

Labette Community College
 Five Year Strategic Plan FY2010 – FY2014
OPERATIONAL PLAN – FY 2010
Administrative Area: Public Relations

Goal 1: Student Success. Labette Community College (LCC) will provide an environment conducive to student success by all employees placing the needs of the students first.

Outcome 1A: Cultivate a culture in which services, practices, policies, procedures, and personnel support learning as a major priority.

Public Relations

Objective 1	Create images in advertising which emulate student learning comes first at LCC.	
Estimated Cost	Existing Money \$ Part of regular advertising budget	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

Goal 2: Effectiveness, Efficiency, and Seamlessness. LCC will improve learning outcomes and develop program partnerships and collaborations through continuous planning, assessment, and improvement.

Outcome 2A: Improve and expand linkages with educational partners and community agencies for mutual benefit.

Public Relations

Objective 1	To work with Community Services departments to ensure maximum marketing area businesses to create partnerships.	
Estimated Cost	Existing Money \$ Part of regular PR budget	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		
Objective 2	Update speaker's bureau list and have LCC employees give presentations within the community to continue positive reaction of LCC in the community.	
Estimated Cost	Existing Money \$0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		
Objective 3	Work closely with other departments hosting on-campus conferences.	
Estimated Cost	Existing Money \$ Varied	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

Outcome 2B: Integrate LCC’s annual planning with budgeting and resource allocation.

Public Relations

Objective 1	Track and utilize new Jenzebar system to track advertising budget to maximize advertising effectiveness.	
Estimated Cost	Existing Money \$ 0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

Outcome 2E: Encourage faculty and staff to take leadership roles in community initiatives.

Public Relations

Objective 1	Initiate community speaking opportunities and encourage LCC employees to attend/present at community events.	
Estimated Cost	Existing Money \$ 0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

Goal 3: Institutional Growth. LCC will plan and coordinate student enrollment, programs, services, facilities and other institutional resources to meet the needs of the communities we serve.

Outcome 3A: Achieve targeted growth through an integrated enrollment management process.

Public Relations

Objective 1	Work closely with Community Services, Admissions, and Foundations to properly target market LCC to desired audiences.	
Estimated Cost	Existing Money \$ advertising budget	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

Goal 4: External Resources. LCC will increase public and private funds to support educational programs, capital projects, and general operations.

Outcome 4A: Increase coordination of all fundraising activities to enhance resource synergy.

Public Relations

Objective 1	Promote annual scholarship auction.	
Estimated Cost	Existing Money \$ Approximately \$500	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	Spring 2010	
Results		
Comments		
Objective 2	Continuation of helping acquire donations, decorations, and event planning for annual scholarship auction.	
Estimated Cost	Existing Money \$ 0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	Spring 2010	
Results		
Comments		

Outcome 4C: Enhance the college image to stakeholders by communicating the value and benefit of the college to the community.

Public Relations

Objective 1	Provide positive press releases and Presidential editorials in local papers.	
Estimated Cost	Existing Money \$0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		
Objective 2	Continue hosting radio show-Cardinal Corner. Increase amount of guests to promote programs/events.	
Estimated Cost	Existing Money \$0	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		
Objective 3	Upgrade Cable Channel 4 with live feeds in addition to the slides.	
Estimated Cost	Existing Money \$ TBD	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	2009-2010	
Results		
Comments		
Objective 4	Communicate positive image of LCC through advertising.	
Estimated Cost	Existing Money \$ Cost- approx. in advertising- includes but not limited to; newspaper, phonebook, magazine, billboards-\$37,000; radio- \$32,000; TV-\$42,000.	New Money One Time \$
	Grant Funded \$	New Money Ongoing \$
Exp. Completion	On-going	
Results		
Comments		

