

Marketing Plan- Integration Matrix

Marketing Plan	Accreditation Planning Agenda	First Year Experience Recommendations	Education Master Plan	Enrollment Management Framework	Student Equity Plan
<p>Goal 1. Build the reputation of the college through broad messaging. Strategy 1.1 Communicate effectively with the internal campus community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p>	<p>II.A1.a Integrate First Year Experience Plan (CS 1.1) IV.A.1 Develop strategies to communicate planning/budget processes (CS 2.2)</p>	<p>2. Establish policies, procedures, and institutional structures that promote first year student success. (CS 1.1) 5. Develop programs/services that improve quality & quantity of communication to FY students, foster connections, facilitate transitions, & promote personal development during college. (CS 1.1/1.2/1.3)</p>	<p><u>Increase Learning Alternatives</u> Strategy 1 Increase online instruction through: a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services via on-line (CS 1.1/1.2)</p> <p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Strengthen Existing Programs</u> Strategy 5 Review recommendations in EMP and identify programs to enhance. (CS 1.1)</p> <p><u>Develop New Programs</u> Strategy 6 Develop courses and programs for seniors/life-long learners. (CS 1.1)</p> <p><u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)</p>	<p>1.1 Implement marketing plan (CS 3.2) 4.3 Develop a structure for retention/success strategies (CS 1.2) 5.1 Develop First Year Student programs and services (CS 1.2) 1.3 (or 5.3) Implement programs & services that meet community needs. (CS 1.1)</p>	<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2)</p>
<p>Goal 1. Build the reputation of the college through broad messaging. Strategy 1.2 Communicate effectively with the external community to build awareness of events, activities, courses, programs and services. (CS 3.2)</p>		<p>2. Establish policies, procedures, and institutional structures that promote first year student success. (CS 1.1) 5. Develop programs/services that improve quality & quantity of communication to FY students, foster connections, facilitate transitions, & promote personal development during college. (CS 1.1/1.2/1.3)</p>	<p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p>	<p>2.1 Provide adequate publications to support outreach communications (CS 1.3) 5.1 Develop First Year Student programs and services (CS 1.2) 1.3 (or 5.3) Implement programs & services that meet community needs. (CS 1.1)</p>	

Marketing Plan- Integration Matrix

Marketing Plan	Accreditation Planning Agenda	First Year Experience Recommendations	Education Master Plan	Enrollment Management Framework	Student Equity Plan
<p>Goal 2. Increase enrollment and improved access through targeted marketing and promotion. Strategy 2.1 Support the college promotion of specific events, activities, courses, programs and services. (CS 1.2)</p>		<p>2. Establish policies, procedures, and institutional structures that promote first year student success. (CS 1.1) 5. Develop programs/services that improve quality & quantity of communication to FY students, foster connections, facilitate transitions, & promote personal development during college. (CS 1.1/1.2/1.3)</p>	<p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p>2.1 Provide adequate publications to support outreach communications (CS 1.3) 1.1 Implement marketing plan (CS 3.2) 5.1 Develop First Year Student programs and services (CS 1.2) 1.3 (or 5.3) Implement programs & services that meet community needs. (CS 1.1)</p>	<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2) 1.5 To ensure that diversity related activities/events are supplementary to classroom instruction & reflect mission and values of college. (CS 1.1, 1.3, 1.5) 2.2 Maintain adequate vocational education programs and courses. (CS 1.1, 1.3, 5.1) 2.8 To improve all students' knowledge of college policies, program and services which can contribute to course completion rates. (CS 1.2, 1.4)</p>
<p>Goal 2. Increase enrollment and improved access through targeted marketing and promotion. Strategy 2.2 Support outreach efforts through development of materials and marketing expertise. (CS 1.3)</p>		<p>2. Establish policies, procedures, and institutional structures that promote first year student success. (CS 1.1) 4. Diversify faculty/staff, curriculum, faculty/staff/student orientation and extra-curricular activities. (CS 1.3)</p>	<p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p>	<p>1.2 Communicate desired enrollment to college constituencies (CS 2.2) 2.1 Provide adequate publications to support outreach communications (CS 1.3) 5.1 Develop First Year Student programs and services (CS 1.2) 1.3 (or 5.3) Implement programs & services that meet community needs. (CS 1.1)</p>	<p>1.1 To continue outreach efforts for the campus and community. (CS 1.3, 3.2) 1.5 To ensure that diversity related activities/events are supplementary to classroom instruction & reflect mission and values of college. (CS 1.1, 1.3, 1.5)</p>
<p>Goal 3. Foster increased financial support to the college. Strategy 3.1 Raise gifts and pledges through President's Council to support college innovations. (CS 1.3)</p>			<p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p> <p><u>Seek New Revenue Sources</u> Strategy 11 Develop and implement an infrastructure for planned giving. (CS 4.1)</p>	<p>5.1 Develop First Year Student programs and services (CS 1.2)</p>	

