

## Marketing:

BCIT maintained its high profile in career fair and outreach activities, including Lane Preview Night, career events at the fairgrounds and area high schools, and outreach efforts as part of the effort to develop College Now courses. Tables at these events included regular use of projected marketing materials to create dynamic displays, and PTK and CIT majors students were part of outreach efforts to better reach younger populations.

The Business dept completed a survey/analysis of Business programs across the state, resulting in the development of an alliance with Umpqua CC in the Legal Admin curriculum, and targeted development of Accounting classes. Completed mailings of the BA 295 course info, budgeting course info and CE Tax course info to CPA/tax preparers and area non-profits. Sent information on AIPB course to accounting faculty around the state

CIT faculty worked with Multimedia students to create publicity videos for Simulation and Computer Gaming, new Networking and Network Security brochures were developed and used at career fair events. Marketing and career advising developed within CIS100 as a first-term experience.

The Division, and the Sigma Zeta chapter of PTK in particular, played a lead role in a number of institutional publicity efforts, including the Eugene Celebration parade float, and the Springfield Christmas parade float.

## Strategic Direction

- Build organizational capacity and systems to support student success and effective operations.
- Achieve and sustain fiscal stability.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.

## Learning Plan Goals

- Commit additional resources to the creation, development, and implementation of distance learning courses and degree programs.
- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Enhance student transitions at all levels.

## Student Affairs Plan Goals

- Create innovative, flexible, and collaborative programs that are responsive to the needs of students and employers and facilitate a smooth transition from college to the workplace.

- Strengthen relationships with high schools, transfer institutions, community partners, and employers to enhance the student's preparation for and success in college, career, civic engagement, and community involvement.
- Enhance Recruitment Efforts.

### **College Council Priorities**

- 1.e. Enrollment Management: Increase Credit Enrollment Level
- 1.b. Enrollment Management: Recruitment and Retention