

## CCS 2011-12

### The Center Goal: Expand Visibility of the Center on Campus

#### Summary:

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which includes aggressive marketing strategies for internal campus connections.

#### Description

A detailed Marketing Action Plan was executed for the 09-10 academic year, and was highly successful in increased connections with internal clients and booking internal events. The Center's addition of cooperative education experiences for students to work various positions in administration and sales/marketing not only from the CAHM Program, but from other departments such as Graphic Arts has expanded campus visibility. The Center's events expansion into other areas on campus (i.e. the Health and Wellness Building and the Longhouse), along with increased knowledge and understanding of the Center on-campus will continue to result in more efficient bookings and awareness of our services. Upcoming increased exposure of the Center to the internal community will include Advisory Committee visits by the Center sales team and an event planning breakout at an all staff in-service.

#### 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