

FY2004-FY2006 District Strategic Goals and 2003-2004 Department Achievement Indicators
Collin County Community College District
Public Relations

Goal 1: Exhibit visionary leadership to provide educational experiences that enable students to excel academically and to be civically engaged.

Achievement Indicator	Staff	Target Completion Date	Evidence of Accomplishment, Outcomes, and Improvement	Status as of 8/31/2004
1.1. Design and implement a process to assure successful SACS accreditation.	Vasquez	8/31/2004	1.1.1. Complete documentation for compliance certification as it relates to public relations for the college.	1.1.1.1.
1.2. Establish a center of excellence in healthcare by sustaining and creating additional academic and CE programs in related disciplines and program areas.	Vasquez, Cadena-Smith, Miller	8/31/2004	1.2.1. Provide public relations assistance in promoting new health-care programs	1.2.1.1.

Goal 3: Meet the State challenge of broadening access to educational opportunities and support services for all student populations.

Achievement Indicator	Staff	Target Completion Date	Evidence of Accomplishment, Outcomes, and Improvement	Status as of 8/31/2004
3.1. Increase the number and percentage of students from underrepresented populations that successfully transition through the educational continuum.	Vasquez, Miller, Cadena-Smith	12/31/03	3.1.1. Target underrepresented populations through advertising in minority publications.	3.1.1.1.

Goal 4: Elevate the community's awareness of CCCCD's academic, economic, cultural, and social impact to the community.

Achievement Indicator	Staff	Target Completion Date	Evidence of Accomplishment, Outcomes, and Improvement	Status as of 8/31/2004
4.1. Define and implement an effective marketing plan that promotes CCCCD's impact and contributions to the community.	Vasquez , Hoyt, Rodgers, Webb-Losh, Cadena-Smith, Knapp	12/1/03	4.1.1. Work with Web Services to develop html calendar.	4.1.1.1.
	Vasquez , Cadenda Smith, Public Relations Staff	12/31/03	4.1.2. Acquire professional development training for writers to make copy appealing to editors.	4.1.2.1.
	Vasquez , Hoyt, Webb-Losh, Cadena-Smith	3/1/2004	4.1.3. Post calendar on ccccd.edu in community section	4.1.3.1.
	Vasquez , Public Relations Staff	4/1/2004	4.1.4. Work with Belo (owners of <i>The Dallas Morning News</i> /WFAA Channel 8) public affairs office to acquire sponsorships for key events.	4.1.4.1.
	Vasquez , Public Relations Staff	5/31/2004	4.1.5. Launch electronic newsletter with quarterly update and ability to send "newsflash" emails.	4.1.5.1.
	Vasquez , Public Relations Staff	6/30/2004	4.1.6. Draft report and release by late summer.	4.1.6.1.
	Vasquez , Public Relations Staff	8/31/2004	4.1.7. Compile data from Economic Impact Study by TACC and new Community Survey to be conducted in spring 2004. 4.1.8. Study feasibility of new media and conduct pilot studies.	4.1.7.1. 4.1.8.1.
	Vasquez , Cadena-SmithPublic Relations Staff	8/31/2004	4.1.9. Increase press clippings by 2-3%.	4.1.9.1.

Goal 5: Maximize the development and use of CCCC'D's human, technological, and capital resources to sustain and strengthen academic and financial vitality.

Achievement Indicator	Staff	Target Completion Date	Evidence of Accomplishment, Outcomes, and Improvement	Status as of 8/31/2004
5.1. Improve follow-up from program and service assessments to enhance program and service quality.	Vasquez , Public Relations Staff	7/31/2004	5.1.1. 2003-2003 program assessment recommendation will be implemented.	5.1.1.1.
5.2. Access external funding sources that support CCCC'D's mission.	Vasquez	4/1/2004	5.2.1. Assist in secure sponsorships from Belo for key college events.	5.2.1.1.