

MARKETING AND PUBLIC RELATIONS

CRITERIA: Services are essential to the operation of the college

Data Elements:

Functions performed by unit that are critical/essential to operations of the college

Marketing of college programs and services

Media awareness of programs, services, events and college business

NEW FUNCTIONS that are critical/essential to operations of the college

Significant contributions to the sustained achievement of 11,500 fte

Development of comprehensive quarterly publications that will be the essential college marketing and communications tool-- including coordination of the advertising component and increased need for photography and the development of articles.

Contribution to the development/implementation of a local option levy campaign

Contribution to the development/implementation of a bond campaign

Consequence of not performing functions

Enrollment would decrease

Public awareness of the college programs and services would diminish

Support for bond campaigns/tax levies would be compromised

Support for the Foundation would erode

Other options for performing service

Outsource (reducing the funding for ongoing, routine marketing)

Functions performed by unit that are less critical to operations (.5 fte)

Internal marketing support, i.e., support provided to divisions/departments/programs for predominantly internal audiences or for very narrowly defined external audiences.

Consequence of not performing function

Erosion of continuity of marketing materials and Lane "brand"

Reduced division/department/program access to marketing expertise

Other options for performing service

Reliance on division/department/program staff for development of marketing materials (brochures, flyers, advertisements)

Outsource (reducing the funding for ongoing, routine marketing)