



## Planning and Evaluation Tracking

College Year: 2010-1011

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.Improve Internal Communication.	1. After creating and publishing an online internal newsletter and assisting the college president in implementing informational forums on each campus, an internal survey of faculty, staff and students will show that a majority who answer the survey say they better understand the issues and answers affecting the college.	1.Survey yet to be administered; Results pending.	1. College Relations began sending the internal newsletter, Plugged In, in the fall of 2009. The survey will be conducted fall, 2010. We will post results by December, 2010.
2. Increase marketing effectiveness.	2. After working with AC's academic deans to identify four programs which offer both academic and CE credits, college relations will implement a marketing campaign using both search engine and behavioral marketing techniques that will result in a 1% increase	2.The four programs and their fall 2009 enrollment (which we hope will increase by at least 1% by fall 2011 are:  --Paralegal: 62 --Occupational Therapy Assistant: 34 --Medical Data Specialist: 35 --Nursing: 1,593	2. College Relations began the targeted online marketing campaign May 15, 2010 and will post early results by December, 2010 with a full report of data by Oct 15, 2011 or so.

in the amount of students enrolled in those targeted programs by fall, 2011.

2.B. 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.

2.B. A sum of \$9,843 was spent to print and mail 71,500 postcards. Only 1.8 percent of the cards were returned, and only 7.9 percent of those who returned their postcards actually enrolled in a CE class (106 students), so each enrollment was procured at a cost of \$93, which is not viable. This objective was closed out in 2009.

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