

FIRST FOLLOW-UP REPORT:
A RECORD OF PRESIDENTIAL APPROVAL
TO TASK FORCE RECOMMENDATIONS FOR
Marketing and Public Relations, 3/20/07

With input from the Cabinet, the President makes final approval of program review recommendations. This report articulates those decisions. Approval of task force recommendations requiring funds beyond the base budget of the reviewed unit is not tantamount to receipt of additional funds. Those funding requests must be channeled through the institutional budget process. Nonetheless, special consideration will be given to requests stemming from program review recommendations.

A progress report toward implementation of recommendations must be drafted one year following completion of the task force report by the chairperson. The report will be sent electronically to the Executive Director of Strategic Planning & Analysis for college-wide distribution and archiving. Recommendations not achieved within a year are to become "objectives" in the corresponding unit plan to ensure a continued focus on their achievement.

Recommendation #1:

Post Marketing and Creative Services client satisfaction survey results on the College web site.

Status: Approved

Recommendation #2:

Propose a plan to President's Cabinet to reduce the dependency on printed catalogs and schedules in favor of web searches.

Status: Approved with modification. Continue effort to communicate with current and prospective students.

Recommendation #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.

Status: Approved

Recommendation #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.

Status: Approved

Additional Recommendation:

Continue to explore options for the image and branding marketing for the College, especially one-to-one type marketing.