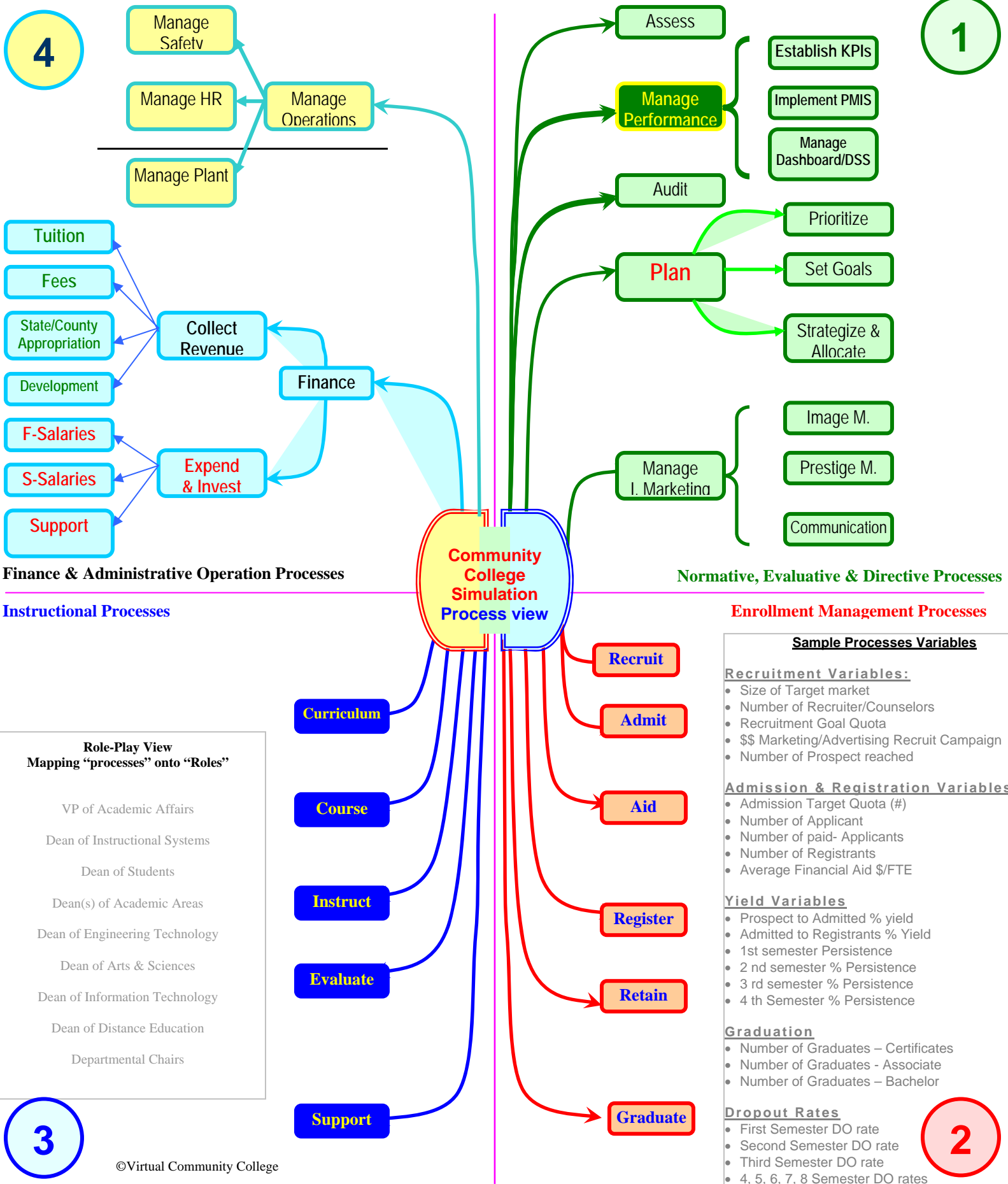


Conceptual Map

VCC Performance Management Game Software Design

Four-Quadrant Processes View



Role-Play View
Mapping "processes" onto "Roles"

- VP of Academic Affairs
- Dean of Instructional Systems
- Dean of Students
- Dean(s) of Academic Areas
- Dean of Engineering Technology
- Dean of Arts & Sciences
- Dean of Information Technology
- Dean of Distance Education
- Departmental Chairs

- Sample Processes Variables**
- Recruitment Variables:**
- Size of Target market
 - Number of Recruiter/Counselors
 - Recruitment Goal Quota
 - \$\$ Marketing/Advertising Recruit Campaign
 - Number of Prospect reached
- Admission & Registration Variables**
- Admission Target Quota (#)
 - Number of Applicant
 - Number of paid- Applicants
 - Number of Registrants
 - Average Financial Aid \$/FTE
- Yield Variables**
- Prospect to Admitted % yield
 - Admitted to Registrants % Yield
 - 1st semester Persistence
 - 2nd semester % Persistence
 - 3rd semester % Persistence
 - 4th Semester % Persistence
- Graduation**
- Number of Graduates – Certificates
 - Number of Graduates - Associate
 - Number of Graduates – Bachelor
- Dropout Rates**
- First Semester DO rate
 - Second Semester DO rate
 - Third Semester DO rate
 - 4, 5, 6, 7, 8 Semester DO rates