Marketing Plan- Integration Matrix

Marketing Plan	Accreditation Planning Agenda	First Year Experience Recommendations	Education Master Plan	Enrollment Management Framework	Student Equity Plan
<p>Goal 4. Support marketing decisions with evidence from stakeholder groups. Strategy 4.1 Conduct on-going research studies to support marketing and outreach decisions. (CS 2.1)</p>		<p>5. Develop programs/services that improve quality & quantity of communication to FY students, foster connections, facilitate transitions, & promote personal development during college. (CS 1.1/1.2/1.3)</p>	<p><u>Increase Learning Alternatives</u> Strategy 1 Increase online instruction through: a) Basic skills course offerings, b) Full degree program offerings, and c) Additional services via on-line (CS 1.1/1.2)</p> <p><u>Collaborate with K-12</u> Strategy 2 Offer non-traditional concurrent enrollment courses (e.g., music, art and dance). (CS 1.3)</p> <p><u>Increase Marketing and Outreach</u> Strategy 3 Implement a unified Marketing and Outreach Plan. (CS 3.2)</p> <p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p> <p><u>Develop New Program</u> Strategy 6 Develop courses and programs for seniors/life-long learners. (CS 1.1)</p> <p><u>Develop New Programs</u> Strategy 7 Review recommendations in EMP and identify new career/tech programs to develop. (CS 1.1)</p>	<p>1.1 Implement marketing plan (CS 3.2) 3.1 Conduct institutional research for planning/decision (CS 3.1) 5.1 Develop First Year Student programs and services (CS 1.2) 1.3 (or 5.3) Implement programs & services that meet community needs. (CS 1.1)</p>	<p>2.4 Provide research for Program Review. (CS 1.2, 2.1) 2.7 Provide research on student success/retention. (CS 1.2, 4.1)</p>
<p>Goal 4. Support marketing decisions with evidence from stakeholder groups. Strategy 4.2 Conduct behavioral research studies that identify market segments for target marketing efforts. (CS 2.1)</p>	<p>III A5.b Systematic evaluation process for professional development programs. (CS 5.1)</p>	<p>3A Establish institutional learning goals to guide institutional planning. (CS 2.1) 3B Conduct ongoing assessment. (CS 2.1) 3C Collect, analyze and communicate data regarding FY students (CS 2.1) 3D Establish FY benchmarks. (CS 2.1)</p>	<p><u>Support Use of Outcome Data</u> Strategy 4 Conduct alumni follow-up research. (CS 2.1)</p>	<p>3.1 Base planning and decision making on regularly conducted institutional research. 5.2 Implement collaborative and alternative learning strategies to meet needs of underprepared students. 5.3 Increase programs and services that meet community needs.</p>	<p>2.3 Examine basic skills process. (CS 1.1, 1.2) 2.4 Provide research for Program Review. (CS 1.2, 2.1) 2.7 Provide research on student success/retention. (CS 1.2, 4.1)</p>