Action Plan, 2006 to 2008

GOAL, THEME, OBJECTIVE	ACTIVITIES/NOTES

15. Review and enhance present instructional delivery models. *

GOAL 4: ***Create a Dynamic Learning Organization***	
Theme Ignite Passion	

GOAL 6. *Deepen Awareness*	
Theme: Inform and communicate	
45. Implement the new CNC "Brand" system (visual/graphic identity, messaging, etc.).	* Communicate and standardize the use of guidelines for all visual media. * Extend use of electronic media (TV, radio, web, e-mail) in marketing activities. Develop the integration of brand experience and brand equity throughout the College to ensure service quality on a sustainable basis. Ensure students and clients experience the vision, values and "brand" espoused by CNC, through exceptional student service.
46. Review and update the Strategic Enrolment Management and Marketing Plans.	* Enhance new web site and publications. * Widely disseminate the promotional video. * Develop student prospect relationship processes. * Expand student recruitment activities. * Increase involvement of faculty and staff.
47. Increase communication highlighting successes and achievements of students and employees through the web site, Community Report and "Experts Guide".	* Publish Community Report & Kodiak Notes. * Increase readership of "CNC Notes". * Hold "Open House", October 13/14.
48. Enlist the support of a broader constituency of alumni and other "Friends of CNC".	* Support the formation and development of the Friends of CNC society. * Explore development of an alumni database and website