

Yearly Goals & Objectives Based on College's Strategic Plan

Academic Year: 2002-2003

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 delivery of message	Create a standard plan to communicate services to area businesses.	Four Members Market inserts to Chamber; Two direct mailings to purchased targeted list.		
	Create a system for communicating effectively and consistently to High school seniors and juniors.	Research the appropriate targets; purchased the data and make part of the standard distribution plan each year.		
Improve publications content and flow in order to be more learner-centered.	Re-evaluate the content and set-up of the college catalog.	A college-wide ad hoc committee identified by the College President begins to look at the current catalog and identifies ways to improve the presentation of information.		
Strengthen the public relations function with external audiences.	Solidify the system for dissemination of performance tickets to media contacts.	An internal process for providing event tickets is established in writing so that the PR Coordinator can provide tickets and continue to implement the system throughout the year.		
	Working in concert with the President, identify and schedule next PRI.	PRI successfully occurs and debriefing indicates planning for future groups.		

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College Goal #3 Communication (continued)

Strengthen internal communications throughout campus.	Update the OCM website to include current and easy to access information about OCM.	User-friendly listings of semester plans available for use prior to start of semester are available along with samples of materials.		
	Send a collegewide monthly news-byte to communicate marketing activities.	Internal audience has a better understanding of what the OCM is planning and what the accomplishments are.		
Assess the effectiveness of marketing initiatives	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.		
	Utilize CE Marketing Survey Data for use in analyzing media mix.	Feedback in useable format from CE surveys.		
Offer a college website that provides current information and encourages repeat visits	Fine-tune and update the High School <i>I am</i> page making it appropriate for the target audience.	Utilizing WebTrends, analysis of increased visit and stay is recorded. Page is inclusive of more high-tech functionality.		
	Create a system of automatic updating of the website using a standard calendar of activity.	Outlook calendar is in place that alerts the designer for the need to update.		
	Identify ways to make the website ADA compliant based on State of CT regulations.	Review of NVCC site is conducted by the agency overseeing compliancy within the State.		

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College Goal #3 Communication (continued)

	Working in concert with IT, continue to fine-tune the guidelines for end users that encourage use of templates.	At least 80% of the website is up-to-date and using templates.		
Emphasize campus activities throughout printed materials and on website	Increase the current collection of campus photography, and make available for campus use.	Current photography library is merged and purged and a variety of new photos taken for use in NEASC materials.		

College Goal #5 Technology

Conduct Market Research using current data	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 its capabilities.		
	Compare Current market share data against new Census Data.	Comparison reports available for review and included in 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.		
	Create a trafficking system for workflow that improves efficiency, quality and satisfaction among OCM staff and collegewide customers.	More efficient use of time is realized that allows for more creative output and a sharing of information creating one-stop shopping for services.		

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College Goal #5 Technology (continued)

	Create a second workstation for graphic services so that multiple jobs can simultaneously open.	The Macintosh 9600 is replaced with an equally capable computer. All design software is loaded and multiple jobs as required are available.		
	Identify ways to distribute PR through the use of broadcast fax.	Current fax is reconfigured with new distribution lists or current technology is researched for purchasing.		