

FY11 OPERATIONAL PLAN: COLLEGE RELATIONS OFFICE & PRINTING SERVICES

NEW AND MAJOR ONGOING PR / MARKETING ACTIVITIES TO ADDRESS NORTHWEST COLLEGE 2008-11 STRATEGIC PLAN

Based upon May 2010 planning retreat



NWC Mission Statement

Through exceptional, dynamic living and learning environments, Northwest College dedicates itself to individual student achievement, diversity, global citizenship, and community vitality.

NWC Vision Statement

Through a superior teaching, learning, and living environment, Northwest College will be a dynamic and distinguished educational leader that shapes a positive future for students and the many communities it serves.

~ P R I O R I T Y : A C C E S S ~

Strategic Goal:

1.1—Increase the number of part-time students by 1% per year

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Enrollment Advisory Committee and offices of Admissions and Extended Campus via news releases, ads, Web and print materials when plans are developed by those offices/entities	All	FY11	
Continue promotional print mailing to point service area residents to the Web site	Nancy & others	FY11	

Strategic Goal:

1.2— Implement the new scholarship plan, and assess its impact on year-to-year retention

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Financial Aid & Scholarship Office staff via news, Web and printed materials	All	FY11	

Strategic Goal:

1.3— Develop two new instructional degree and/or certificate programs to expand technical and transfer options

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Academic Affairs Office staff and pertinent divisions/departments via news, ads, Web and printed materials	All	FY11	

Strategic Goal:

1.4— Increase distance education FTE enrollment by 2% per year

(Amended goal: Increase distance education FTE enrollment by 7% per year [for 2nd & 3rd years])

Activity / comment	Responsibility	Timeline	Status
Provide appropriate Web support to Extended Campus Office staff	Carey	FY11	

~ PRIORITY: SUPPORT ~

Strategic Goal:

2.1—Actively collaborate with the NWC Foundation to fully use the Legislature’s new appropriation in the “Wyoming Community College Endowment Challenge Program”

(Amended goal: In addition, conduct targeted fundraising campaign in FY11 [for 3rd year])

Activity / comment	Responsibility	Timeline	Status
Work with NWC Foundation staff to promote efforts and successes via news, ads, Web and printed materials, as appropriate (dependent upon Foundation staff plans)	All	FY11	
Consider partnering with NWC Foundation staff to develop strategies for reaching younger audiences	All	FY11	
Consult with Admissions and NWC Foundation offices on NWC’s social networking presence	Carey	FY11	

Strategic Goal:

2.2—Create a plan during FY09 prior to a campaign for public funds for an Applied Science and Technology Building, student center, and related facilities

Activity / comment	Responsibility	Timeline	Status
Depending upon Board’s decision, - update July ’07 Communication Plan & Timeline, present to PAC and Board of Trustees, and implement plan; - research state statutes re: use of public funds for promotion of bond issue elections; - work with President and NWC Foundation Executive Director to request NWC Foundation funding for promotional activities in accordance with state statute	Mark	FY11	No Board action taken as of 5/10

Strategic Goal:

2.3—Develop a phased approach to implementing the Facilities Master Plan priorities to facilitate new program development and services to students

Activity / comment	Responsibility	Timeline	Status
Work with Physical Plant to provide the campus map and other necessary graphics and language for “you are here” signs, Orendorff Building monument sign and entrance signs for 6 th and 7 th Streets (planned by PAC)	Mark/ Nancy	FY11	

Finalize and provide to AdminServices VP/architect a plan for internal Orendorff Bldg. signage	Mark	Fall '10	
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~ PRIORITY: PARTNERSHIPS ~

Strategic Goal:

3.1—Implement a three-year pilot program to provide new concurrent enrollment (CE) options in the high schools

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Extended Campus/Workforce Training Office staff via news, ads, Web and printed materials	All	FY11	

Strategic Goal:

3.2—Collaborate with service area high schools and the Wyoming Department of Education to clearly define and articulate pathways to facilitate smooth transitions from high school to our programs of study

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to various offices via news, Web and printed materials	All	FY11	

Strategic Goal:

3.3—Expand collaboration with businesses on the design and delivery of new workforce training programs that lead to two new or redesigned certificates and degrees

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Center for Training and Development via news, ads, Web and printed materials	All	FY11	

Strategic Goal:

3.4—Expand partnerships with businesses and organizations to produce a 2% annual increase in the number of participants in workforce training programs

(Amended goal: 1,255 duplicated headcount for 2nd year & 1,400 duplicated for 3rd year)

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to Center for Training and Development via news, ads, Web and printed materials	All	FY11	

~ PRIORITY: INSTITUTIONAL VITALITY ~

Strategic Goal:

4.1—Increase FTE enrollment by 2% per year

Activity / comment	Responsibility	Timeline	Status
Develop, implement and evaluate FY11 advertising/promotional plan	Nancy/Mark/ MaryLou	Summer '10	

