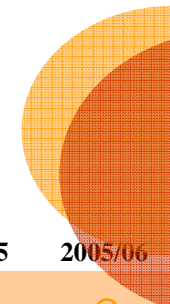




# Balanced Scorecard



## Development, Marketing and Public Relations

Objectives, Indicators and Outcome Measures	2001/02	2002/03	2003/04	2004/05	2005/06
1.1 Program & Service Enhancements: Amount of PIF Funding*	NA	○	○	○	○
1.3.1 Outreach & Partnerships: Core Competency Assessment	●	●	○	○	●
2.1.1 ROI: Impact of marketing efforts on enrollment	●	●	●	●	NA
2.2.1 Employee Satisfaction/Perception: Employee service satisfaction ratings	●	●	○	○	●
3.1.1 Satisfaction/Perception: Community Perception Overall Ratings*	NA	NA	NA	NA	NA
3.1.1 Marketing & Public Relations: Percent of Positive Press Releases	●	●	○	○	●
3.2.1 Marketing & Public Relations: Number of marketing and PR events*	○	○	○	●	●
4.1.1 Productivity: FTES*	○	○	●	●	●
5.1.1 Staff Development: Percent of time spent consulting on fundraising & marketing & PR	●	NA	NA	NA	○

Filled Circle = Meets or exceeds benchmark. Half-Filled Circle = Slightly below benchmark. Open Circle = Well below benchmark. NA = Data not available.

\*Outcome measure is also part of college-wide Balanced Scorecard

# Development, Marketing and Public Relations Balanced Scorecard Strategy Map

	Strategic Objectives	Indicators	Measures
<b>External Stakeholders</b>	1.3.1 Leverage the connections of the President's Council to build awareness of the Skyline community.	Outreach & Partnerships	Core competency assessment
	3.1.1 Promote college events and programs by marketing, advertising and PR and programs to develop audiences.	Community and Student Perception	Community perception overall ratings*
	3.2.1 Create and fully implement a marketing plan that addresses the needs of internal & external audiences.	Marketing and Public Relations	Percent of positive press releases Number of marketing and PR events*
<b>Internal Stakeholders</b>	2.1.1 Create and fully implement a marketing plan that addresses the needs of internal & external audiences.	Return on Investment	Impact of marketing efforts on enrollment
	2.2.1 Provide timely and accurate institutional information on events, activities and emergencies.	Employee Satisfaction and Perception	Employee service satisfaction ratings
<b>Financial &amp; Business Operations</b>	4.1.1 Create and fully implement a marketing plan that addresses the needs of internal & external audiences	Productivity	FTES*
<b>Innovation &amp; Growth</b>	1.1.1 Raise financial support consistent with President's Council goals for the President's Innovation Fund	Program and Service Enhancements	Amount of PIF funding*
	5.1.1 Provide opportunities for constituent groups to increase expertise in fundraising, marketing & PR	Staff Development Opportunities	Percent of time spent consulting on fundraising, marketing and PR activities

\*Outcome measure is also part of college-wide Balanced Scorecard