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## COLLEGE OF THE CANYONS :: LEAP :: IN-REACH



# Project Proposal

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## EXECUTIVE SUMMARY

### Objective

*DRAFT:* Create an informative marketing method at College of the Canyons that opens the minds of our employees to align a plethora of possible careers with related degree programs through the art of graphic and web-design.

*FINAL:* **Our goal is to inform all employees as to what Guided Pathways is.**

### Project Management Activities:

- Refine website for Canyons Completes (aka. Guided Pathways at COC)
- Define timeline for graphic TREES of career options and add them to the website.
- Create a Power Point for use in Staff Meetings done by the Dean of Student Services; or other information experts.

### Focus

- This marketing should focus on a cultural shift that encourages communication among all levels of employees.
- *If you can generate an emotion with our marketing, people will remember it.*
- Staff Engagement cards to generate a buzz
- Followed up by an in-person department staff meeting presentation.
- Followed up by invitations to enroll in the next Pathways Institute.

### Vision

- Make sure all staff know where "the hub" is so they can help inform students about the resource.
  - Staff Engagement Cards - distributed through campus mail system.
    - *This solution engages our less technically inclined employees.*
    - *It's also designed to create a culture shift and encourage communication among employees.*
  - Canyons Completes Website - with action buttons and additional information regarding the program.
  - Spot-light "the tree" graphics to show a goal oriented start with a career in mind.
  - Student Success Video - Counselors talking about what Guided Pathways is and how it can help students.
  - Demo the MAP program to show how a student can plan out college courses online.
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### MILESTONES

#### PROJECTS

Your new communications campaign is already in action. Listed below are the steps taken, along with our suggested path to completion, for the next 12 months.

Description	% COMPLETE	Notes
<b>Launch Canyons Completes Website</b> <a href="http://www.canyons.edu/CanyonsCompletes">www.canyons.edu/CanyonsCompletes</a>	100%	The website is live! <i>It could use some updates, but it's a start.</i> Employee's can watch a video and enroll in the Pathways Institute.
<b>Email Directors - ask them to talk about Guided Pathways at their next all-staff meeting(s)</b>	25%	Consider a Mail-Merge with customized messaging.
<b>Design email for coc-all email distribution.</b>	0%	Consider a template from our PIO department, invite users to <a href="http://www.canyons.edu/CanyonsCompletes">www.canyons.edu/CanyonsCompletes</a>
<b>Email Employees with reverse engineered survey's to invite them to the Website</b>	5%	Info about Canyons Completes, link to website. A survey exists regarding guided pathways.
<b>Road-Show on "what is guided pathways" done by IE^2 leadership at various department meetings.</b>	5%	Jasmine Ruy's did one for I.T. (We have a PPT for any future meetings.)
<b>Design and Print marketing cards (aka flyers)</b>	100%	Graphics design and print tests are done. Ready for distribution.
<b>Distribute marketing cards (flyers) through inter-office mail</b>	5%	Once printed by Repro-Graphics, we will put one in each staff/faculty/admin's "in-box" along with a hand-full for deans.
<b>Run Pathways Institute (Round 2)</b>	5%	Last year had good enrollment. We highly recommend expanding on this program.
<b>Launch Canyons Completes Instagram account</b>	100%	Though this is not explicitly "employee centric" it will still help with advertising.

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