



Planning and Evaluation Tracking

College Year: 2009 - 2010

Division of: Communication and Marketing

Person Responsible: Ellen R. Green

Department of: College Relations

Person Responsible: Joe Wyatt and David White

Purpose Statement: Encourage participation through marketing, media and public relations efforts on behalf of the College.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Encourage community support.	1. After conducting a media campaign, a random sample of the general population in our service area will identify the importance of AC in the community and indicate increased awareness and support by 1% based on a pre- and post-survey and analysis conducted by an outside research and marketing firm. *closed out for the 2009-2010.	1. Timeframe: 2008 Creative Consumer Research discovered that AC should do all of the following: a) Improve and increase parking b) improve facilities and technology c) provide more communication regarding courses d) communicate better internally e) improve student life f) Use "Great Careers Start Here" as a promotional tag	1. Timeframe: 2008 A) Due to the \$68 million bond approval, AC is improving technology and parking. AC is in the planning stages of improving student "sticky" spaces. B) College Relations has implemented the use of the tag line: "Great Careers Start Here" and is using online search engine marketing, its website and career cluster brochures to provide more communication regarding courses. C) College Relations created a quarterly campus newsletter to provide better internal communication.

	<p>1.B. After instituting a promotional campaign on various social networking sites, AC's social networking "friends" will become more aware of the college's mission resulting in a 10% increased interaction with the college on social networking sites over a 12 month period as measured through Google Analytics Software.</p>	<p>1.B. New Outcome 2009-2010</p>	<p>1.B.</p>
<p>2. Increase marketing effectiveness.</p>	<p>2. After returning a Continuing Education Schedule postcard, 5% of the households will have at least one person enroll in a CE class at AC during Spring 2008 based on Panhandle Presort's database and postcard log plus Colleague's CE enrollment data.</p> <p>* This objective will be closed out for the 2009-2010.</p>	<p>2.</p>	<p>2. After 4 semesters of postcard mailings, College Relations reviewed the cost of mailings to the number of schedule requests and the actual course enrollments and found the postcard promotion unsuccessful in cost per schedule and cost per student enrolled.</p> <p>CR eliminated the postcard promotion and will continue to mail continuing education schedules to former students who have enrolled in a CE class within the last 3 semesters.</p>
	<p>2.B. After instituting a promotional campaign using online search marketing (Google and Yahoo) targeted at audience in</p>	<p>2.B. New Outcome 2009-2010</p>	

search of information on specific careers or classes, more potential students will visit AC's website for specific program information resulting in a 15% increase in web activity over a twelve month period as measured by Google Adwords analytics software.

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revised 8/1/05