

## 2019 – 2020 STRATEGIC INITIATIVES

STRATEGIC INITIATIVES	LEADERSHIP	RESOURCES	STRUCTURE	ACCOUNTABILITY	RESULTS/IMPACT
<b>INCREASE COMMUNITY AWARENESS, MORE INTERNAL MARKETING/POSTERS</b>	Facilities/Technology Committee, Marketing	As needed to the extent existing budgets allow. Exceptions go to President's Council.	Campus Management, inviting other guests as necessary.	President's Council – Standing Agenda Item	
<b>INCREASE PROGRAM-SPECIFIC ADVERTISING. NEED RESOURCES FOR INDIVIDUAL PROGRAMS.</b>	Academic and Student Affairs leadership	As needed to the extent existing budgets allow. Exceptions go to President's Council.	ASA Leadership and Marketing/Enrollment Management and other guests/establish a set schedule.	President's Council – Standing Agenda Item	
<b>CULTURE OF HOSPITALITY - RE-EXAMINE HOW WE WELCOME PROSPECTIVE STUDENTS.</b>	College-Wide Leadership  Each Department  All Employees	None. Philosophy/Attitude	College Committee with all employee groups represented	President's Council – Standing Agenda Item	
<b>UPDATE COMMUNICATION CONTENT AND STYLE</b>	Marketing and Enrollment Management	As needed to the extent existing budgets allow. Exceptions go to President's Council.	Marketing and Enrollment Management and guests	President's Council – Standing Agenda Item	
<b>ESTABLISH A SCHOLARSHIP FOR ONLINE STUDENTS.</b>	Foundation	Slow to build up funds for a new scholarship. Donations	Northland Foundation Board/President's Council	President's Council – Standing Agenda Item	