

Cont Ed 2009-10

Accomplishment Description:

TARGETED PLANNING

INCREASE & IMPROVE EXTERNAL MARKETING

- Placed ad in Asian Celebration cook book
- Purchased new CE Banner/sign, marketing materials (pens, bags..), table runner for events
- Attended Springfield Business-After-Hours at Center for Meeting & Learning
- Presented SAI/SCP to Cascade Home Health & Hospice staff
- Presented SAI/SCP to Eugene Airport Rotary Club
- SAI/SCP Monthly e-newsletter sent to 400+
- Radio interview on KNND-Cottage Grove
- Placed an ad in the *Natural Selection Guide*
- Received a 2 Full page ad and story for Spring Aspire
- SAI Advisory Council initiated outreach initiative, by all members
- Presented SAI/SCP to DIRECTION EAP staff
- Radio interviews on KLCC & KUGN about SAI/SCP
- Wrote Torch article about SAI/SCP
- KMTR-TV coverage of Saturday Series free preview at Willamalane
- Participated in Lane Preview Night
- Presented SAI/SCP to Fern Ridge Rotary
- Hosted two marketing interns who helped develop marketing materials for the dept –Terry & Markia
- Hosted luncheon for 25 administrators/marketers of residential communities
- Spoke to 55 Addus HealthCare in-home caregivers about SAI/SCP
- KLCC-FM interview: SAI classes help Boomers "caught in the middle"
- Spoke to Activity Directors group SAI/SCP
- Spoke to 18 Springfield Retired Educators, hosted by Dennis Shine, about SAI/SCP
- Spoke to lead staff of At Ease In-Home Care about SAI/SCP
- Small article about Saturday Series in *NW Senior & Boomer News*
- Spoke to 25 residential community administrators about PCA training & Sat Series
- Spoke to 80 Senior & Disabled Services staff members about SAI/SCP
- Spoke to 40 people at Eugene Airport Rotary Club recruitment meeting about SAI/SCP
- Eugene Abbey volunteered to distribute SAI flyers at High Tea for 50 people
- Networked with community businesses to publicize CE/SAI at Springfield Chamber Breakfast hosted by Lane
- Collaborated with KMTR-TV to create 3 min news story on caregiver resources inc. SAI classes & resources by our community partners - aired May 24, 2010.
- Spoke to Eugene Abbey residents. Secured new office volunteer

- Spoke to 18 Downtown Kiwanis members about SAI/SCP. Will now be included in one member's *Lane Senior News* monthly e-newsletter
- Staffed CE/SAI booth at the SPIN (Senior Professional Information Network) Annual Fair
- Placed ad in the *Eugene Weekly* and the *Register-Guard* each quarter advertising our short term trainings

Strategic Direction

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

Student Affairs Plan Goals

- Develop a campus-wide, coordinated, and targeted marketing strategy to enhance enrollment and image in the community.

College Council Priorities

- 1.b. Enrollment Management: Recruitment and Retention
- 3. Efficiencies
- 1.c. Enrollment Management: Workforce Development