

Yearly Goals & Objectives Based on College's Strategic Plan

Academic Year: 2001-2002

Division Name: Office of College Marketing (OCM)

Division Objectives in Support of College Goals	Activities	Indicators of Success	Percent Complete	Evaluation of Success
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College Goal #3 Communication

Increase presence throughout the region for a broader and more consistent delivery of message.	Analyze the distribution of college materials through the residential mailing.	Review all zip code listings against DOL households to validate market saturation.	100%	With every residential mailing zip list was evaluated to be sure numbers were in sync with DOL data and within the number count for budgetary purposes.
	Continue to identify ways to provide Direct Mail to area businesses.	Targeted Database determined and mailed twice throughout year.	50%	Changed direction, included materials in three members markets within mailings to Chambers, created a CBIT ad campaign.
	Direct Mail Postcards to High school seniors and juniors.	Targeted list mailed in the Spring.	50%	Mailed to schools but not to purchased listing.
Strengthen internal communications throughout campus.	Host Marketing Professionals for Professional Day to faculty and staff.	Increased understanding of what relationship and integrated marketing is by faculty and staff.	100%	Stamats conference held June 2001 considered part of this year.
	Identify and utilize software for reporting OCM activities to internal groups.	Key campus leaders are in receipt of planning documents related to marketing and promotions.	50%	Created an emailed <i>newsbytes</i> and marketing update at the completion and delivery of every schedule/catalog.
	Update the OCM website to include information about OCM activities.	User-friendly listing of semester plans available for use and throughout the year.	20%	Marketing plan distributed. Website partially updated..
	Continue to develop a Marketing Advisory Board.	Members are identified and initial meeting held.	100%	Advisory Council in place.

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College Goal #3 Communication (continued)

Evaluate residential mailing process and investigate new ways of reaching households.	Continue to test specific zip codes using postcard mailings.	Using KOC as a test, postcards were mailed to low enrolled towns throughout the service region.	100%	Increased enrollment resulted in part to a more aggressive direct mail campaign and attention to specific towns.
	Develop a direct mail postcard supporting the residential mailing targeted at non-registered current and returning students over past three semesters.	Increased enrollment of returning students.	50%	Mailings done; verification of increase unknown.
Assess the effectiveness of marketing initiatives.	Continue to survey first time buyers (credit) to determine media(s) that they read/listen to.	Response from survey provides verification and/or need for changes to mix.	50%	Hallway research conducted during registration period. Unsure if first time buyers.
	Conduct surveys of registering students to determine factors in deciding to register.	Response from those surveyed provides feedback on effective use of advertising and promotional vehicles.	100%	Hallway research conducted during registration period. Helpful in determining listenership.
	Continue to utilize CE Marketing Survey Data from for use in analyzing media mix.	Feedback in useable format from CE surveys.	100%	Materials reviewed; confirmation of marketing methods.

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College Goal #3 Communication (continued)

Provide customers with college website that targets each particular segment providing selected information as appropriate	Continue to develop a website where the alumni are provided with specific information.	Website segmented and online.	100%	<i>I am</i> pages created and live. Web Trends indicate moderate traffic.
	Continue to develop a website where Adult students are provided with specific info for their needs.	Website segmented and online.	100%	<i>I am</i> pages created and live. Web Trends indicate moderate traffic.
	Continue to develop a website for High School/middle school students with targeted info about attending NVCC.	Website segmented and online.	100%	<i>I am</i> pages created and live. Web Trends indicate moderate traffic.
	Continue to develop a website for parents with targeted info answering their particular questions.	Website segmented and online.	100%	<i>I am</i> pages created and live. Web Trends indicate moderate traffic.

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College Goal #4 Finance/Resource Development

Support the development of the fundraising function within the Office of Resource Development	Work with Foundation to supplement collateral materials.	Two new brochures are developed and available for use.	100%	Created step sell sheets with companion folder; created annual appeal brochure.
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College Goal #5 Technology

Conduct Market Research using current data	Continue to identify ways that the Banner System can assist OCM in planning and capturing data.	OCM has a notebook of Banner reports available with an understanding of each as applicable.	30%	Training received; ability to use by town report to determine geographic scenario.
	Receive Banner training to include specific skills in accessing data for meeting marketing goals.	Ability of OCM staff to access Banner.	20%	Minimal training received, unable to practice to maintain new information.
	Compare Current market share data against new Census Data.	Comparison reports available for review.	10%	In process of building into new marketing plan.
Improve Administrative Efficiencies	Purchase new CD burner and archive all photos and covers.	Create CD archival materials for historical use saving space on servers and desktops.	0%	Budget reduction.
	Utilize PDF formats for distribution of advertising to vendors and contacts	Decrease spending on mailing services and faster turnaround time on delivery of final products to vendors	100%	Utilizing PDF for transfer of data increased ability to verify information, design and decreased turnaround time.