

**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.

**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.

**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