

Respondent

< 1 Janelle Bird >

05:39
Time to complete

1. Committee Name:

Outreach and Marketing

2. What goal/activity does the committee plan to execute this academic year? *

Campaigns to boost low enrollments due to COVID (specific campaigns to expand enrollments at centers).

3. What Mendocino College Strategic Goal does this align with? (select all that apply) *

*For additional information on Mendocino College's Strategic Goals:
<https://www.mendocino.edu/college/mission-vision-values-goals>
(<https://www.mendocino.edu/college/mission-vision-values-goals>)*

- 1.) Student Learning and Support
- 2.) College Culture
- 3.) Student Equity
- 4.) Community Relationships

4. What California Community Colleges Chancellor's Office Vision for Success Commitment does this align with? (select all that apply) *

*For additional information on the Chancellor's Office Core Commitments: <https://www.cccco.edu/About-Us/Vision-for-Success/core-commitments>
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- 1.) Focus relentlessly on students' end goals
- 2.) Always design and decide with the student in mind
- 3.) Pair high expectations with high support
- 4.) Foster the use of data, inquiry, and evidence
- 5.) Take ownership of goals and performance
- 6.) Enable action and thoughtful innovation
- 7.) Lead the work of partnering across systems

5. Do you need to add an additional goal? *

- Yes
- No

Additional Committee Goal

6. What goal/activity does the committee plan to execute this academic year? *

Launch virtual campus tour

7. What Mendocino College Strategic Goal does this align with? (select all that apply) *

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8. What California Community Colleges Chancellor's Office Vision for Success Commitment does this align with? (select all that apply) *

For additional information on the Chancellor's Office Core

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9. Do you need to add an additional goal? *

- Yes
- No

Additional Committee Goal

10. What goal/activity does the committee plan to execute this academic year? *

Work with non-CTE disciplines to promote their programs through the program review request process

11. What Mendocino College Strategic Goal does this align with? (select all that apply) *

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12. What California Community Colleges Chancellor's Office Vision for Success Commitment does this align with? (select all that apply? *

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13. Do you need to add an additional goal? *

- Yes
- No

Additional Committee Goal

14. What goal/activity does the committee plan to execute this academic year? *

Complete/launch new website upgrade/redesign (including separate Presto site for athletics)

15. What Mendocino College Strategic Goal does this align with? (select all that apply) *

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16. What California Community Colleges Chancellor's Office Vision for Success Commitment does this align with? (select all that apply) *

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17. Do you need to add an additional goal? *

Yes No

Additional Committee Goal

18. What goal/activity does the committee plan to execute this academic year? *

Work to translate 75% of all print and email marketing materials and forms in Spanish.

19. What Mendocino College Strategic Goal does this align with? (select all that apply) *

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20. What California Community Colleges Chancellor's Office Vision for Success Commitment does this align with? (select all that apply) *

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21. Do you need to add an additional goal? *

- Yes
- No

