

Bus/CIT 2008-09

Accomplishment Description:

Marketing

The division participated actively in career fairs (e.g. the Lane County Youth Fair, Pleasant Hill High School Career Symposium, Lifegate School, Cottage Grove High School Career Day, and Eugene Career Day), developed publicity materials (e.g. quarterly retail management flyer, AIPB Certification course flyer, Basic Tax Prep course flyer (in partnership with Community Ed), and a Network Security brochure), engaged in targeted delivery of flyers either through the use of community partners, or by direct mailing to area not-for-profit groups, CPA firms and area bookkeeping/payroll firms, and developing the use of the departmental websites (www.lanecc.edu/business and www.lanecc.edu/cit).

Strategic Direction

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

Learning Plan Goals

Student Affairs Plan Goals

- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.

College Council Priorities

- 1.b. Enrollment Management: Recruitment and Retention
- 1.a. Enrollment Management: K-12