



SYSTEM GOAL # 1

Best Practices: 21st Century Academic Models

To assure students a quality education by means of academic best practices that foster student success and lifelong learning.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **NEW FORMS FOR 03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
Validate student success and lifelong learning	Five students have provided feedback and are available for ongoing tracking for use in future publications and in "We'll Surprise You" system campaigns.	Develop a survey to be sent to a selection of success stories already on file that would determine next steps and further successes			

Work on this during March/April: complete by July 1

by Feb 1 by July 1 including outcomes



SYSTEM GOAL # 2*

Workforce Development

To provide workforce-focused education and training in response to employment needs and the state's interest in business development and technology transfer.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **NEW FORMS FOR 03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
Showcase how NVCC provides workforce-focused education and training.	Success stories are photographed, written and placed in two business-related publications, in two employment sections of newspapers and on the resources for employers' webpage.	Develop business focused success stories about employers who have reaped benefits from a NVCC training program documenting the ROI/impact on workforce and organization.			
Enhance and increase the business community's knowledge about what NVCC can do to educate and train their employees.	Packets are distributed to campus leaders for use and presentation to Chamber contacts.	Create college information/statistical packets for Danbury and Waterbury Chambers that provide specific details about how NVCC meets the employment needs of their specific regions. Plan for expansion to additional chambers			

Work on this during March/April: complete by July 1

by Feb 1 by July 1 including outcomes



SYSTEM GOAL # 3

Communication

To define and communicate the college and system missions of fulfilling the lifelong learning needs of the state and its people, and to enhance the visibility and public perception of the community colleges.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
<p>Strengthen (by making visible) the connection between the college mission and faculty and staff.</p>	<p>The college mission statement is posted outside every Division and service office and at every entranceway where appropriate, thus fulfilling the NEASC charge.</p>	<p>As a result of strategic planning initiatives, place the new mission statement in poster format for display at key locations across the campus.</p>			
<p>Strengthen the external market's perception of the college and its level of expertise .</p>	<p>Two op-ed articles are published and a selection a is available for inserts as opportunities arise.</p>	<p>Engage the Cabinet in a process of writing op-ed articles that can be submitted to community college journals and Connecticut newspapers, focusing on the college's response/solution to state or national issues or trends.</p>			

<p>Identify specific programs and services that NVCC should be known for.</p>	<p>OCM has a prioritized list of programs and services for use in positioning with target markets as a dovetail to larger scope branding initiatives.</p>	<p>As a result of environmental scanning as part of the strategic planning initiative, review materials for common strengths that identify what NVCC is known for.</p>			
<p>Increase presence throughout the region for a broader delivery of message and to reach the younger market</p>	<p>Current services/methods are identified, focused mailings at specific times of year are agreed upon, and implementation of mailings is underway.</p>	<p>Working closely with the Enrollment Services office, create a system for communicating consistently to high school seniors and juniors. Consider ways to engage the middle school market.</p>			
	<p>TV commercial is placed on strategically selected cable channels to attract non-newspaper readers and thus the younger market.</p>	<p>Redirect current newspaper advertising monies to contract with three additional cable networks placing the new college commercial on Comcast, Charter, and Telemedia.</p>			
<p>Assess the effectiveness of marketing initiatives.</p>	<p>Response from those surveyed provides feedback on effectiveness of paid advertising in final registration weeks.</p>	<p>Conduct surveys of registering students to determine what prompted them to register.</p>			

	A list of available campus research is reviewed for use in determining next years objectives and activities.	As part of the strategic planning initiative, identify research data currently being collected that would provide insights into market behavior.			
Offer a college website that provides current information and encourages web usage.	Utilizing WebTrends data, increased visits and longer stays are realized.	Fine-tune and update the High School page making it appropriate for the target audience.			
	Utilizing WebTrends data, increased visits and longer stays are realized.	Fine-tune and update the homepage with updates to the presentation and photo selection. Incorporate program of the month and/or a faculty highlight.			
	At least 80% of the website is up-to-date and using templates.	Working in concert with IT, continue to fine-tune the guidelines for website development and reinforce the use of templates.			

Work on this during March/April: complete by July 1

by Feb 1 by July 1 including outcomes



SYSTEM GOAL # 4*

Finance/Resource Development

To promote student success, optimum efficiency in operations, and effectiveness in service delivery by providing appropriate and adequate resources, funding, & facilities.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **NEW FORMS FOR 03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
Identify ways that OCM can eliminate duplication of efforts related to campus materials.	Cost analysis is available to show how costs are distributed for mailings from production to postage and delivery. Ways to reduce costs are identified for consideration.	Evaluate the costs associated with direct/targeted mailings and determine savings while continuing to grow postcard initiatives.			

Work on this during March/April: complete by July 1

by Feb 1 by July 1 including outcomes



SYSTEM GOAL # 5

Technology

To enhance capacity and use of technology to support teaching, learning, and services to students.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
Investigate Market Research data already conducted and available on campus.	Banner reports are used in concert with DOL workforce data to show linkages to job/career availability. Future promotional materials are fine-tuned to showcase the link between job availability and program choice.	Identify reports within Banner that will assist OCM in planning and capturing demographic and program enrollment data.			
Streamline faxing systems to allow for efficient and broad distribution of communications.	New fax is reconfigured with extensive distribution lists and technology is used that allows for streamlined faxing – saving time and building efficiency. A broader distribution of events and press is realized.	As a result of replacement monies, purchase new network fax/copier. Receive training and utilize capabilities.			

Work on this during March/April: complete by July 1

by Feb 1 by July 1 including outcomes



SYSTEM GOAL # 6*

Management of Human Resources

To enhance the management of human resources and labor relations within the system.

DIVISION/DEPT. NAME: Office of College Marketing

ACADEMIC YEAR: **03-04**

Division Objectives	Indicators of Success	Activities	% Complete Mid-year	% Complete Final	Outcomes
Identify ways that OCM systems can support increased quality and output while building capacity.	Less face-to-face time is spent on projects resulting in increased efficiency allowing time for staff to accomplish work tasks in a proactive vs. reactive mode.	Create a trafficking system for workflow that improves staff efficiency and output by establishing a helpdesk system. Jobs are logged coming in and going out as completed.			
	New systems for editing the college catalog are identified and key individuals responsible for particular copy are engaged in the process.	Move the PageMaker-based college catalog into a word processing system whereby eliminating the one person-one editor bottleneck. Consider the services of outside vendor.			
	Guidelines are in place and loaded on the OCM website. Use of printer is limited to only those products that require color presentation to external markets.	Develop guidelines for use of the new color printer so that all CECED parties are able to utilize the new technology without creating waste.			

<p>Identify public speaking opportunities for administrators and faculty, to enhance community outreach and showcase the faculty and staff as a resource.</p>	<p>When college representatives are going to speak at a civic organization there is advance notice to the PR department for use in potential media coverage.</p>	<p>Identify civic organizations that are currently hosting college speakers, and close the communication gap through a sharing of information. Create a structure for email notification.</p>			
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