

**Goal 2**  
**Marketing & Outreach Operational Plan 2013-2020**

**Marketing & Outreach Plan (mapped to Strategic Plan Goals)**  
**Fall 2013 - Spring 2020**

**MISSION: Our mission is to prepare students to succeed in a world of dynamic change by providing an environment which values excellence in teaching, learning, innovation and**

STRATEGY	ORCHESTRATORS	TEAM	PLANNED ACTIVITIES	TIMELINE
<b>GOAL 3: Enhance the college experience for students and the community by providing student-centered programs, services and activities that celebrate diversity and sustainable practices.</b>				
<i>3.1 Identify curricular and co-curricular activities and college experiences that celebrate diversity and sustainable practices.</i>	Chair, Diversity & International Ed Committee VP Instruction Chair of Chairs Public Information Officer Dean Student Affairs, Athletics Director, Public Information Officer, Outreach Coordinator, Webmaster	Marketing & Outreach Committee	Evening with the Experts lecture and performance series. Electronic calendar of events on website; printed semester calendar of events; inclusion of events section in monthly e-news; Outreach calendar of events, press releases. Diverse photos in print and digital publications. Feature international music at college and Foundation events.	ongoing
<b>GOAL 4: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.</b>				
<i>4.1 Identify current and prospective partnerships with educational institutions, business and industry and our community.</i>	Dean Business, Math & Science Dean Tech Careers Dean Public Safety Public Information Officer	Vocational Education Divisions Marketing & Outreach Committee College Foundation	Continue annual street fair participation; increase high school presence; increase activities in community through Chamber of Commerce memberships/participation, town councils, community organizations; increase advertising and branding activities (with available resources); expand brochure display racks on campus; develop CTE branding/marketing activities, including a Career Fair . Promote athletics. Promote Distinguished Alumni and Alumni Connections. Develop outreach/marketing for Veterans and active-duty military. Identify and remove barriers and develop a plan to host community, business, industry and organizations on campus.	ongoing

Updated 12/13 • Trevisan • Communications Services/MOC