

# **CCS 2010-11**

## **CENTER Goals: National Exposure of the CENTER**

### **Summary:**

The CENTER staff has generated preliminary visionary goals, which highlight specific examples of events that could generate national exposure.

### **Description**

The CENTER staff has generated preliminary visionary goals, which highlight specific examples of events that could generate national exposure such as: Internal Marketing Events in Lane County (i.e. Taste of Lane, Top Chef Dinner Competition, Chili Cook-Off); a Promotional Plan for Culinary Teambuilding/Iron Chef Events; a Local Farm Connection Program linking the CENTER to local farms, markets, and wineries; a National Culinary Conference supporting sustainability and eco-culinary-tourism.

### **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 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**