KCC Klamath Community College

Program: Marketing	Date: 10/11/2018	Submitted By: Andrew Mariman

Action Item 1	Implement and maintain Promotional Request system.
Proposed Action	Create SharePoint-based request system for the communication, promotion and marketing needs of all department, programs and service at KCC.
Responsible Party	Communication Team (PIO, Webmaster, Recruitment & Outreach Coordinator, Marketing Manager) under VP of EEA
Success Criteria	Eliminate missed deadlines and provide better promotional equity across all programs and services through committee-driven messaging across all facets of communication.
Resources	SharePoint hosting - IS
Timeline	Launched September 2018 - ongoing

Action Item 2	Work with Communication Team and outside contractor to develop KCC Viewbook.
Proposed Action	Not only to better, brand KCC, but the area as well. Use a marketing and recruitment tool inside and outside area.
Responsible Party	Communication Team (PIO, Webmaster, Recruitment & Outreach Coordinator, Marketing Manager) under VP of EEA
Success Criteria	Increase enrollment 2%, web traffic 5%, and social media following 10%
Resources	$2500 from Marketing Budget, line Contracted Service
Timeline	ETA November 1, 2018 – three year shelf life

Action Item 3	Digital Marketing/Television Campaign
Proposed Action	KCC Video ads local TV stations during appropriate broadcasts.
Responsible Party	Communication Team (PIO, Webmaster, Recruitment & Outreach Coordinator, Marketing Manager) under VP of EEA
Success Criteria	Grow awareness of KCC outside Klamath Falls increasing enrollment of non-Klamath Basins students by 10%.
Resources	$24,000 from Marketing Budget, line Contracted Service – Other Media. $10,000 from Marketing Budget, line Contracted Service – Television
Timeline	October 1, 2018 – June 30, 2019

Signatures:

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Program Lead   Date

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Dean of Instruction   Date

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Dean of CTE (when applicable)   Date

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VP of Academic Affairs   Date