

Increase in Marketing

An increase in marketing has been successful. The CML hosted Eugene Chamber's Business After Hours in February with Co-Op, BizCenter, and Continuing Ed. Besides generating sales leads and getting exposure in the business community, the Center experienced double of the traffic usually realized on their website during the months of January and February.

The KMTR Commercial for the CML has increased community awareness that we are here. Multiple inquiries have developed from the commercial. KMTR even booked a three day event with us. We also walked away with a DVD of the commercial which will come in handy at Tradeshow booths and in the process of making the commercial, we came up with a perfect marketing piece in the form of a poster.

Strategic Direction

- Create, enhance, and maintain inviting and welcoming facilities that are safe, accessible, functional, well-equipped, aesthetically appealing and environmentally sound.
- Create a diverse and inclusive learning college: develop institutional capacity to respond effectively and respectfully to students, staff, and community members of all cultures, languages, classes, races, genders, ethnic backgrounds, religions, sexual orientations, and abilities.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.

Learning Plan Goals

- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Facilitate more integrated and connected educational opportunities.

Student Affairs Plan Goals

- Create a Welcoming, Inclusive, and Responsive Environment.
- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.

College Council Priorities