

Resolution regarding a Director of Marketing and Office of Marketing
Submitted: 1/28/2010 by the Personnel Committee
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Whereas programs at Crafton Hills College often sponsor activities or events for the benefit of students, faculty, and staff, and

Whereas there is not currently an efficient or effective way for programs to publicize these activities or events to college students and personnel, and

Whereas effective publicity of events is an important component of the efforts to reach some of the goals of the Educational Master Plan, i.e., to deliver and ensure access to programs, services, and support that meet students' needs; and to seek, welcome, and respect diversity, and promote inclusiveness; to enhance the college's value to the community,

Resolved, The Academic Senate urges the administration of Crafton Hills College to prioritize the position of a Director of Marketing and the creation of an Office of Marketing whose responsibilities would include the internal and external promotion of activities at Crafton Hills College and implementation of an automatic e-mail system for publicizing events at Crafton Hills College.