

CCS 2011-12

The Center Goal: Expand Visibility of the Center in the Community

Summary:

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which expands the Center's outreach in the community.

Description

A detailed Marketing Action Plan was executed for the 09-10 academic year, and was highly successful in increased connections with the community and booking external events. The Center has made it a priority to continue making personal connections at community events and providing Business Connections Luncheons & Tours each term for potential clients. The Center's outreach in the community will also continue including: Executing off-campus catering events; Active participation in expos, exhibits, and trade shows; Additional advertising and social media outreach; Additional personnel networking with community business groups; and Personnel memberships with national organizations.

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 initiative is a continuation of a process started last year. This initiative advances the implementation of a long-term process improvement.

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.

Increased efficiency and productivity, including instructional learning outcomes; Revenue enhancement.

Department Priority:

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Unit Resources:

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee