford Campus

• The Avenue - This fast-casual eatery offers a variety of different choices ranging from fresh sandwiches to a full line of espresso beverages

Tulare campus

- Bookstore/ Food Court The perfect place to get your essential school supplies as well as a quick bite to eat
- Mobile Coffee Cart Our newest addition to the Tulare campus launched in October of 2019. This is a completely mobile, self-contained coffee shop that can be moved to any location on campus to serve students and staff the highest quality espresso beverages

The Food Services department serves over 3000 customers daily.

What improvements are needed?: More Options for Students

- Ever-changing menu at the COS Cafe that align with the desires of the student population
- More variety for students to choose from in the Student Union, and Food Court areas
- Inexpensive yet nutritious options
- Investment into new machinery to expand inventory and replace broken/ malfunctioning equipment

Describe any external opportunities or challenges.: There are many challenges when it comes to Food Services. One of the most prevalent is the amount of competition there is in the surrounding areas. This is a common challenge of any Food Services environment. One of our greatest opportunities is that we have a captive audience on campus, if we offer the food that students want to eat, at the price they are willing to pay, there is no reason to have to take our competition into consideration. Currently we are experiencing an average transaction dollar amount of about \$6 across all three campuses. We have to continue to bring in new and exciting offerings for students to maintain a high level of sales and constantly strive to be relevant to them on a daily

basis.

Overall SAO Achievement: •We have designed and built a new, exciting coffee shop on the Visalia campus called The Grind

- •The Avenue is now open on the Hanford campus serving high-quality food and beverages
- •The COS Grill opened at the end of the Fall semester of 2018. This is the replacement of the Carl's Jr. franchise that was located in the Alta Peak building
- •The Coffee Cart on the Tulare campus in Building B serves exceptionally high quality espresso beverages to thirsty students every day
- The Food Court on the Visalia campus went through an extensive remodel while we were closed through 2020 and 2021. We reopened this September 2021. The space has been beautifully and thoughtfully remodeled to create a welcoming and extremely organized shopping experience for our students.

Changes Based on SAO Achievement:

Outcome cycle evaluation: Fall 2022 is proving to be the busiest semester that Food Services has ever seen in it's entire history. We have set new records sales days many times and have continued to maintain this level of volume for the last two months. We are very eager to see if this level of sales volume is here to stay, or if it will fade once the student discount goes away in 2023.

Spring 2023 continued the upward trend in customer count as well as sales volume. We experienced many record breaking sales days during this semester, with one day reaching nearly \$16,000 in sales.

Summer 2023 proved to be another smooth summer. Sales were 40% over the previous year, but we had time to try new menus as well as some fun Taco Tuesdays.

Fall 2023 has now eclipsed all previous record sales. We are currently running at 42% over Fall of 2022. We now have an average sales day around \$18,000, with many days reaching the \$19,000 mark. We have nearly doubled the number of student we serve each day, going from around 1800 to over 3000 per day.

Action: New Action 2023-2024 Combi Oven

A new Rational Combi Oven - This is an Above Base Resource Allocation Request

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: District Objective 4.1 Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

Person(s) Responsible (Name and Position): Zachary Patterson

Rationale (With supporting data): A new combi oven will take our kitchen to another level of cooking. This oven can accommodate up to 20 full size sheet pans for one single cook, with the ability to adjust temperature and humidity within the stack of pans. We will have the ability to adjust which items we want to have finished first in realtime and the oven will recalibrate to our needs. This oven is also self-cleaning. It will deep clean itself overnight so we come into a perfectly sparkling oven every morning. This oven is the highest quality combi oven on the market. It will stay with our department when we eventually move into the new Student Union building a few years from now.

Our current volume has increased to the level that we are putting severe strain on the current kitchen equipment. We are serving more customers than ever before, and there is no sign of that slowing down. We are running at an average of \$18,000 per day in sales, serving over 3000 students per day. We have had to hire many students to simply do one task all day because our current oven lineup does not produce the volume we need in just one cook, it takes us a full 12 hours to complete the food prep that we need throughout the day, everyday. This oven will cut that time into a third, with the accuracy and consistency being far better.

Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Resources Description

Equipment - Non-Instructional - A new combi oven will take our kitchen to another level of cooking. This oven can

accommodate up to 20 full size sheet pans for one single cook, with the ability to adjust temperature and humidity within the stack of pans. We will have the ability to adjust which items we want to have finished first in realtime and the oven will recalibrate to our needs. This oven is also self-cleaning. It will deep clean itself overnight so we come into a perfectly sparkling oven every morning. This oven is the highest quality combi oven on the market. It will stay with our department when we eventually move into the new Student Union building a few years from now. (Active)

Why is this resource required for this action?: Our current volume has increased to the level that we are putting severe strain on the current kitchen equipment. We are serving more customers than ever before, and there is no sign of that slowing down. We are running at an average of \$18,000 per day in sales, serving over 3000 students per day. We have had to hire many students to simply do one task all day because our current oven lineup does not produce the volume we need in just one cook, it takes us a full 12 hours to complete the food prep that we need throughout the day, everyday. This oven will cut that time into a third, with the accuracy and consistency being far better.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 46066.93

Related Documents:

icombi pro.pdf

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2021-2025

District Objective 4.1 - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2023-2024 Food Service break even goal

The Food Service Manager will monitor and reduces the following.

- 1. Reduce the costs of goods sold to 35% gross revenue
- 2. Reduce student labor cost to 10% of the gross sales
- 3. Gather data on actual food waste and reduce it to between 0%-5%
- 4. Increase sales by 5% annually

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: Food service must break even to remain a viable ancillary service of the District.

Person(s) Responsible (Name and Position): Food Services Manager

Rationale (With supporting data): The major factors for Food Services to become a profitable operation are food and labor costs, and gross sales.

The recommended industry standard for food cost is 30%-35% and 33.7% for labor, currently COS Food Services is running at 56% for Food Costs and 47.9% for labor cost.

Food Services must increase sales 5% annually. This sales increase can generate a 2-3% increase to the bottom line.

Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

This past fiscal year was our strongest yet. We were able to reduce our COGS to 37% of gross revenue. We were also able to reduce our student labor costs to 18% gross revenue. Not only did we increase sales, but we increased our sales by 62%. We went from about \$1.1 million in gross revenue to \$1.76 million. We finally broke even for the first time in over a decade. We will continue to push to increase our revenue each year. So far this year, we have seen a level of sales volume that we never new was possible out of our department. If the volume stays at the level it is currently, we should see sales revenue at nearly \$2.5 million

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/14/2022

Status: Continue Action Next Year

This Action will continue to be an area of focus for Food Services. At June 2022 YTD our COGS was very high at 51% our gross revenue. Costs are up for us in all areas. Our student labor costs are still a little higher than we need them at 14.7% of our gross revenue. Our total revenue was way up over the past year. We made over \$600,000 more than the previous year, of course this was due to Covid and being shut down for most of the year. This year so far has been our busiest we have ever seen. We have also transferred the salary expense for the management staff over to the district, this will be a huge savings for Food Services moving forward.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objectives: 2015-2018

District Objectives - 4.1 - Improve operational systems based upon data driven decision-making as described in the COS 2.0

District Objectives - 4.2 -Improve the efficiency, effectiveness and communication of human, physical, technological, and financial resources to advance the District Mission.

District Objectives: 2021-2025

District Objective 4.1 - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

Action: 2023-2024 New Menus Across The District

New menus at all food venues across the district

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: 4.1 Increase us of data for decision making in the department

4.2 Improve organizational effectiveness by strengthening operations

Person(s) Responsible (Name and Position): Food Services Manager

Rationale (With supporting data): We have four restaurants that have their own unique menus that have been in place for years, The COS Cafe, The Giant Grill, The Grind, and The Avenue. We will be updating every single menu to be relevant to our current student population. Not only will we be updating all of the menu items, we will also be redesigning the menu boards on display with new graphics. Part of this redesign will not be customer facing, but will help to strengthen the operations as a whole. We will create a recipe book that describes in detail the recipes for every prep item, as well as easy to follow assembly instructions for every menu item. This will make training new students and staff members significantly easier than it has been in

the past.

Priority: Low

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

We have updated all of our menus across the district. The Avenue has had a huge uptick in business with the addition of many new items, as well as more staffing and longer operating hours. The Student Store in Tulare now has the Coffee Cart located inside of the space, so now it is much easier to serve students and adapt to changes in staffing and volume. Both kitchens in Visalia has updated and modernized their menus. We now serve many new items that students love and purchase every day. There isn't a single item on either menu that doesn't get ordered all throughout the day. We will keep this Action open into the future as we continuously improve our services.

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

We have currently updated the COS Cafe menu, as well as The Avenue menu. We still need to modify the Giant Grill menu. The Grind menu has been reformatted, but the items themselves are the same, it just looks much nicer and more modern now.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2021-2025

District Objective 4.1 - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2023-2024 Mobile Ordering

Mobile Ordering

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: District Objective: 4.1 Increase use of data for decision making in the department, & 4.2 Improve organizational effectiveness by strengthening operations

Person(s) Responsible (Name and Position): Zachary Patterson

Rationale (With supporting data): Customers are now able to order food from the COS Cafe kitchen without waiting in a line. Customers have the ability to customize their order exactly how they want it, pay for the food online, and simply come in for a

contactless pick up of their order or have it delivered to their office. This will result in a reduction in wait time for all customers. Orders can now be placed with an option to specify the time the customer will be picking it up. This will allow extra time for the food services worker to prepare the food, and less time the customer has to spend waiting for the food to be prepared.

