

2006-2007

Strategic Goal: Increase Market Share

Action Steps	Action Leader	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07
1. Determine Business Units/Program Areas/Topics/Subtopics	Admin Team	X	X										
2. Develop long-range plan for specialty catalogs.	Tom, Kim							X	X	X			
3. Develop new program development workplans for program area.	Kim			X	X	X				X	X	X	
4. Track revenue trends by program area.	Todd							X	X	X	X	X	X
5. Develop CPE offerings.	Kim, Tom	X			X	X		X	X			X	X
6. Research Iowa City demographics and develop plan for increased growth in this geographic region.	Kim, Tom							X	X	X	X		
7. Research summer program development areas for growth for Summer '08 new course/program areas.	Tom, Admin Team							X	X	X			
8. Develop FY08 Market Plan.	Tom, Admin Team								X	X	X		
9. Think tank ideas for FY08 development investment.	Goals Team			X	X	X	X	X	X	X	X	X	X

Personnel:

Success Indicators:

Key Performance Indicator: Community Responsiveness