

## CCS 2011-12

### CFS Goal: Increase Use of Social Media Marketing and Incorporate “Tech” into CFS Operations

#### Summary:

CFS will create a Facebook page, incorporate MyLane and explore the use of digital menu displays.

#### Description

CFS will create a Facebook page, incorporate MyLane and explore the use of digital menu displays. These efforts are proposed so that CFS will be able to better communicate with the students, faculty and staff about what is happening in our department. Additionally, new technologies (including digital menu displays) are being researched in the hope of finding ways to better communicate with patrons about our food and nutritional values.

#### 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 is an initial goal.

**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.**

Revenue enhancement.

**Department Priority:**

19

**Unit Resources:**

**Funding Request: Carl Perkins**

Funding Request: Curriculum Development

Funding Request: Technology Fee