

BDC 2009-10

Accomplishment Description:

PUBLIC RELATIONS & MARKETING - Active membership and/or involvement with state and local organizations such as BITS, CCWD, SBA, OBDD, LWP, LMP, Area Chamber of Commerce, ASBDC, OSBDCN, NACCE, NCCET, ASTD, LERN, PMI, other state SBDC's, LCOG, Lane County and major Lane County Cities, Smart-UPS, Willamette Incubator/Incubator, and OMEN. - Expanded the use of new department logo created by David Funk, and created a more comprehensive marketing strategy, using different media and methods to reach potential client/students. - Increased outreach to inform businesses about our services through presentations/displays at Chamber events, various association meetings, Public Service groups such as Rotary and Lions Club, PSA's, and college functions. - Coordinated and staffed information/vendor table at Business to Business, Work Trends, Business After Hours at the CML, and Career Day at the Expo Center. - Staff appear as business expert resources at a number of meeting and events throughout the area. - More emphasis on promoting all business services departments at the college such as CML, Co-op, Continuing Education, Workforce Development, Advanced Technologies, etc. in our marketing and presentations. - Cross promotion strategy with SCORE to promote advising and program services offered at the SBDC - Added more partners and collaborations to increase depth of products and services, and to cross-promote with partners - staff has been interviewed on radio, television, newspaper, and the internet - as members of the Lane League the BDC/ET ran ads illustrating the success stories of LCC students and the service the college provides for the community - attended Lane Day at the State Capitol and visited Lane County Legislators and set up a booth to educate representatives on the economic development activity provided by LCC's BDC and Employee Training Department - Began work to make the LCC SBDC a "One Stop" business resource for all of Lane County, working with many of our Economic Development partners.

Strategic Direction

- 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.
- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.
- Foster the personal, professional, and intellectual growth of learners by providing exemplary and innovative teaching and learning experiences and student support services.

Learning Plan Goals

- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Facilitate more integrated and connected educational opportunities.

Student Affairs Plan Goals

- Strengthen relationships with high schools, transfer institutions, community partners, and employers to enhance the student's preparation for and success in college, career, civic engagement, and community involvement.
- Create a Welcoming, Inclusive, and Responsive Environment.
- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.

College Council Priorities

- 5.6 Instructional Redesign: Local Funding
- 5.5 Instructional Redesign: State Funding
- 5.3 Instructional Redesign: External Revenue Generation
- 1.c. Enrollment Management: Workforce Development