

# **CCS 2010-11**

## **CENTER Goal: Expand Visibility of the CENTER on Campus**

### **Summary:**

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which includes aggressive marketing strategies for internal campus connections.

### **Description**

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which includes aggressive marketing strategies for internal campus connections such as: Scheduling/Attending Departmental Meetings; Development of Talking Points for Advisory Committee Meetings; Campus Publicity in the Torch, the Weekly, and KLCC; CENTER Marketing Enhancements such as canned in-house goods and sustainable pens; and CENTER events expansion into other areas on campus (i.e. the gym). Increased knowledge and understanding of the CENTER on-campus will continue to 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 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, including instructional learning outcomes; Revenue enhancement.

**Department Priority:**

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**Unit Resources:**

None.

**Funding Request: Carl Perkins**

**Funding Request: Curriculum Development**

**Funding Request: Technology Fee**