



LASSEN COMMUNITY COLLEGE

Department: Marketing

(Review Date: Jan. 10, 2023)

Indicate, by number, the Strategic Goal(s) each Administrative Unit Outcome will support. Specifically describe the assessment method(s) used to measure each outcome and the achievement target that will determine successful completion of the outcome.

Strategic Goal	AUO	ASSESSMENT MEASURE /TARGET
4	Coordinate, and target advertisements in appropriate media (ex: Waterdrop Digital) to facilitate course enrollment at Lassen Community College.	Measure: Number of advertisements Target: Increase 2% annually on enrollment related to marketing strategies Baseline: 2022-2023 Data Source: Waterdrop Digital statistics
4	Increase positive impression of LCC by community members.	Measure: Number of survey results of "Above Average" or higher Target: Increase 2% annually Baseline: 2022-2023 Data Source: Survey results kept on P Drive
4	Provide accurate and timely public announcements to engage the local community.	Measure: Number of press releases and public service announcements Target: Increase 5% annually Baseline: 2022-2023 Data Source: Spreadsheet/Word document