

College Action Project Worksheet for NEW CAP Projects – July 2014

CAP: 1.1.2

Champion: Leah Nixon

1. Proposed CAP Team Members:

Accepting my invitation to join this CAP team are:

- a. Chloe Beighley – Communications
- b. Nate Hamilton – IT
- c. Domingo Hernandez-Gomez (College Success Center)
- d. Moss Ingram – Job Training
- e. Julie Murray – Communications
- f. Ryan Nausieda – Admissions and Enrollment
- g. Malinda Powers – Communications
- h. Mike Schavey – Experiential Learning
- i. Jason Schuller – Enrollment Center
- j. Dave Selmon – Adult Education (tentatively Lakeshore Campus)
- k. Kristi Welling – Financial Aid
 - i. Waiting on acceptance from Amanda Glick – Student Records, recommended by Diane Patrick; Mary Hofstra – Workforce Training
 - ii. Will invite Kellie Roblin – Arts and Sciences

2. Describe the **purpose** of this project including a description of the associated activities. (100 words or fewer)

The purpose of this project is to audit the GRCC brand and develop an action plan that aligns all of the college's marketing efforts, and streamlines processes and strategies so that work is done more cohesively and efficiently. Auditing the GRCC brand includes reviewing current processes, strategies and work across the college, and soliciting stakeholder feedback to identify strengths and challenges. The audit data will drive the creation of the action plan and its college-wide implementation, in addition to outlining ways in which college marketing efforts can continuously evolve to meet changing stakeholder needs and trends.

3. Describe the **goals** of this Action Project (in 100 words or fewer)

The goals of this project are to:

- a. Define what is the GRCC story?
 - b. Define the meaning of regional approach.
 - c. Identify strategies that facilitate alignment of the GRCC brand.
 - d. Identify processes that improve the college's marketing efforts.
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- e. Create a template that may be used as a guide to tailor college messaging with a cohesive theme.

4. What **measureable criteria** will be used to determine this project’s success?

There is one criterion driving this project: Was an action plan created to guide the evolution of the GRCC brand? During the three-year lifespan of the project, supporting criteria will be developed that identifies whether or not the team is successfully making progress toward achieving the overarching criterion. The criteria will be developed to support three phases of the project from year one through year three. The first phase of supporting criteria will be identified with the year-one work plan.

5. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.

This project will directly impact Student Success Pathways and indirectly impact Workforce Pathways and Transfer Pathways.

6. What **personnel resources** will be required to deliver the project successfully?

This project will require personnel resources from the communications, information technology, and admissions and enrollment departments.

7. What **additional resources** will be required to develop and/or sustain the project?

Additional resources have yet to be identified. It is anticipated that throughout the audit process these resources will be identified.

Category	Cost	Explanation (one time or recurring)	Which budget will cover these costs?
Supplies			
Training			
Equipment/ Software			
Other			

TOTAL Cost Estimate			
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8. Will this project require any **additional budget dollars** for the 2014-2015 academic year that have not already been secured? ___NO **X** Yes

If yes, please describe briefly: It is anticipated that budget dollars may be necessary to conduct research initiatives as part of the audit process. These initiatives and associated costs will be identified within the first six months of the project (by December 2014).

9. Provide a 3-month work plan for this project:

Month	Activity	Person Responsible
July, 2014	Development and organization of CAP team, set 2014-15 meeting calendar.	Leah Nixon
August, 2014	Hold first CAP team meeting, explain the team's charge, identify year-one goals, identify proposed year-one work plan.	Leah Nixon
September, 2014	Finalize year-one work plan, assign team member tasks, discuss assignments.	Leah Nixon