

## Bus/CIT 2009-10

### Accomplishment Description:

#### Marketing and Outreach Efforts

- Lane Preview Night for high school students – 2/10/10
- Life Gate school outreach – 3/11/09
- Phi Theta Kappa assisted during the first week of each term with the Lane Cares volunteers
- Business and CIT continued to develop and expand College Now offerings both as a service to area high school students and as a recruitment tool. Faculty liaisons are Judy Boozer in Business, and Jim Bailey in CIT.

### Strategic Direction

- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.

### Learning Plan Goals

#### Student Affairs Plan Goals

- Enhance Recruitment Efforts.
- 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.

### College Council Priorities

- 1.b. Enrollment Management: Recruitment and Retention
- 1.e. Enrollment Management: Increase Credit Enrollment Level