Departmental Vision Statement:  
Through direction and professional assistance to board, administration, faculty and staff, the College Relations department at Western Nebraska Community College shall advance the mission and goals of the College by providing support in communication, marketing, and visual aids.

All activities of the College Relations Department will embody this brand positioning statement:  
Western Nebraska Community College (WNCC) is a valuable resource with supportive faculty and staff dedicated to empowering and enriching our students and communities. We provide accessible opportunities for personal, professional, and cultural growth through higher education, career training, and community education in an innovative environment.  
(Brand Positioning Workshop presented by Propeller Communications – May 21, 2009)

Goal 1: Improving internal communications at WNCC

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Benchmarks/Assessment</th>
<th>Responsible Personnel</th>
<th>Target Date</th>
<th>Cost or Resource Needs</th>
<th>Date of Completion</th>
</tr>
</thead>
</table>
| Develop and maintain a college relations committee | • Organize and have regular meetings  
• Committee participation across the institution  
• Annual surveys, along with pre and post surveys to gauge how effectively the lines of communication have improved | Mindy Burbach           | Fall 2009    |                         | On going           |
Develop and maintain an employee newsletter

- Publish an internal newsletter once a month to inform employees of college “happenings”
- Ask for material from employees to be included in the newsletter

Mindy Burbach/Holly Sterkel

Fall 2009

On going

Email ads and promotions to employees to inform them of events

- Email links of currently running ads and promotions so employees can communicate with the public more effectively when asked “what’s going on?”

Mindy Burbach/ Holly Sterkel

Fall 2009

On going

Goal 2: Improving external communications about WNCC

<table>
<thead>
<tr>
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<th>Date of Completion</th>
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</thead>
<tbody>
<tr>
<td>Updating the Website on a regular basis</td>
<td>- Provide news releases, links to events, and updating the calendar</td>
<td>College Relations</td>
<td>On going</td>
<td></td>
<td>On going</td>
</tr>
<tr>
<td>Develop an annual President's Report</td>
<td>- Create an annual report about WNCC and the President’s goals/strategic plan</td>
<td>Mindy Burbach</td>
<td>On going</td>
<td></td>
<td>On going</td>
</tr>
</tbody>
</table>
Develop a WNCC media relations guide

- Provide information for external parties wishing to know more information about WNCC or whom to contact
- Gain feedback from users as to how helpful it is

College Relations  Fall 2009  Fall 2009

Goal 3: Provide a clear and consistent message about WNCC

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<thead>
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</thead>
</table>
| Conduct a Brand Positioning Workshop          | • Gather a focus group of internal and external stakeholders  
• Use an external group to help with determining the results from the branding workshop  
• Implement the findings from the workshop  
• Survey every 6 months to see if the implementation was successful | College Relations       | 2009         |                          | On Going          |
- Develop a WNCC College Relations Manual
  - Provide a guide for employees to use when promoting WNCC
  - Gain feedback from users as to how helpful it is
  - Meet with employee groups to discuss
  - Mindy Burbach
  - Fall 2009

- Develop a process whereby all information (ads, press releases, brochures, etc.) disseminated to the public goes through College Relations
  - By using the College Relations Manual and department staff, College employees will develop communication that fits within the mission and consistent message of the college
  - Develop a project request form
  - College Relations
  - Fall 2009
  - On going

**Goal 4: Provide support in emergency communications**

<table>
<thead>
<tr>
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</thead>
</table>
| Become involved with the Campus Emergency Response Team | • Participation CERT training and drills  
• Discuss crisis communication | Mindy Burbach | 2009 | | On going |
Contribute in discussions about the best communication tools for emergencies

- Discussion with parties involved after emergencies

Mindy Burbach

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Develop a comprehensive annual marketing plan</td>
<td>• Use the college relations committee and president’s cabinet to determine need</td>
<td>College Relations</td>
<td>Spring 2010</td>
<td></td>
<td>On going</td>
</tr>
<tr>
<td>Work with admissions to target marketing in appropriate areas for recruitment</td>
<td>• Develop an integrated marketing committee with admissions</td>
<td>College Relations/Admissions</td>
<td>Fall 2009</td>
<td></td>
<td>On going</td>
</tr>
</tbody>
</table>
| Work with Educational Services to determine program needs | • Participate in RIF committee  
• Participate with CSAR review  
• Work with VP and Dean of Ed Services  
• Work with Division Chairs | College Relations | Spring 2009 |  | On going |

Goal 5: Distribute advertising dollars in proportion to program and institutional needs.