Continue identity projection activities to achieve greater top-of-mind awareness via Web, publications, news, ads, and special events in concert with Enrollment Management Plan, Enrollment Advisory Committee and Offices of Admissions and Extended Campus	All	FY11	
Work with IR to continue surveying students and families at New Student Registration and Family Orientation (NSR&FO) sessions	Nancy/Mark/IR/ MaryLou	Summer '09	
Use NSR&FO session student and family surveys to evaluate effectiveness of the <i>Billings Gazette</i> "Brand Expand" ad campaign	Nancy/Mark/ MaryLou	Summer '10	
In partnership with President's and Admissions offices to determine whether NWC participates in the FY12 <i>Billings Gazette</i> "Brand Expand" ad campaign	Nancy/Mark/ MaryLou	Late fall '10	
Develop protocol and guidelines for use of landing page templates for online advertising	Carey	Fall '10	
Develop a pilot online advertising program	Nancy/Carey/Mark	FY11	
Develop and implement a project plan for a new online virtual tour utilizing the campus map	Carey & ICC work team	FY11	
Begin researching a mobile site for NWC	Carey	Fall '10	
Develop online admissions application for international students	Carey	Fall '10	
Work with a Programming Work Group to identify potential programming projects as requested in the <i>2010-2011 Action Resource Plan</i> and approved for NWC's FY11 budget	Carey & Web Committee work group	FY11	
Write/rewrite Web content for sections identified by WebCom	Nickie	FY11	
Continue developing copy/images for ActiveAdmissions "spotlight" section	Nickie & David	FY11	
Work with ICC and IR to execute current 2010-14 community survey plan developed by ICC; use results to inform promotional activities; and make results available to Academic Affairs Office personnel for their use in informing curricular decisions	Mark & others	FY11	
Consult with various offices on NWC's social networking presence	Carey	FY11	

Develop promotional activities for new FM radio station launch (see possibilities below) <ul style="list-style-type: none"> - News release - Radio talk shows - *Website “Spotlight” item - *Paid advertising (when schedule is available) - *DSC electronic sign messages - *Regular reference on all calendars of events *Activities also apply to NWC-TV	All	FY11	
Ensure a smooth workflow of publications between the College Relations Office and Printing Services following restructuring of position duties	Nancy/Rob/Kim	Fall '10	
Ensure a new Printing Services employee’s training and integration	Rob & Nancy	Fall '10	
Integrate Printing Services’ new computer-to-plate technology, and adjust operations accordingly	Rob/Kim/George	FY11	

Strategic Goal:

4.2—Increase minority student head-count enrollment by 2% per year

Activity / comment	Responsibility	Timeline	Status
Depending upon Admissions Office plans, provide appropriate support via news, ads, Web and printed materials	All	FY11	

Strategic Goal:

4.4—Produce a comprehensive self-study accreditation document through broad College involvement

Activity / comment	Responsibility	Timeline	Status
Complete implementation of the Accreditation Executive Committee’s <i>Communications Plan</i>	Mark & others	Fall '10	
Complete Web presence for reaccreditation activities	Carey	Fall '10	
Compile and submit hard copy materials for resource room	Mark/MaryLou	Summer '10	
Design and print a high quality self-study document	Nancy/Rob/George	Spring 2010	By August '10

~ PRIORITY: STUDENT ACHIEVEMENT ~

Strategic Goal:

5.1—Increase the number of degree/certificate student completers by 1% per year

(Amended goal: By 3rd year, increase numbers to 07-08 levels)

Activity / comment	Responsibility	Timeline	Status
Provide appropriate support to the Enrollment Management Plan’s retention component via news, ads, Web and printed materials	All	FY11	

Strategic Goals:

5.2—Increase the first-time, full-time student fall-to-spring retention rate by 1.5% per year

(Amended goal: 84.0% retention rate for 2nd & 3rd years)

5.3—Increase the first-time, full-time student fall-to-fall retention rate by 1.5% per year

(Amended goal: 62.0% retention rate for 2nd & 3rd years)

Activity / comment	Responsibility	Timeline	Status
Arrange attendance of Alumni Assn. Directors at Kick-off Weekend	Mark	FY11	
Assist with NWC Foundation plan to involve Alumni Association Board of Directors in Kick-off Weekend activities	Mark	August '10	
Continue promotion of student accomplishments via news, ads, radio talk show appearances, etc.	Nickie/Nancy	FY11	
Continue developing copy/images for ActiveAdmissions “spotlight” section	Nickie & David	FY11	
Continue working with Project Succeed and Alumni Association Board of Directors to promote and help nurture the AA’s Alumni-Student Mentor program	Mark	FY11	
Investigate student internship concept for publications/advertising and photography	Nancy/David	FY11	

~ PRIORITY: COMMUNICATION & IMAGE ~

Strategic Goal:

6.1—Evaluate Web site redesign and the new content management system in terms of increased internal and external usability

Activity / comment	Responsibility	Timeline	Status
Conduct usability testing and analyze results to inform potential changes	Carey/WebCom	FY11	
Continue conducting faculty and staff training on admin tools as necessary for site monitors and microsite owners assigned responsibilities in the content management system, online calendar and/or with microsite templates	Carey	FY11	
Continue communication regarding microsite template options for programs	Carey	FY11	
Monitor site traffic and use Web analytics to revise monthly traffic reports	Carey and WMC	FY11	

Strategic Goal:

6.2—Develop a new initiative to improve internal communication

Activity / comment	Responsibility	Timeline	Status
Nurture and promote use of Yammer as an internal communication tool	All	FY11	

Consider plan to reduce burdensome “everybody” email messages by placing modest restrictions on network use and shifting personal messages to Yammer	All	Spring '11	
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Strategic Goal:

6.3—Implement additional digital communication strategies to enhance communication with prospective and current students

Activity / comment	Responsibility	Timeline	Status
Continue developing copy /images for ActiveAdmissions “spotlight” section	Nickie & David	FY11	