

2012-2013 Annual Update

| Goal - Inspire all students to seek postsecondary opportunities. | |
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| Goal targets | Status/Progress |
| Plan and hold the annual College and Career Expo with a goal of 800 attendees. | Target Achieved. This project was institutionalized, effective FY2013. |
| Develop five “Inspire” videos annually. | In Progress – On Target. This is an ongoing target. Produced 11 Inspire videos in FY2013, which were featured at open houses, all-campus meetings, campus tours and the College’s website and YouTube channel. Excerpts from these videos are being used in the College’s FY2014 enrollment communication campaign as 30-second cable TV commercials. Stories and still photos from the video sessions were used in both print publications and electronic media. |
| Facilitate eight campus tours for approximately 800 elementary and middle school students each year. | In Progress – On Target. This is an ongoing target. More than 1,000 elementary and middle school students attended campus tours in FY2013. Tour activities were completely redesigned to put more of an emphasis on interactive and hands-on experiences and to customize the tour as much as possible to the visiting school’s interests and needs. The Expo video was shown to most tour groups and students and teachers were invited to attend the Expo. |
| Plan and hold the annual Inspire U event for adult learners, attracting 200-250 attendees. | In Progress – On Target. This is an ongoing target. The first Inspire U event attracted more than 280 attendees. |
| Overall accomplishments | |
| <ul style="list-style-type: none"> • Collaborated with departments and services across the College as well as community partners to provide events and media that help potential students see the benefits of postsecondary education. • Created memorable experiences for our student, parent and adult event attendees. • Expanded the video library designed to promote postsecondary education to middle school, high school and adult student populations. | |
| Active strategies associated with this goal | |
| None | |