

Marketing Services FY2007 Goal Update

Goal: Integrate Five Year Vision/Annual Goals with Lean Process

- The Lean team meets on a monthly basis to plan and implement projects that serve our customers, and streamline efforts to accomplish department, division and college-wide goals.
- Team members partner with one or more persons in the department to gather facts, map out the existing state and determine steps for success in the future state. A Lean Action Register is used to track project status and completion.
- The Lean Team success was reported to Mick, Kristie and Al in October 2006. To date, team outcomes include 52 action items identified; 42 completed; and 10 remain in process.

Goal: Develop Enrollment Team Checklist; New and Current Student Department Letters and Postcards

- Web site reminder messages, e-mail blasts, letters and postcards remind new and current students of the next step in the registration process.
- The enrollment team checklist, designed for students and employees to work from the same information, has been posted on the Web site, in EagleNet and is being added to department information and reminder letters via meetings with department coordinators.

Goal: Kirkwood.edu Phase II

- Following Phase I launch in September 2006, 21 additional areas have been revised, approved and posted; 9 more are in design/client proofing; 24 areas need revision.
- The strategy for continuous site improvement is three-fold: First, all areas have been prioritized for design and copy updates; second, each area gets an independent review for interdepartmental continuity and accuracy of information; and third, print revisions are immediately updated.
- Student blogs/photo gallery will begin this fall. Students with excellent writing and photography skills have been identified, and have agreed to start submissions during the Fall 2007 semester.
- We are planning to podcast the Kirkwood Report to the Trustees. To date, sound equipment has been identified and preliminary testing to upload audio files is with

the Web developers for testing. After a successful podcast posting, video broadcasts will be explored.

Goal: Develop Cluster Brochures

- A list of brochures has been reviewed and finalized with input by the deans.
- Admissions Services has provided input on priority needs.
- Copy and photos for the first brochure have been completed and a proof is with the internal client for review.