| **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** | Grow programs, go green, Give now – (Office of Development & Alumni Relations Branding Campaign) |
| --- | --- |
| 1. **Specific Activities to Address Task** | Grow Programs |
| Person Responsible | Assistant Director, Program Specialists, 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 workforce development and training projects through grant funding and partnerships |
| Percent Completed |  |
| Next Steps | Pursue grants that support academic programs – faculty training/education, construction of new buildings that will house large programs. Continue to solicit companies or meet with businesses that 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** | Go Green |
| Person Responsible | Assistant Director, Program Specialists, Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Number of special events that help support “Green” initiatives such as clean-ups and recycling drives, record of “Green” initiatives that were implemented at each event (i.e. recycling efforts, use of environmentally friendly tableware at events that serve food, the use of thumb-drives instead of paper documents, etc.). |
| Percent Completed |  |
| Next Steps | Pursue more grant funding for renewable energy projects on Campus, plan more “Green” events using faculty, staff, students, alumni, donors and Eco-Warriors as volunteers. Implement Green initiatives at every event. Use of DAR’s consolidated Case Statement instead of multiple printed brochures as previously used in the past. |
| Comments |  |
|  |  |
| 1. **Specific Activities to Address Task** | Give Now |
| Person Responsible | Assistant Director, Program Specialists, Data Control Clerk |
| Timeline | 2009-2014 |
| Status | Continuous /on-going / annually |
| Performance Measure | Increase in revenue from Workplace Giving program, increase in the number of staff and administrators who participate in this payroll deduction program, increase in the number and revenue from donors in the Naming Opportunity Program, |
| Percent Completed |  |
| Next Steps | Reach goal of 95-100% 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 Specialists, and Data Control Clerk |
| Timeline | 2009-2014 |
| Status |  |
| Performance Measure | Number of apprenticeship program employers who provide in-kind contributions, scholarship funding, sponsorships of special events by employers, |
| Percent Completed |  |
| 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 |  |
| Performance Measure | Increase in number of new donors, increase in donor contributions – endowment, scholarships, naming opportunity and in-kind contributions. |
| Percent Completed |  |
| Next Steps | Plan meetings with prospective donors, invite donors to campus events, provide prospective donors with consolidated Case statement 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 | Alumni page on myGCC website created, Facebook page for Alumni created ,creation Alumni Association approved by Foundation Board, Alumni Association elections pending ,Distinguished Alumni program |
| 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 |  |
| Next Steps | Continue to engage alumni through GCC Class Reunion presentations, , Alumni Pledge program, inclusion of alumni in events, prepare for Alumni Association elections, |
|  |  |

| **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 |  |
| 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 |  |
| 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 |  |
| Performance Measure | Increased participation of alumni at all College events, number of communication tools used to engage alumni, |
| Percent Completed |  |
| 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 |  |
| Performance Measure | number of inquiries about programs at GCC, sign-in sheet or log of visitors, |
| Percent Completed |  |
| Next Steps | Provide CASE statement, brochures of information to potential students or family members. |
| Comments |  |