

**2007-2010 Department Action Plan (Due: September 30, 2007)**

**Planning Sheet – FORM B**

**Department/Unit** \_\_\_\_\_ **Responsibility:** Marketing

<b>Target Year</b>	<b>Action</b> (Circle One)	<b>Department Improvement Indicator</b> (Write your improvement indicators; identify KFI KPI numbers, i.e. 1.1, 2.1; list key processes for 2007-2008 only)	<b>Measurement Instrument or Data Source</b> (Insert Name of Instrument/Source)	<b>Standard of Comparison</b> (Check One)	<b>Frequency of Progress Monitoring</b> (Circle One)
2007-2008	Establish Produce Conduct Implement Baseline Increase Decrease Maintain Benchmark Cohort	Establish a print, Web, broadcast media and public relations tracking system. (2.2, 4.6) <ul style="list-style-type: none"> <li>Study current marketing tactics to ensure an adequate number of communications are created to support college-wide goals.</li> <li>Further integrate goal messages to multiple media outlets.</li> <li>Use information to create baseline for outcomes study.</li> </ul>	Creative Manager Pro Software Reports	<input type="checkbox"/> Internal <input type="checkbox"/> KCC Standard <input type="checkbox"/> External <input type="checkbox"/> Standard <input checked="" type="checkbox"/> No standard identified	Weekly Monthly Quarterly Semi-Annually Annually Other: Semester
2007-2008	Establish Produce Conduct Implement Baseline Increase Decrease Maintain Benchmark Cohort	Creative Development for Web Phase II (2.2, 4.6) <ul style="list-style-type: none"> <li>Develop creative for blogs, photos and videos (on the Kirkwood Web site)</li> <li>Implement podcasts of Kirkwood Board Report and other select events and situations.</li> <li>Develop communications on social media sites.</li> </ul>	Track Web site page traffic and amount of time visitors/users spend.	<input type="checkbox"/> Internal <input type="checkbox"/> KCC Standard <input type="checkbox"/> External <input type="checkbox"/> Standard <input checked="" type="checkbox"/> No standard identified	Weekly Monthly Quarterly Semi-Annually Annually Other _____