

2005-2006

Strategic Goal: Enhance Adult Recruitment

ACTION STEPS	Action Leader	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06
		Evaluate previous adult recruitment activities	Doug Bannon, Mark Ash	X	X								
Develop adult marketing plan	Mark Ash	X	X	X	X	X							
Create adult webpage	Mark Ash	X	X	X	X	X	X	X	X	X	X	X	X
Develop adult marketing materials (printed)	Marketing Services & Mark	X	X	X			X	X	X				
Develop adult student ambassador group	Mark Ash			X	X	X	X	X	X	X	X	X	
Assist with evening/weekend program instruction	Mark Ash			X	X	X	X	X	X	X	X	X	X
Build relationships with area employers: professional advisory group; survey area employers	Mark Ash				X	X			X	X			
Revise new adult student welcome day	Mark Ash		X				X						
Expand Career Directions workshop	Morris Pounds & Mark Ash			X	X	X	X	X	X	X	X	X	X

Personnel: Mark Ash, Morris Pounds, Doug Bannon, Marketing Staff

Success Indicators: Number of applications, surveys, website hits, Career Direction attendees, increased enrollment

KPI:	Learner Success	X	Community Responsiveness	X	Human Resources	X	Institutional Effectiveness	
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Continuous Improvement	X	Customer Service	X	Stakeholder Service	X
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