

Increased Massage Therapy Program enrollment by 15%. LMT program had highest pass rate of 25 state programs on Oregon Board of Massage Therapist exam. Reflects successful marketing project for LMT and quality of instruction.

Strategic Direction

- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.

Learning Plan Goals

- Enhance student success and retention
- Curriculum enhancement.

Student Affairs Plan Goals

- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.
- Enhance Recruitment Efforts.
- Ensure success-oriented systems and experiences.

College Council Priorities

- 1.b. Enrollment Management: Recruitment and Retention