Students and Staff can now plan out their lunch breaks with ease, and be assured that their food is ready when they want it to be.

Ease of use for students and staff Speed and service Consistency and availability of products New organizational systems to fulfill orders Safe and efficient

Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

Mobile ordering will continue to be an Action into the foreseeable future. This mode of ordering and pickup has become the new standard that many staff and faculty have come to rely on, especially due to the Covid-19 pandemic. Now more than ever people are not comfortable waiting in long lines or being packed into small areas with other people. We currently have this ordering option disabled. The immense volume we saw in the beginning of the semester has not slowed down, so adding this to the current workload would only slow the kitchen down further. We will have to re-think how we implement this feature if the volume we are currently experiencing is going to be our new norm.

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

Mobile ordering will continue to be an Action into the foreseeable future. This mode of ordering and pickup has become the new standard that many staff and faculty have come to rely on, especially due to the Covid-19 pandemic. Now more than ever people are not comfortable waiting in long lines or being packed into small areas with other people. We currently have this ordering option disabled. The immense volume we saw in the beginning of the semester has not slowed down, so adding this to the current workload would only slow the kitchen down further. We will have to re-think how we implement this feature if the volume we are currently experiencing is going to be our new norm.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2015-2018

District Objectives - 4.1 - Improve operational systems based upon data driven decision-making as described in the COS 2.0 manuals.

District Objectives - 4.2 -Improve the efficiency, effectiveness and communication of human, physical, technological, and financial resources to advance the District Mission.

District Objectives: 2021-2025

District Objective 4.1 - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2023-2024 Student awareness through media

Strategically placed directional signage on the Tulare campus

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: More awareness of products and services will increase student involvement in the school and will help to increase student enrollment by 1.75% for the district (Objective 1.1).

Person(s) Responsible (Name and Position): Food Services Manager

Rationale (With supporting data): Better signage on the Tulare campus will increase student engagement and awareness of services that are available to them. Directional signage will be updated periodically to inform students about weekly specials and new offerings. If students are more aware of the food services that are provided for them on campus, we have a better chance of keeping them on campus longer. Having students on campus longer will increase their engagement, and help to support their academic workload.

Priority: High
Safety Issue: No
External Mandate: Yes
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

New signage and rebranding did not get done this last year. We did decide on what we want to rebrand the space to, but no further action has been taken to complete it. We will be rebranding The Bookstore on the Tulare campus to now be The Student Store. This will be clearly marked on all maps and directional signage.

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

New signage is finally getting done this year. We will be rebranding The Bookstore on the Tulare campus to now be The Student

Store. This will be clearly marked on all maps and directional signage.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2015-2018

District Objectives - 4.2 -Improve the efficiency, effectiveness and communication of human, physical, technological, and financial resources to advance the District Mission.

District Objectives: 2021-2025

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2023-2024 Enhanced Student Focused Marketing Across the District

Food Services will establish and enhance presence within existing COS social media accounts and campus signage across the district.

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: District Objective 4.2 -Improve the efficiency, effectiveness and communication of human, physical, technological, and financial resources to advance the District Mission.

Person(s) Responsible (Name and Position): Zach Patterson, Food Services Manager

Rationale (With supporting data): Food Services will become more present within the lives of students through the use of carefully planned marketing actions within social media. New food options, and student events within Food Services will be advertised through Instagram, Facebook, and Twitter. Upcoming projects in Food Services will be updated along the way on Twitter to get students involved in the process. Food Services will become more reactive to student concerns or suggestions by monitoring related social media outlets and quickly responding to student's needs.

Better signage on the Tulare campus will increase student engagement and awareness of services that are available to them. Directional signage will be updated periodically to inform students about weekly specials and new offerings. If students are more aware of the food services that are provided for them on campus, we have a better chance of keeping them on campus longer. Having students on campus longer will increase their engagement, and help to support their academic workload.

Priority: High
Safety Issue: No
External Mandate: Yes
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

Social media has continued to be pivotal to our success. We have done multiple posts about the student discount, so now every single student is fully aware of how much they can save by coming to us instead any of our competitors surrounding the school. We have also used social media very effectively to fill vacant student worker positions. This has been an enormous aid in hiring for each semester. We will continue to with the Marketing Manager and her team in the future.

