

Initiative Title: Unified Marketing Program – Branding of Grayson College

Priority Ranking: High

Strategic Goal: By 2016, have a 20% increase in enrollment overall, ensuring representation of the diversity of our community (from 4900 to 5880).

Description of Initiative: Design and create a marketing brand to unify all communication pieces/projects. The goal is to establish a parameter in which we operate within our advertising strategies. All communications pieces should be unified carrying the same message. This would also encompass target marketing that will help spread the message that anyone can transform their lives at Grayson College.

Data supporting the need for the Initiative: Male enrollment 38% vs 50%, 50+ enrollment 3% vs. 37%, decrease of overall enrollment,

Expected Outcome: Increase enrollment and awareness of the College in the community. We would like to see an increase in all of enrollment especially in the areas of male enrollment and the 50+ population. We would like to be a college that represents all of the service area community.

Assessment Measure: Enrollment Reports

Potential Cost: ___ Low __X__ Medium ___ High

Recommended Responsible Party: Marketing Department and Team

Initiative Title: Online Department

Priority Ranking: High

Strategic Goal: By 2016, have a 30% increase in online enrollment, ensuring the representation of the diversity of our community.

Description of Initiative: Create an online department which focuses on marketing online courses and degrees. We need to spread awareness of online availability to our service area.

Data supporting the need for the Initiative: 36% take at least 1 online course, 11% are exclusive online students

Expected Outcome: Increase in enrollment and increased awareness of all of the online offerings, whether that is individual courses or whole programs. It should also increase the amount of online course offerings and programs.

Assessment Measure: Enrollment Numbers

Potential Cost: ___ Low ___ Medium __X__ High

Recommended Responsible Party: Instructional Services