

# **Cont Ed 2008-09**

## **Accomplishment Description:**

Senior Programming Initiative: marketing support.

- Developed the Successful Aging Institute; provides focus for funding requests and grant opportunities.
- Developed branding efforts related to marketing activities and community awareness.

## **Strategic Direction**

- Promote professional growth and provide increased development opportunities for staff both within and outside the College.
- Achieve and sustain fiscal stability.
- Create a diverse and inclusive learning college: develop institutional capacity to respond effectively and respectfully to students, staff, and community members of all cultures, languages, classes, races, genders, ethnic backgrounds, religions, sexual orientations, and abilities.

## **Learning Plan Goals**

- Support connected learning through inter-disciplinary and collaborative learning strategies.
- Increase support for innovation in instruction.

## **Student Affairs Plan Goals**

- Create innovative, flexible, and collaborative programs that are responsive to the needs of students and employers and facilitate a smooth transition from college to the workplace.
- Enhance Recruitment Efforts.
- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.

## **College Council Priorities**

- 4.1 Responding to unit plans/council plans: Innovation
- 1.c. Enrollment Management: Workforce Development
- 1.b. Enrollment Management: Recruitment and Retention