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

We released a series of social media campaigns targeting students at COS to spread awareness of the 50% discount this past year. This was a tremendous success. Everyone was aware of the discount, and now our sales are continuing to be much larger than they typically are this point in the semester. We also started using social media preemptively this summer to advertise for student workers on all campuses. We have never received such a positive response before. We were able to get all positions filled, and even create positions that we've never had to create before because of the immense volume we've been seeing. Social media will continue to be a powerful tool for us to reach students across the district.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2015-2018

District Objectives - 1.1 - Increase overall enrollment by 1.75% annually

District Objectives - 4.2 -Improve the efficiency, effectiveness and communication of human, physical, technological, and financial resources to advance the District Mission.

District Objectives: 2021-2025

District Objective 4.1 - Increase the effective use of data and transparency in decision making at all institutional levels from 2021-2025.

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2023-2024 Tulare College Center Bookstore Update

TCC Bookstore Regeneration

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: District Objective: 4.1 Increase use of data for decision making in the department

4.2 Improve organizational effectiveness by strengthening operations **Person(s) Responsible (Name and Position):** Food Services Manager

Rationale (With supporting data): The TCC Bookstore was originally planned to be a destination for students and staff to eat and socialize, while providing a space where they can have all their different supply needs fulfilled. It is currently underutilized and in need of a regeneration. The design of the space was poorly thought-out and haphazardly executed. This renovation will convert this space into the destination on campus that it was always meant to be. We will install a full service deli and lounge inside of the space in a creative, unique way. This will become a place for students and staff to eat, study, and socialize; as well as a space that bolsters collaboration and creativity.

Priority: Medium Safety Issue: No External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

This will continue to be an Action this year. We plan on integrating this renovation with the new building that will be built on the Tulare campus. The design is slated to begin in the next month, with the renovations realistically happening over the summer of 2024.

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

This will continue to be an Action for the next few years. We plan on integrating this renovation with the new building that will be built on the Tulare campus.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.1 - Increase the use of data for decision-making at the District and department/unit level

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Action: 2023-2024 Update Technology and Processes

The Manager will implement new systems to streamline processes.

Point of Sale System

New websites

Digital Storefronts

Accounting Software

Vendor Consolidation

Leave Blank:

Implementation Timeline: 2023 - 2024

Leave Blank: Leave Blank:

Identify related course/program outcomes: District Objective: 4.1.1: Improve operational systems based upon data driven decision-making as described in the COS 2.0 manuals.

Person(s) Responsible (Name and Position): Food Services Manager

Rationale (With supporting data): Point of Sale - New point of sale system will allow Food Services to be more efficient in transaction tendering, and improve the connection with the customers during this process. New software will allow the cashier to quickly and easily tender transactions in any way the customer prefers. We can accept cash, card, and even touchless forms of payment such as Apple Pay and Android Pay. The software can be easily edited on the back-end by the manager to include special offers, discounts, and new menu items. The sales data is now network based, so it does not need to be hard-wired to a computer; the data is automatically available online in real-time to the manager. The new hardware that is associated with the POS system allows for greater flexibility in its uses. It can be easily relocated to another area of the campus for use during catering or campus events, anywhere that has a power outlet and a wifi connection. This sort of flexibility will allow Food Services to be able to engage with students and staff throughout campus, going to where they need us, no longer where we need them. A new POS system will also save thousands of dollars per year in credit card fees. This will take us from an average of 8%-10% fees for every card swiped, to 2.5% flat fee for every card swiped.

Accounting System - The software used to manage all of the accounting and inventory is in need of updating. The current software is rigid in its flexibility, and limiting in its possibilities for expansion of the department. A new system is needed to allow for growth and diversification of the department. Sales data needs to be automatically downloaded into the system, or into the cloud, to reduce the amount of manual labor. Reporting needs to be centrally located and easily accessible. A more intuitive software design will streamline all of the processes from inventory control, vendor payment, category sales reporting, to monitoring and tracking of trends.

Vendor Consolidation - Vendor consolidation will reduce the amount and frequency of orders being placed. This will reduce the amount of manual labor involved in placing each order. Reducing the amount of vendors used to purchase food services items will allow the department to better negotiate pricing using the elevated buying power. Focusing buying on fewer vendors will also allow the department to take advantage of industry rebates for educational members, this will give the department thousands of dollars in rebates each year.

Priority: High
Safety Issue: No
External Mandate: No
Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2023 - 2024 10/11/2023

Status: Continue Action Next Year

We will continue to have this as a live Action. We will always have opportunities for new technologies to help us do more for our customers

Impact on District Objectives/Unit Outcomes (Not Required):

Update Year: 2022 - 2023 10/11/2022

Status: Continue Action Next Year

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Impact on District Objectives/Unit Outcomes (Not Required):

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