

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Curriculum/Department:	Hatton/Hooper - Public Information Office
Purpose/Mission Statement	Vision Statement, 3-5 years	
To create, communicate, disseminate, accurate and timely information to a variety of audiences.	To promote a positive image of Southwestern Community College and to build an increasing awareness of the College's courses, programs, services, opportunities and successes.	
Departmental Strengths	Departmental Weaknesses	
<ol style="list-style-type: none"> 1. Combined years of diverse experience the PIOs have with the news media, in working in Public Information in the NC Community College System, and in working with non-profit organizations. 2. Our congenial relationship with the news media within and beyond the College's Service Area. 3. Knowledge of the College's Service Area and its people. 	<ol style="list-style-type: none"> 1.Lack of assistant to help meet the existing and increasing demands on the PI Office form various areas of the College. 2.Lack of resources to fully reach our desired goals – advertising, travel and equipment funds. 	
Departmental Opportunities	Departmental Threats	
New marketing strategies available to the College.	Lack of resources and the rising cost of advertising.	

College Goals	2004-2005 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
7	1 Gain an understanding of and implement advertising/marketing plan already in place.	Honored contracts and advertising agreements already in place.	1.Research contracts and advertising agreements already in place.
7	2. Gain an understanding of and implement budget already in place.	Completed projects listed in blanket purchase orders.	<ol style="list-style-type: none"> 2.Determine funds already spent. 3.Complete projects on remaining budget.
7	3. Effectively promote College to the community.	<ol style="list-style-type: none"> 1.SCC representatives appeared on radio with PIOs. 2.Articles submitted were published. 3.Five editorials praising college appeared in area newspapers. 4.CareerFocus printed and distributed. 5.Advertising appeared in area newspapers, on radio stations and on billboards. 	<p style="text-align: center;">Using the comprehensive plan,</p> <ol style="list-style-type: none"> 1.We will place advertising in newspapers, magazines, radio, and billboards. 2.Write news and feature articles. 3.Request that newspapers print editorials promoting college. 4.Produce spring edition of CareerFocus 5.Assist with all other college publications 6.Initiate regularly scheduled radio appearances by SCC representatives.

7	4. Nurture a strong collaborative and congenial relationship with the news media.	<ol style="list-style-type: none"> 1. Visits took place. 2. Communication was maintained. 3. Area news media were invited to lunch and attended. 4. Baskets were purchased and delivered. 	<ol style="list-style-type: none"> 1. Visit area media to introduce ourselves. 2. Communicate by phone, email and visits on a regular basis. 3. Purchase and deliver Christmas baskets.
7	5. To promote the college's 40 th anniversary.	<ol style="list-style-type: none"> 1. Tabloids were produced and appeared in all area newspapers. 2. 40 profiles were completed and used in publications and on the web. 3. 40th Anniversary ads, features and editorials appeared in area newspapers. 4. Secured five free billboards. 5. Live remotes were done from College on April 2, 2005. 	<ol style="list-style-type: none"> 1. Serve on 40th Anniversary Committee. 2. Produce tabloid insert. 3. Profile 40 graduates. 4. Schedule newspaper ads, features, and editorials 5. Arrange live radio broadcast for April 2 celebration. 6. Secure free billboards.

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.

College Goals	2005-2006 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
7	1. Develop a comprehensive plan to effectively promote the College to the community.	When the working document is in place.	<ol style="list-style-type: none"> 7. Study last year's promotional efforts. 8. Determine the effectiveness of past efforts. 9. Create 2005-06 plan that: targets news media and billboard promotions for fall, spring and summer semesters; includes special events; and develops strong publications.
7	2. Effectively promote the College to the community.		<p>Using the comprehensive plan,</p> <ol style="list-style-type: none"> 10. We will place advertising in newspapers, magazines, radio, and billboards. 11. Write news and feature articles. 12. Produce spring edition of CareerFocus

			13.Assist with all other college publications 14.Initiated regularly scheduled radio appearances by SCC representatives.
7	3. Develop a budget for the PI Office.	1.Budget is in place. 2.Blanket requisitions are completed after budget is approved. 3.Budget is adhered to.	1.Study last year's budget. 2.Determine past effectiveness of use of funds. 3.Create a budget based on findings and on plans for coming year.
7	4. Nurture a strong collaborative and congenial relationship with the news media.	When the following have taken place: 4.Media Appreciation Day is held. 5.Fruit baskets delivered during Christmas season. 6.Visits are completed.	7.Plan and implement Media Appreciation Day for next spring. 8.Secure and deliver fruit baskets to all media offices. 9.Visit area news offices 3 times during the year.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies- \$19,725			
Equipment- \$1600			
Travel- \$3,325			
Program Accreditation-			
Other- Advertising - \$83,850 Printing - \$108,558 Misc. - 32,068			
TOTALS \$249,126			

Mid-point Review

Progress Notes:

