

Marketing Program Review Progress Report

Recommendations

1. Post Marketing and Creative Services client satisfaction survey results on the College web site.
 - a. Status of Recommendation: Data continues to be collected on the surveys completed by persons being served by Marketing and Creative Services. An end of the year report will be posted on the College's web page when the new Novus is implemented.
2. Propose a plan to President's Cabinet to reduce the dependency on printed catalogs and schedules in favor of web searches.
 - a. Status of Recommendation: Cabinet and Leadership have discussed decreasing the number of printed catalogs and credit schedules. The number will be reduced over time in favor of directing students to the web site for registration information and increasing the quantity of DVD's with the catalog as a PDF File. Plan underway.
3. Make a recommendation to the Web Site Steering Committee to place a more current design on the web site matching the College's family of publications.
 - a. Status of Recommendation: The Executive Director for Marketing and Public Relations serves on the Web Steering Committee and the Web Master is working closely with the College's graphic designer to assure continued College branding on the new web design. Ongoing
4. Explore a possible date for the graduation ceremony one week after finals and issue surveys to graduated students and faculty/staff to assess satisfaction with graduation ceremony.
 - a. Status of Recommendation: Recommendation will be made for next year's graduation date to the Calendar Committee and District President.
5. Continue to explore options for the image and branding marketing for the College, especially one-to-one marketing.
 - a. Status of Recommendation: A measure of this recommendation is the continuation of production of brochures in support of academic programs. In addition, the College produced a CD with information about the College that can be used for recruitment as well as a "leave behind" for one-on-one meetings with the community. Ongoing.