

Initiative Report for Adv Tech 2009-10

Lane Aviation Academy/Flight Technology - Marketing Brochures

Summary:

Flight Technology has not had an updated marketing brochure for over ten years. Development and implementation of new recruitment tools is instrumental to our marketing strategy and fiscal stability.

Description

Work with college Printing & Graphics department to create a brochure to be stylized and organized consistent with the college Pathways design. This would enable us to better market our program as well as increase awareness of the RTEC class offerings and summer academy to local high schools students. Once the new marketing materials are completed, we would plan to attend high school functions such as career fairs throughout Lane County. This will substantially enhance our ability to increase our overall FTE and enhance our fiscal stability.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

- 1. How does it continue the achievement of those goals?**
- 2. If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

- 1. How does it continue the achievement of these plans?**
- 2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This is a new initiative.

Describe the resources needed:

Materials & Supplies

- 1 Layout Design and Printing (\$2,000 each)

Part-time Faculty

- 1 Staff time for development (\$1000 each)

Request: Carl Perkins (M&S) \$2,000

Request: Carl Perkins (FAC) \$1,000

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

- 1) Provide career guidance and academic counseling primarily to high school students.
- 2) Increase recruitment thus added enrollment.
- 3) Increase awareness of aviation career opportunities to minorities.

Department Priority:

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Unit Resources:

The division has no funding available for this initiative.

Funding Request: Carl Perkins

Is this a Career & Technical Education program approved by the state and offered through Lane for credit?

Yes

If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?

No

Do you have an advisory committee that meets 2-3 times per year?

Yes

If request is for personnel, will funds be used to replace an existing position?

How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?

Effective recruitment materials promote a better understanding of program curriculum, costs and preparation needed to attend college. Informed decisions can then be made by parents and students alike in their selection of a career path leading to enhanced academic achievement and increased enrollment.

How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?

Creating a new brochure will provide potential students a clearer picture of career choices and paths within the aviation industry thus enabling them to obtain their ratings more efficiently. By providing students with the knowledge of academic and financial requirements to achieve their goals will increase and sustain enrollment.

EQUIPMENT \$

COMPUTER HARDWARE \$

COMPUTER SOFTWARE \$

MATERIALS & SUPPLIES \$

2000

CURRICULUM DEVELOPMENT (Hours)

PART-TIME FACULTY \$

1000

TIMESHEET STAFF \$

TRAVEL \$

Can this initiative be partially funded?

Yes

EQUIPMENT \$

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE \$

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE \$

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES \$

1000

(MS) Explanation of effect of partial funding:

Will make fewer brochures.

CURRICULUM DEVELOPMENT (HOURS)

(CD) Explanation of effect of partial funding:

PART-TIME FACULTY \$

1000

(PF) Explanation of effect of partial funding:

Will be able to development design but not able to complete layout and printing.

TIMESHEET STAFF \$

(TS) Explanation of effect of partial funding:

TRAVEL \$

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

Funding Request: Technology Fee