

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:		Rose Garrett	Curriculum/Department:		Public Information
Purpose/Mission Statement			Vision Statement, 3-5 years		
To create, communicate and disseminate accurate and timely information to a variety of audiences			To promote a positive and powerful image of Southwestern Community College and to build an increasing awareness of the college's programs, services, opportunities and successes		
Departmental Strengths			Departmental Weaknesses		
<ol style="list-style-type: none"> 1. Extensive experience working with the area news media 2. Knowledge of the college's service area and its people 3. Knowledge of the community college system 4. Excellent writing skills 5. Ability to understand and function under deadlines 			<ol style="list-style-type: none"> 1. Lack of assistant to help meet the existing and ever-increasing demands on the public information office 2. Limited budget 		
Departmental Opportunities			Departmental Threats		
Promotion of Southwestern as the #4 community college in the nation			Lack of resources and the rising cost of advertising Major universities advertising their online offerings in our market area		
College Goals	2006-07 Department Outcomes/Goals	Success Criteria (Method for measuring extent to which outcome is achieved)		Plan of Action (including resources needed)	
	1. Increase enrollment by three percent by Fall 2007	Enrollment increased by six percent		<ol style="list-style-type: none"> 1. Worked with SCC colleagues to effectively implement 2006-07 marketing plan 2. Conducted an intense and comprehensive six-weeks early registration advertising campaign 	
	2. Effectively promote the college	<ol style="list-style-type: none"> 1. Proven track record of 95 to 100% of articles and pictures published that were submitted to area newspapers 2. Tracked number of hits for online marketing 		<ol style="list-style-type: none"> 1. Deadlines and criteria for individual papers met to ensure publication 2. SCC representatives appeared on radio to promote their programs and events 3. Advertising strategically placed in newspapers, radio, billboards and other appropriate media 4. Initiated online advertising 5. Publications created, printed and distributed 	

Criteria Results for 2006-07 Outcomes Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, etc.). Describe how you used the results to improve your program/department.
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	One of our biggest goals was to increase enrollment and enrollment increased six percent. Adding to that increase was the number of high school students selecting SCC as their first choice. We targeted that population with pictures and articles promoting dual enrollment and the advantages of starting at SCC and getting a college transfer degree. We also conducted an extensive six-weeks early registration ad campaign. According to Admissions, a record number of students registered early for Fall 2007.

College Goals	2007-08 Department Outcomes/Goals	Success Criteria (Method for measuring extent to which outcome is achieved)	Plan of Action (including resources needed)
	1. Develop a college-wide marketing plan	<ol style="list-style-type: none"> 1. PIO marketing plan completed last year which allows for expansion to include marketing plans of other departments. 2. Enrollment increased 	<ol style="list-style-type: none"> 1. Meet with other departments to strategize and determine their marketing needs 2. Help create feasible plans that work for them 3. Incorporate their marketing plans into PIO master plan
	2. Effectively promote the college	<ol style="list-style-type: none"> 1. Establish an image to promote- College of the Great Smoky Mountains, #4 community college in the nation 2. Incorporate that image in all SCC publications and advertising 3. Proven track record of 95 to 100% of articles and pictures published that were submitted to area newspapers 	<ol style="list-style-type: none"> 1. Study last year's promotional efforts and determine effectiveness 2. Analyze results from Delos' student surveys 3. Strategically place advertising in newspapers, radio, billboards and other appropriate media 4. Write and submit news articles to area newspapers and abbreviated versions for radio stations 5. Take and submit photographs to area newspapers

			6. Assist with college publications
	3. Nurture a strong collaborative and congenial relationship with news media	Media is responsive to our requests	<ol style="list-style-type: none"> 1. Personally meet with newspaper editors and radio station news directors 2-3 times a year 2. Maintain on-going phone and e-mail contact 3. Secure and deliver fruit baskets to media at Christmas

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies- \$8,500 (includes paper for all of campus)			
Equipment- \$50 Sansdisk 2 Gig card for camera			
Travel- \$2,000 PRIMA conference			
Program Accreditation-			
Other- Freeman Graphics \$3100 Xerox color copier lease \$18,191 Promotional items for admissions \$2,500 Printing and Advertising \$260,000			
TOTALS \$294,341			

Mid-point Review

Progress Notes: