

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Sara Hatton/Rose Hooper	Curriculum/Department:	Public Information
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. 4. Excellent writing, photography skills. 		<ol style="list-style-type: none"> 1. Lack of assistant to help meet the existing and increasing demands on the PI Office from 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	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 marketing plan to effectively promote the College to the community.	<ol style="list-style-type: none"> 1. Extensively detailed SCC Marketing Plan 2006-2007 was completed and submitted to the Executive Committee. 2. Enrollment increased. 	<ol style="list-style-type: none"> 1. Research previous SCC marketing plans. 2. Determine marketing needs of different departments and programs. 3. Create marketing 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.	<ol style="list-style-type: none"> 1. SCC representatives were scheduled on area radio programs. 2. 95 – 100 % of submitted articles were published. 3. CareerFocus printed and distributed. 	<ol style="list-style-type: none"> 1. Study last year's promotional efforts and determine effectiveness. 2. Place advertising in newspapers, magazines, radio, and billboards. 3. Write news and feature articles. 4. Produce spring edition of CareerFocus 5. Assist with all other college publications.

		<ol style="list-style-type: none"> 4. Advertising appeared in area newspapers, on radio stations and on billboards. 5. Assisted with editing and or writing with college schedules, catalog, handbook, newsletters and other publications. 	<ol style="list-style-type: none"> 6. initiate regularly scheduled radio appearances by SCC representatives.
7	3. Develop a budget for the PI Office.	<ol style="list-style-type: none"> 1. Budget is in place. 2. Blanket requisitions are completed after budget is approved. 3. Budget is adhered to. 	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 1. Dr. Groves decided to personally schedule luncheons/meetings with the media. 2. Fruit baskets delivered during Christmas season. 3. PIOs stayed in contact with local media on a regular basis and met personally with Sylva Herald staff almost weekly. 	<ol style="list-style-type: none"> 1. Plan and implement Media Appreciation Day for next spring. 2. Secure and deliver fruit baskets to all media offices. 3. Visit area news offices 3 times during the year.
College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
7	1. Increase enrollment by three percent by Fall 2007.	<ol style="list-style-type: none"> 1. Enrollment increases by three percent by Fall 2007. 	<ol style="list-style-type: none"> 1. Work with SCC colleagues to effectively implement 2006-07 Marketing Plan
7	2. Effectively promote the College, its events and programs to the community.	<ol style="list-style-type: none"> 1. Enrollment increases by three percent by Fall 2007. 2. Foundation contributions increase. 	<ol style="list-style-type: none"> 1. Place advertising in newspapers, magazines, radio, and billboards. 2. Write news and feature articles. 3. Assist with all other college publications. 4. Continue scheduling SCC representatives on area radio stations.
7	3. Maintain a balanced budget.	Budget is balanced.	<ol style="list-style-type: none"> 1. Keep up-to- date records. 2. Work with Finance Office to ensure requisitions are in proper order.

7	4. Effectively market SCC online.	1. Fall 2007 enrollment for online classes increases by 3 percent.	1. Using "hits" information from Fall 2006 online advertising, strategically advertise SCC online.
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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.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies- \$5,850			
Equipment- \$			
Travel- \$2,540			
Program Accreditation-			
Other- Advertising - \$122,588 Printing - \$194,000 Promotional items - \$2,000 Misc. (copier lease)- \$ 12,585			
TOTALS \$339,563			

Mid-point Review

Progress Notes: