Institutional Advancement Strategic Plan Update

Goal 1: Learning and growth –

Objective: Expand START SMART orientation program
1. Orientation: Expand SMART orientation program (advertise more broadly) – 100%
   Advertise to students (i.e. tutoring, quiet rooms, library, process for pursuing complaints) – 100%

Objective: Customer Service: Marketing
2. Convene student groups to be market researchers- 50%
3. Information Kiosks (was determined to only have one kiosk on Lone Tree Campus)- 100%
4. College-wide announcement when class schedule goes live – 100%
5. Use social media- 100%
6. Create internal college-wide calendar and process- on hold because of new website being developed – 20%
7. Create event/activities calendar for internal and external use- on hold because of new website being developed – 20%

Objective: Develop/revise Marketing/PR Plan (print, on-line, on-air)
8. Develop/revise Marketing/PR plan- 85%

Objective: Increase volunteering by ccc employees both for support internally and sponsored activities/ event for community outreach-
9. Increase volunteerism by CCC employees both for support of internally sponsored activities/events & for community outreach - 75%

Objective: Building community knowledge about CCC:
10. Campaigns specific to: people retooling/ retraining, retirees, displaced workers- 50%
11. Develop Graphic Identity System, policy process- 100%
12. Write opinion editorials to showcase CCC programs & services – 100%
13. Create one-sided rack cards for each department- 50%
14. Finish and implement social media plan- 100%
15. Complete PR policies and procedures- 70%
16. Evaluate cost and need of talk fusion – 100%
17. Hand deliver course schedules to local businesses- 100%
18. Increase marketing awareness of CCC to remote locations throughout the district- 100%
19. Market higher education as wellness component to keeping brain sharp- 100%
20. Sell CCC swag in businesses throughout the district- Legally cannot do this – RETIRE
21. Update website content- on hold until new website is developed 20%

Goal 5 – Ethics, Sustainability

Objective: Institutional Advancement
1. Create a Foundation Strategic Plan that supports College Goals – 90%
2. Create Business Analysis and Action Plan for Foundation -100%
3. Establish full alumni development program – 100%