Crafton Hills College
Progress Report on Educational Master Plan Aspects Related to PR & Marketing Office

Name of Preparer	Date
Alisa Sparkia Moore, CHC Public Relations and Marketing Director	08.01.11

Goal	5.1.Enhance the college's value to the community

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
5.1.1 Establish an infrastructure to coordinate marketing, outreach, & partnerships with community institutions & organizations	April 2011: Position Fall 2011: Gap, Analysis, Plan		Alisa Moore

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Identify existing partnerships with high schools, government agencies, businesses, service clubs, & other community organizations	U	Review of Program Review details on existing partnerships underway	Summary to be provided by September 1, 2011
Identify gaps & opportunities in existing partnerships, and initiate appropriate actions	S		
Create and fill a position for outreach/marketing coordination	C	(50%) hired Sept. 2010	

Goal	5.1.Enhance the college's value to the community

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
5.1.2 Increase the visibility of the college	2010-2011: Promotion 2011-2012: Facilities		Alisa Moore Administrative Services
Actions/Activities (Edit as needed to reflect actual accomplishments or plans)	Status Code*	Progress Description	Measurements/Documentation of Progress (Edit as needed to match Actions/Activities)
Install an effective marquee for CHC	P		
Install widely visible signage	P		

Promote CHC by publicizing its successes and programs	**U**	An ongoing process	2010-2011: • Produced more than 60 media releases, columns & story ideas submitted to an average of 40+ media outlets by phone, email and mail, resulted in more than 150 online & print articles about CHC & the DO. • Photography of more than 90 events and people (for specific purposes) on the CHC and DO sites. • Assistance with events like the Dedication of the LRC & Aquatic Center • Revamped and reenergized the use of the CHC Web Calendar • Created the Fast Facts & Brochure for CHC • Created the organizational charts for the President, VPs, Deans & Paramedic programs – created an online site for them as well • Streamlined and revamped the CHC website – numerous pages, created new content, eliminated outdated materials, enhanced the use of the home page for news and events, surveyed the CHC employees regarding use and design preferences for the website redesign • Represented CHC and chair the District Marketing and Outreach Committee • Revised and updated the Online Student Handbook, arranged for printing it for student orientations • Assisted with design and publication of the Accreditation Postcard, Catalog, three Schedules of Classes, Foundation Annual Report, Graduation & Convocation Programs, and monthly President's Report to the Board of Trustees

Goal	7.1.Optimize the organization's human resource capacity

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
7.1.3 Create an easily accessible online resource center for sharing information and documentation	December 2011		Alisa Moore

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Develop specifications for the types of information that should be included	C	List created	
Implement resource center	S	August/Sept. 2011	
Evaluate the success of the resource center	P	2011-2012	
Include an updated version of the Employee Directory	U	Directory being proofed for accuracy and completeness	Should be completed September 30

Additional Goals & Objectives I am involved with:

Goal	1.1.Support, guide and empower every student to achieve his or her goals

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
1.1.2 Enhance transfer services	Spring 2012		Mariana Moreno

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Provide more education for students on transfer requirements and degree completion	U	Designed initial transfer brochure, created motto, continually posting materials on website	

Goal	1.2.Deliver and ensure access to programs, services and support that meet students' needs

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
1.2.1 Develop an online Student Handbook or other package of information on what students need to know	May 2011		Alisa Moore

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Online student orientation handbook created & posted online June 2011	C	Handbook done and posted online, being printed	Printing should be completed prior to August 8

Goal	2.1: Seek, welcome and respect diversity and promote inclusiveness

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
2.1.4 Hold at least one major event annually that includes all employees for the purpose of improving communication and understanding across group and organizational boundaries	Fall 2010	Spring 2011 as well?	

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Document in-service days	C	Spring 2011 In -service day photographed	Fall 2011 – will assign to a staff person because I will not be here

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
2.1.5 Revise the catalog to be more user friendly	Fall 2010	Completed October 2010 – will continue reviewing	

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Review and revise	C		

PLANS FOR 2011-2012

Name of Preparer	Date
Alisa Sparkia Moore, CHC Public Relations and Marketing Director	08.01.11

Goal	5.1.Enhance the college's value to the community

* Status Code: C = Work is Completed, U = Work is Underway, S = Work is Scheduled to begin on a reasonably firm date, P = Work is Planned but not yet firmly scheduled

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
5.1.1 Establish an infrastructure to coordinate marketing, outreach, & partnerships with community institutions & organizations			Alisa Moore

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Identify gaps & opportunities in existing partnerships, and initiate appropriate actions	**Next year (2011-2012)**		

Goal	5.1. Enhance the college's value to the community

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
5.1.2 Increase the visibility of the college			Alisa Moore

Actions/Activities (Edit as needed to reflect actual accomplishments or plans)	Status Code*	Progress Description	Measurements/Documentation of Progress (Edit as needed to match Actions/Activities)
Promote CHC by publicizing its successes and programs	U	An ongoing process	
• Prepare media releases regarding developments and events at CHC, disseminated to media outlets			Minimum 5 media releases – each to 40+ outlets, count resulting media articles
• Photograph events or other matters that need documenting on campus			Minimum 5 events, classes or people photo'd
• Complete the publications that have not existed for a while - Experts Guide, Directory, View Book			Complete and post at least 5 new publications for CHC
• Move CHC into Social Media officially			increase friends and followers by 15%
• Revise or update annual publications and post to web site: Fast Facts, Campus Brochure, Foundation Annual Report, Catalog, three SOCs; Organizational Charts, Student Orientation Handbook			Revise or update and post at least 8 current publications for CHC
• Participate in the drafting and publication of strategic publications for CHC			Assist with at least three such publications

• Chair the 40th Anniversary Committee for CHC				Create the logo, events schedule and related merchandise; oversee a minimum of 6 related events open to CHC and the community
• Complete the incremental redesign of the CHC website				Draft, disseminate, analyze and summarize a satisfaction survey to employees and one to students in the spring 2012 regarding the new site
• Maximize visibilityand participation in special events				Support ASG and other student services and instructional programs with at least 6 events on campus in addition to 40th Anniversary events
• Assess the current view of the community regarding the college				Design a community focus group and a business community survey for Yucaipa and Redlands to assess their views of CHC

Goal	7.1.Optimize the organization's human resource capacity

Objective	Original Timeline/Deadline	Revised Timeline/Deadline	Point Person or Group
7.1.3 Create an easily accessible online resource center for sharing information and documentation			Alisa Moore

Actions/Activities *(Edit as needed to reflect actual accomplishments or plans)*	Status Code*	Progress Description	Measurements/Documentation of Progress *(Edit as needed to match Actions/Activities)*
Evaluate the success of the resource center		2011-2012	Draft, disseminate, analyze & summarize an employee survey
Include an updated version of the Employee Directory	U	Directory being proofed for accuracy and completeness	Should be completed September 30
Additional Goals & Objectives I am involved with:			