



Planning and Evaluation Tracking

College Year: 2007 - 2008

Division of: Communication and Marketing

Person Responsible: Ellen R. Green

Department of: College Relations

Person Responsible: Jena McFall

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 focusing on AC's contribution and significance to the community, 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.	1. Timeframe: Sept 2007 - Feb 2009 No data available at this time	1. Timeframe: Sept 2007 - Feb 2009 Issued a Request for Qualifications (RFQ) in September 2007 to marketing and research firms with community college experience. An internal committee is currently reviewing the RFQs. We plan to hire a firm by November/ December 2007. The firm is expected to conduct their work in January 2008.

<p>2. Increase marketing effectiveness.</p>	<p>2.A. After conducting a marketing campaign promoting the online Mortuary Science certificate program, enrollment of out-of-district students will increase in Fall 2007 by 5% based on a comparison of enrollment statistics and a cross reference of all admission applications and Colleague data.</p> <p>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.</p>	<p>2.A. Timeframe: Fall 2006 - Fall 2007</p> <p>Fall 2006 # students enrolled: 114 # out-of-district students: 66 from Texas, New Mexico, and Kansas</p> <p>58% (N = 66 of 114)</p> <p>Fall 2007 # students enrolled: 140 # out-of-district students: 91 from Texas, New Mexico, Kansas, Louisiana, Arkansas, Oklahoma, Michigan, and California</p> <p>65% (N = 91 of 140)</p> <p>2.B. Timeframe: Spring 2008</p> <p>Panhandle Presort mailed the postcards on 10/31/07.</p> <p>No other data is available.</p>	<p>2.A. Timeframe: Fall 2006 - Fall 2007</p> <p>Out-of-district enrollments increased by 7%...higher than originally predicted.</p> <p>During this time, we also optimized our use of search engines and are now on Page #1 of Yahoo! and Google.</p> <p>Plan of Action: Apply similar marketing strategies to the other programs that offer all online degrees: Criminal Justice and General Studies.</p> <p>2.B. Timeframe: Spring 2008</p>
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revised 8/1/05