



## Goal Progress Report

Program: Community & Media Relations

Report period:

2019-2020

What has your unit accomplished from the goals you proposed in the first year of your most recent Strategic Plan?			
Goals	Request & Justification/Resources	Goal Progress	Strategies Implemented & Follow-up
Further develop the effectiveness of the college's advertising and marketing by increasing reach, frequency and engagement by 20 percent.	The office requested and received an increase in the overall advertising budget by \$50,000.	With the increase in the college's advertising budget, the college is on track to achieve this goal. Increase in funding helped increase reach and frequency in radio, TV, and digital advertising.	Office will continue to create and monitor advertising to produce highest possible ROI.
Keep the college website updated, accurate and interesting for current students, prospective students and the community.	No additional request.	With constant monitoring, updates, and additions, the college website provides current and relevant information regarding offerings, opportunities, and more.	Office will continue to monitor and update the college website daily.
Increase the college's social media engagement by 20 percent to help promote and	The approved digital media specialist position will help to meet and exceed this goal.	With an increase in content on the college's social media (including videos, posts, ads,	Office will review analytics for each social media page and paid advertising.

advertise the opportunities and happenings of the college.		infographics, and boosted content) the college is on pace to meet this goal.	
Develop and execute a marketing plan for the college's IT offerings.	Funding was provided for the design and development of an IT Booklet containing all the college's IT offerings.	The office worked with other campus areas to develop an IT Booklet containing all IT programs (both for-credit and non-credit) to help promote the college offerings.	Office needs to increase the marketing of these IT programs in the future to increase enrollment in these programs.
Increase promotion of the college's new Respiratory Therapy Program	No additional request.	Office has increased the promotion of the new program with news articles, website promotion, and social media. More promotion is needed to create more awareness of the program.	Office will increase promotion and marketing of the Respiratory Therapy program. Office will work to promote the program in both paid advertising and organic promotion.
Increase promotion of the college's CTE programs, including the college's new Welding Program at the Shelby-Hoover Campus.	No additional request	Office has successfully increased awareness of the new facility to be built in 2020. More awareness will be created as time gets closer to the facility being built.	Office will continue to promote the new facility with marketing and advertising. The office will plan a grand opening event for the community in fall of 2020.
Build positive relationships for the college by working to meet the needs of various groups both on and off campus.	No additional request.	The Office participates in various community organizations/efforts and will continue to demonstrate the college is an active community partner.	Office will maintain memberships in chambers of commerce, participate in community initiatives, and more.

<p>Develop a campus seminar and internal website to assist college personnel in marketing their programs, groups, or clubs.</p>	<p>No additional request.</p>	<p>The office has not finished this goal. We have not initiated an on-campus seminar to help groups better market their programs. We plan to utilize the new digital manager position in this effort. The planning for a helpful internal webpage has begun but is not completed.</p>	<p>The office will continue to develop this initiative. The hope is this effort will help protect and maintain college branding in all promotion of college programs, organizations, or student clubs.</p>
<p><b>Submission date: May 1, 2020</b></p>		<p><b>Submitted by:</b> </p>	