

Initiative Report for Cont Ed 2009-10

Continuing Education Advertising/Marketing Plan

Summary:

Develop a marketing plan, including advertising, for Continuing Education classes.

Description

Develop an annual marketing plan for Continuing Education. Including advertising strategies.

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 is a new initiative.

Describe the resources needed:

Staff time to develop plan and funds to purchase any needed marketing activities.

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.

Continuing Education classes will have higher enrollments.

Department Priority:

Unit Resources:

Staff time and department funds.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee