

2005-2006

CE&T

Strategic Goal: Develop & Execute Strategic Marketing Plan

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
		1. Fine tuning of CE catalog distribution strategy.	Tom	X	X	X		X		X	X		
2. Introduction of re-designed CE website.	Tom	X	X	X	X								
3. Selection and design of new CE catalog covers.	Tom	X	X		X	X		X	X			X	X
4. Monitor promotional tracking progress.	Tom									X	X	X	
5. Incorporate e-newsletter for open enrollment into marketing/promotion.	Tom									X	X	X	X
6. Align CE website design with new Kirkwood.edu layout.	Tom									X	X	X	X

Personnel:

Success Indicators:

Increased registrations and income, establishment of brochure: participant ratios,

ability to evaluate financial performance of promotional efforts.

Key Performance Indicator:

Community Responsiveness