

Initiative Report for CCS 2009-10

CML: Revenue Enhancements to Expand Visibility of the CENTER in the Community

Summary:

The increase in community awareness of the state-of-the-art CENTER's facilities and offerings is vital towards the growth of the operation.

Description

Choose highly visible yet affordable marketing opportunities in Eugene/Springfield and the outlying communities. Plan 2-3 days per year of targeted office visits with potential clients. Work with local media to gain more consistent exposure on radio/tv and in print. Much of the community is still unaware of the fact that we are open to the public and have state of the art facilities.

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 initiative is a continuation of a process started with past Unit Plans that have focused on the awareness of the CENTER's services. An on-going awareness campaign advances the implementation of a long-term process improvement. The advancement of this plan by contacting the community directly will increase this awareness.

Describe the resources needed:

Existing staff and technology.

No General fund contribution needed and Fund 6 revenues will support training.

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.

Increased awareness and increased external booking.

Department Priority:

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Unit Resources:

Existing staff and technology.

No General fund contribution needed and Fund 6 revenues will support training.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee