

Initiative Report for CCS 2009-10

CML: Revenue Enhancements to Expand Visibility of the CENTER on Campus

Summary:

With an increase in student enrollment and departmental activities, the expansion of visibility of the CENTER's resources and offerings will increase revenue for this self-sustaining operation.

Description

Request 15-minute spots at department meetings to familiarize campus community with the CENTER's offerings/purpose and explore potential partnership opportunities. Regularly place ads in the Weekly with updates and upcoming events. Offer twice yearly "How to plan and event in the CENTER" workshops. Increased knowledge and understanding of the CENTER will result in more efficient booking and awareness of our services.

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 department directly will increase this awareness.

Describe the resources needed:

Existing staff 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 internal bookings.

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