

Accomplishment Description:

Marketing the Center

The Center's marketing team had the opportunity to work with students outside the CAHM Program to help complete some marketing projects. Under the direction of the Center marketing team, two Lane Community College Graphic Design Co-Op students completed new designs of the Center's Complete and Seasonal Menus, Center Postcard, Recipe Card and Business cards to create more professional look in alignment with other marketing materials. In addition, as a student project, a Lane Community College Media Art student has started on the production of a promotional video for the Center's unique Culinary "Iron Chef" Teambuilding event.

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.
- Achieve and sustain fiscal stability.
- Build organizational capacity and systems to support student success and effective operations.

Learning Plan Goals

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

Student Affairs Plan Goals

- Assess the general college environment, including adequate academic and non-academic spaces for students.
- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.
- Create a Welcoming, Inclusive, and Responsive Environment.

College Council Priorities

- 4.1 Responding to unit plans/council plans: Innovation