

## Action Project

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**Institution:** Seward County  
Community College

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### Timeline:

Planned project kickoff date: 10-01-2007

Target completion date: 06-30-2008

Actual completion date: --

A. Give this Action Project a short title in 10 words or fewer:

Develop and implement an institutional promotional calendar.

B. Describe this Action Project's goal in 100 words or fewer:

The IMPACT (marketing) committee members will: • Gather information on campus events needing promotion through personal contact with various campus entities. • Develop a year-long planning calendar reflecting promotional activities. • Ensure a unified message is promoted to the public. • Evaluate the various methods of promotion and determine their effectiveness.

C. Identify the single AQIP Category which the Action Project will most affect or impact:

Primary Category: Understanding Students' and Other Stakeholders' Needs

D. Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:

The prior marketing Action Project illustrated the college had a variety of promotional material. Several departments on campus were using different messages, logos, and designs. Since there was no coordination of promotional activities, some of the promotional materials were duplicated, thus wasting money and market coverage. Organizing the activities on a central calendar and providing guidelines for all promotional activities will allow for consistency.

E. List the organizational areas - -institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:

Areas impacted include: • IMPACT (Marketing Committee) • Public Relations • Academic Divisions • Student Services Ultimately, every department, program, division, and unit of the college will be affected by this project. However, some areas (IMPACT and Public Relations) will play lead roles.

F. Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:

• Develop an approval process to secure the appropriate usage, i.e., the correct logos, colors, grammar and spelling, are a part of each message. • Develop and implement logo guidelines campus-wide. • Increase awareness and offer positive exposure of the college. • Hold departments accountable for guideline usage with administrative oversight. • Improve the gathering of information for promotional activities. • Develop new methods of promoting the college.

G. Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):

The project will take several months to implement. IMPACT will determine the time of specific promotion and the requirements for each. A logo usage sheet was developed under the previous Action Project. All campus entities will be advised of the changes in procedures and the implementation of the logo usage sheet. The project will then be implemented.

H. Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:

Members of IMPACT will coordinate the Action Project through an Outlook shared calendar. The IMPACT committee will also:

- Track data collection and analyze the promotional calendar.
- Survey internal and external markets regarding promotional activities.
- Analyze promotional calendar for its effectiveness.

I. Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:

The college will promote a consistent message, using the same logo, font size, and basic design for promoting campus-wide events. Scheduling of promotional activities will reach target markets without wasting money on duplication.

J. Other information (e.g., publicity, sponsor or champion, etc.):

Desiree Maxwell (Chair of IMPACT) Marcia Hatcher (AQIP Steering Committee Member) Jerri Lynn Lyddon (AQIP Steering Committee Member) All members of IMPACT

K. Project Leader and contact person:

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