| **TASK-A** | to develop a marketing plan which helps to enhance GCC’s brand identity |
| --- | --- |
| 1. **Specific Activities to Address Task**
 | Use baseline consumer and business research to develop marketing strategies |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2012 |
| Status | Ongoing |
| Performance Measure | Develop survey questions to be included in GCC institutional, student and CEWD surveys that address the effectiveness of marketing campaigns and strategies. |
| Percent Completed | 30% |
| Next Steps | Continue to use survey results to develop business testimonials about quality of GCC graduates performance in the workforce. Also conduct survey of students at 2012 student conference to assess satisfaction with GCC and effectiveness of GCC media ads or GCC news items. |
| Comments | Also will use survey tool built into the front page of new GCC web site to measure the success of a particular program or event. |
|  |  |
| 1. **Specific Activities to Address Task**
 | Design a branding campaign |
| Person Responsible | Assistant Director, Communications & Promotions |
| Timeline |  September 2012 |
| Status | Completed |
| Performance Measure | Fall 2012 enrollment only 10 students off record mark of Fall 2011. Use enrollment statistics, surveys, attendance at GCC events, Facebook inquiries, and website poll to continuously assess effectiveness of branding campaign.  |
| Percent Completed | 100% - Branding campaign using student, graduate, and apprentice testimonials in radio ads, print ads, and annual report is ongoing. |
| Next Steps | Whenever possible, used unique branding campaign with music and slogans in all print and electronic media ads and all print materials emanating from GCC.  |
| Comments | Branding campaign differentiates GCC from the University of Guam, highlighting that “GCC delivers!” |
|  |  |
| 1. **Specific Activities to Address Task**
 | Incorporate all existing communication devices into the new brand |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | September 2012 |
| Status | Ongoing |
| Performance Measure | Use enrollment statistics, attendance at GCC events, Facebook inquiries and website polls to assess effectiveness of branding campaign. |
| Percent Completed | 50% |
| Next Steps | Continue to incorporate branding campaign using GCC colors, music, and slogans into media ads and print materials. Highlight “GCC delivers” slogan this academic year. |
| Comments | If the campaign proves to be “catchy” and effective, will implement for two consecutive fall enrollment cycles. |

| **TASK-B** | to increase enrollment and improve student retention at gcc |
| --- | --- |
| 1. **Specific Activities to Address Task**
 | Advertisement of educational programs and activities at GCC. |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2012 |
| Status | Ongoing |
| Performance Measure | Early registration numbers for following semester and final semester enrollment numbers. |
| Percent Completed | 50% |
| Next Steps | Use photographs of GCC students at events in advertisements and on web site. Use photos in posters and advertisements within budget constraints. Work with CACGP and other federal programs to develop recruitment video and TV/movie theater ads for program. |
| Comments | Collaboration with programs is designed to boost college attendance and GCC “brand,” and allows advertising dollars to be more effective. |
|  |  |
| 1. **Specific Activities to Address Task**
 | Increase community awareness of college activities and campus special events. |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2012 |
| Status | Open Campus Day completed (Feb. 2011); Student Center groundbreaking completed (Dec. 2011); CCR Summit (May 2012); Foundation Building Groundbreaking (Nov. 2012).  |
| Performance Measure | Measured increased attendance from 2010 to 2011 Open Campus Day, Open Campus Day 2011 participant evaluations 73% extremely helpful/enjoyable; over 200 in attendance at Student Center and Foundation Building ribbon cuttings; over 100 in attendance at CCR Summit. |
| Percent Completed | 100% |
| Next Steps | Use attendance and event evaluation feedback to improve future events. |
| Comments | Open Campus Day 2011 well received – 50 businesses represented, approximately 500 people visited campus, based on crowd estimates. Over 200 people attended Student Center and Foundation Building grand openings; over 100 attended CCR, feedback very positive.  |
|  |  |
| 1. **Specific Activities to Address Task**
 | Advertising campaigns and free media publicity |
| Person Responsible | Jayne Flores Assistant Director, Communications & Promotions |
| Timeline | December 2012 |
| Status | Completed for 2011, ongoing for 2012 |
| Performance Measure | 2.34% percent Increase in enrollment from Fall 2010 to Fall 2011; Fall 2011 – Fall 2012 enrollment virtually steady. Number of Google hits from media releases and media mentions of GCC: 528 (approximately 44 hits about GCC per month). |
| Percent Completed | 80% completed for 2012 |
| Next Steps | Assess effectiveness of ad campaigns on enrollment and positive student perception of GCC through feedback on Facebook, student survey used during enrollment and student conferences, and survey questions on front page of web site.  |
| Comments | Did not develop student survey for Fall 2011 enrollment measuring effectiveness of advertisements in getting students to enroll for classes. Survey conducted on perceptions of GCC during March 2012 student conference. Results indicate Survey results indicate nearly 90% approval rating for GCC.Minimal feedback on Facebook; students use mostly for inquiries. Web site polling revealed 72 percent excellent rating for new web site. |

| **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 | 45%  |
| 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 | 45% |
| 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 | 45% |
| 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 | 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 | 45% |
| 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 | 45% |
| 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 | 45% |
| 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 | 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 | 45% |
| 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 | 45% |
| 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 | 45% |
| Next Steps | Provide CASE statement, brochures of information to potential students or family members. |
| Comments |  |