| **TASK-A** | to develop a marketing plan which helps to enhance GCC’s brand identity |
| --- | --- |
| 1. **Specific Activities to Address Task** | Conduct Baseline consumer and business research |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Design a branding campaign |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Incorporate all existing communication devices into the new brand |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |

| **TASK-B** | to increase enrollment and improve student retention at gcc |
| --- | --- |
| 1. **Specific Activities to Address Task** | Federal College Access Challenge Grant Program & Project AIM/TRiO program |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Campus special events |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Advertising campaigns and free media publicity |
| Person Responsible |  |
| Timeline |  |
| Status |  |
| Performance Measure |  |
| Percent Completed |  |
| Next Steps |  |
| Comments |  |

| **TASK-A** | Connecting with the community - (Office of Development & Alumni Relations Branding Campaign) |
| --- | --- |
| 1. **Specific Activities to Address Task** | Capital Improvement |
| Person Responsible | Assistant Director, Program Specialist, Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increase in grant funding, scholarship donations or endowments, increase in in-kind contributions, increase in number of buildings upgraded, built/constructed, increase in the number of enrolled students (as a result of additional classrooms/labs built.) |
| Percent Completed | 20% |
| Next Steps | Invite donors and potential donors to Leadership Dinner and other events that will promote giving, pursue grants that will build new facilities and fund the upgrade of older buildings that will house large programs, Continue to solicit companies or meet with businesses who are willing to make in-kind donations of supplies, materials, equipment or other program needs. Continue to foster relationships with professional associations and non-profit groups to provide scholarship opportunities for future and current students that attend GCC. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Upgrade to new and updated lab equipment |
| Person Responsible | Assistant Director, Program Specialist, Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Number of new or used equipment bought or donated to GCC, increase of the number of labs, increase of wireless internet connections, |
| Percent Completed | 20% |
| Next Steps | Pursue more grant funding for equipment and supplies for GCC programs , solicit and encourage more endowment “gifts” that specifically address a program need, Solicit more in-kind contributions of equipment, materials and supplies (used and new) from businesses and vendors, talk with various department heads to establish a “wish” list of items that are critical to their curriculum and program. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Outreach Commitment |
| Person Responsible | Assistant Director, Program Specialist, Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increase in the number of donors who contribute to the endowment fund , increase in the number of staff and administrators who participate in Workplace Giving payroll deduction program, increase in the number and revenue from donors in the Naming Opportunity Program, |
| Percent Completed | 20% |
| Next Steps | Reach goal of 50-80% participation of GCC faculty, staff, and administrators in Workplace Giving program, Encourage current donors to participate in Naming Opportunity Program, educate donors through Case Statement, set up meetings with potential donors to provide opportunities to give, present to Alumni as a class or individually on how they can give back to the College |
| Comments |  |

| **TASK-B** | Create an employer, donor and alumni outreach program |
| --- | --- |
| 1. **Specific Activities to Address Task** | Employer Outreach |
| Person Responsible | Assistant Director, Program Specialist , and Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Number of apprenticeship program employers who provide in-kind contributions, scholarship funding, sponsorships of special events by employers, |
| Percent Completed | 20% |
| Next Steps | Increase number of employers who become constituents to the College, provide opportunities for employers to see what GCC has to offer in the way of training, provide information to employers, seek grant funding which allows employers to partner with GCC. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Donor Outreach |
| Person Responsible | Assistant Director, Program Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increase in number of new donors, increase in donor contributions – endowment, scholarships, naming opportunity and in-kind contributions. |
| Percent Completed | 20% |
| Next Steps | Plan meetings with prospective donors, invite donors to campus events, provide prospective donors with Case statements and Chachalani to see what GCC has to offer. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Alumni Outreach |
| Person Responsible | Assistant Director, Program Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status |  |
| Performance Measure | Number of alumni database in Banner, increase in the number of pledges from Alumni (individual), increase in GCC Alumni Class donations (group), increase in attendance of Alumni at special events, |
| Percent Completed | 20% |
| Next Steps | Continue to engage alumni through GCC Class Reunion presentations, , Alumni Pledge program, inclusion of alumni in events, prepare for Alumni Association elections, Distinguished Alumni Program |
| Comments |  |

| **TASK-C** | enrollment campaign |
| --- | --- |
| 1. **Specific Activities to Address Task** | Scholarships- to attract potential students and for student retention |
| Person Responsible | Assistant Director, Program Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increase of the number of scholarships offered to GCC students, increase in the amount of scholarship funding from annual donors, increase in number of scholarship recipients, |
| Percent Completed | 20% |
| Next Steps | Continue to work with non-profit groups and local professional organizations to increase scholarship funding, to start an endowed scholarship, or to establish a scholarship program. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Alumni- assist in promotion of GCC programs |
| Person Responsible | Assistant Director, Program Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increased participation of alumni at all College events, number of communication tools used to engage alumni, |
| Percent Completed | 20% |
| Next Steps | Alumni Association election of officers, have Alumni speak or participate at College events/during recruitment events. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Special Events- engages the public through contact at GCC events |
| Person Responsible | Assistant Director, Program Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | number of inquiries about programs at GCC, sign-in sheet or log of visitors, |
| Percent Completed | 20% |
| Next Steps | Provide CASE statements, brochures of information to potential students or family members. |
| Comments |  |