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

- [ ] 1.) Student Learning and Support
- [x] 2.) College Culture
- [x] 3.) Student Equity
- [x] 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
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) *
   - Student Learning and Support
   - College Culture
   - Student Equity
   - Community Relationships

For additional information on Mendocino College's Strategic Goals: https://www.mendocino.edu/college/mission-vision-values-goals
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 Commitments: [https://www.cccco.edu/About-Us/Vision-for-Success/core-commitments](https://www.cccco.edu/About-Us/Vision-for-Success/core-commitments)

- [ ] 1.) Focus relentlessly on students’ end goals
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- [ ] 5.) Take ownership of goals and performance
- [ ] 6.) Enable action and thoughtful innovation
- [ ] 7.) Lead the work of partnering across systems

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) *

https://forms.office.com/Pages/DesignPage.aspx?lang=en-US&origin=OfficeDotCom&route=Start#Analysis=true&FormId=iJly3YOmmkG5tA48xl...
For additional information on Mendocino College's Strategic Goals:
https://www.mendocino.edu/college/mission-vision-values-goals

1.) Student Learning and Support

2.) College Culture

3.) Student Equity

4.) Community Relationships

12. 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

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

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) *

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
- [x] 2.) College Culture
- [x] 3.) Student Equity
- [x] 4.) Community Relationships

16. 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
(https://www.cccco.edu/About-Us/Vision-for-Success/core-commitments)

- [ ] 1.) Focus relentlessly on students’ end goals
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- [ ] 3.) Pair high expectations with high support
- [x] 4.) Foster the use of data, inquiry, and evidence
- [ ] 5.) Take ownership of goals and performance
- [x] 6.) Enable action and thoughtful innovation
- [x] 7.) Lead the work of partnering across systems

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

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

20. 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
(https://www.cccco.edu/About-Us/Vision-for-Success/core-commitments)

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- 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

21. Do you need to add an additional goal? *
   - Yes
   - No