| **The GCC Brand** | market and highlight the GCC brand. |
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| 1. **Specific Activities to Address Task** | Develop a 5-year marketing plan to promote the GCC brand and to provide awareness of the educational and workforce development programs that the College has to offer. |
| Person/Committee  Responsible | Assistant Director, Communications and Promotions. |
| Timeline | Annually |
| Status | Five-year plan developed and approved by president. |
| Performance Measure | A 5-year marketing plan is developed. |
| Percent Completed | 100% |
| Next Steps | Implement components of plan on an annual basis. |
| Comments | Formed New Logo Group – task is to start development of new logo for rebranding of GCC; also redesigning new GCC web site. |

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| 1. **Specific Activities to Address Task** | Create series of 1-2 minute marketing videos that highlight GCC’s real time classroom action to include student success testimonials and to showcase the College’s modernized facilities. |
| Person/Committee Responsible | Assistant Director, Communications and Promotions. |
| Timeline | Annually |
| Status | Ongoing |
| Performance Measure | Created CACGP video to promote program and attendance at GCC after high school. |
| Percent Completed | 50% |
| Next Steps | Coordinate with GCC VisCom instructors to have students assist in creation of videos. |
| Comments | One video in particular will be “Why I’m walking” to highlight graduates. |

| **Internationalizing GCC** | promote internationalizing our campus. |
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| 1. **Specific Activities to Address Task** | Expand articulation agreements and other collaborative partnerships with higher education institutions in the Asia-Pacific region, as well as the U.S. mainland. |
| Person/Committee Responsible | AVP |
| Timeline | Annually |
| Status | Ongoing |
| Performance Measure | Completed and signed articulation agreements (e.g. 2+2, 2+1) between GCC and other institutions of higher learning in the region. |
| Percent Completed | 90% |
| Next Steps | Network with more institutions to foster collaboration and cooperation in areas of mutual interest. |
| Comments |  |

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| 1. **Specific Activities to Address Task** | Strengthen curriculum through meaningful exchanges (e.g. faculty, students) that provide international exposure and increase educational opportunities for GCC stakeholders. |
| Person/Committee Responsible | AVP |
| Timeline | Annually |
| Status | Ongoing |
| Performance Measure | Revised curriculum that infuses international elements or components to various topical areas. |
| Percent Completed | 10% |
| Next Steps | Work with consular offices for assistance in institutional linkages. |
| Comments |  |