

# **CCS 2010-11**

## **CENTER Goal: Expand Visibility of the CENTER in the Community**

### **Summary:**

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which expands the CENTERs outreach in the community.

### **Description**

Much of the community is still unaware of the fact that we are open to the public and have state of the art facilities. A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which expands the CENTERs outreach in the community such as: Active Participation in Expos, Exhibits, and Trade Shows; Additional Advertising Media outreach such as social networking websites; Additional Personnel Networking with community business groups; and Personnel Memberships to national organizations.

### **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 last year.

This initiative advances the implementation of a long-term process improvement.

### **Describe the resources needed:**

No General fund contribution needed. 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 efficiency and productivity; Revenue enhancement.

**Department Priority:**

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**Unit Resources:**

None.

**Funding Request: Carl Perkins**

**Funding Request: Curriculum Development**

**Funding Request: Technology Fee**