Theme/Strategic Direction I: Student Success
➢ Goal #1: Increase the academic success of students

Benchmark and increase national, state, and institutional perspective: graduation, retention, remedial education persistence, student success index scores, credential attainment, transfer rates, and KTIP placement results

Responsible Unit	Action Step	Result Indicator	Actual Results and Use of Results	Status
Academics	A1-->Improve persistence rate in remedial courses	Improve institutional graduation rate, retention rate, remedial education persistence rates and transfer rates	1. CCC did see an increase in persistence in non-college ready students persisting. 2. CCC continues to be a leader in the K-TIP report. The admin team recognized that massage therapy field does not provide a livable wage, this this program was phased out. 3. CCC English courses are in full operational phase after the redesign and now math is in the planning phase. 4. CCC continues to expand grow tutoring options and hours for our students. In spring 2020 CCC developed a plan to offer late night hours at the library. 5. CCC is now using a multiple placement process instead of relying solely on test scores.	On-going
	A2-->Increase utilization of industry partners to provide opportunities for graduates to earn higher wages			On-going
	A3-->Modify remedial class structure and implement student success model			Completed
	A4-->Increase tutoring services (hours of service)			Completed
	A5-->Improve placement of remedial students.			On-going
Student Affairs	1---> Classify issues that prevent successful course completion and identify usage of resources that promote academic achievement	1. Developed Early Alert portfolio document 2. A % increase of early alert referral students who persist (Fall to Spring) are retained (fall to fall) and graduate within (150%) of normal time	Early Alerts were submitted during the Spring 2020 semester alone. Counselor made contact with each one. When multiple attempts at contact failed, DSA reached out and was able to obtain contact. A4-DSA, Counselor, and Director of Residence Life are exploring options for a faster alert system for residence halls. Based on these results, we will continue utilizing the Early Alert system moving forward.	On-going
	2---> Gather and compare baseline data on early align student success statistics from 16-17 to 17-18			Completed
	3---> Identify strategies to increase faculty utilization of EA system			On-going
	4---> Develop intrusive EA referral system for students living in residence halls			On-going

Develop and implement assessment model program

Responsible Unit	Action Step	Result Indicator	Actual Results and Use of Results	Status
Academics	1--->Further grow and expand the new assessment system.	Fully developed co-curricular assessment plan, regular distribution of assessment results, training offerings on assessment module in SPOL	The new assessment system is fully operational. Assessment has improved in all areas A co-curricular assessment plan is now developed.	Completed
	2--->Assessment results distributed to the entire campus at the conclusion of each semester			Completed
	3--->Develop a co-curricular assessment plan.			Completed
	4--->Provide training on assessment module			Completed
	5--->Implement a co-curricular assessment plan			In-progress
Student Affairs	1---> Analyze current practices and instruments for expansion of assessment program	Expanded assessment program	DSA was added to Assessment Committee and was actively working on co-curricular assessments when COVID-19 halted progress. Outcomes for Co-Curricular Assessment have been established and efforts will resume in fall 2020. The steps put into place will continue into the 2020-2021 school year, as we could not complete all of the assessments we needed to due to COVID-19.	In-progress

Take a data driven approach to evaluate and improve student success

Responsible Unit	Action Step	Result Indicator	Actual Results and Use of Results	Status
President's Office	1---> Report progress on key success markers that align with goal statement 2---> Improve student performance on benchmark measures: graduation, retention, KTIP and Student Success Index 3---> Evaluate the effectiveness of Centralized Advising Center	% increase or decrease in rate distributions. Compare CCC benchmark data over a 3 year average against itself, Kansas CC sector and nationally Measure differences in persistence (fall-spring) and retention (year to year) of FT/FT DS who used the center and those who did not Gather baseline data on descriptive analytics: number of students served month to month, online vs. hybrid/in-class	1) Colby Community College improved in every category, except graduation rate, which the institution experienced a slight decline (3.5%) 2. 5-Year Student Headcount: Colby Community College has the largest percentage increase in 5-year Student Headcount among the 19 community colleges (27.3% increase). 2) 5-Year Full-Time Equivalency: Colby Community College is tied for the second-largest percentage increase in 5-Year Full-Time Equivalency among the 19 community colleges (3.8%). Degrees Awarded: Colby Community College is currently the fourth-smallest community college in the state of Kansas; however, we awarded the 11th most amount of associate degrees. Graduation Rate: For Cohort 2014, Colby Community College had the highest 100% time-frame graduation rate-100% (46.1%), highest 150% time-frame graduation rate (47.1%), and highest 200% time-frame graduation rate (50.1%). For Cohort 2015, Colby Community College had the third-highest 100% graduation rate (34.9%) and the second-highest 150% graduation rate (43.6%). Retention Rate: For Cohort 2017, Colby Community College had the highest full-time retention rate among the sector (68.3%, 6.1% higher than the next closest community college). 3)Data is very difficult to determine, due to the Coronavirus and it altering our normal semester.4. Data is very difficult to determine, due to the Coronavirus and it altering our normal semester. CCC knows what we are doing well with and what we still need to improve upon. This data will be utilized to illustrate that we still need to do a better job of improving graduation rates and increasing part-time retention rates.	Completed
Academics	1--->Utilize data to improve remedial courses	Improve persistence rates of remedial students. Remedial class cohorts established that benchmark student achievement with the impetus of improvement.	1. CCC did see an increase in persistence in non-college ready students persisting. 2. CCC continues to be a leader in the K-TIP report. The admin team recognized that massage therapy field does not provide a livable wage, this this program was phased out. 3. CCC English courses are in full operational phase after the redesign and now math is in the planning phase. 4. CCC continues to expand grow tutoring options and hours for our students. In spring 2020 CCC developed a plan to offer late night hours at the library. 5. CCC is now using a multiple placement process instead of relying solely on test scores.	Completed
	2--->Increase faculty review of assessment data			Completed
	3--->Review programmatic profit and loss statements, with the potential to add more support services to larger programs			Completed
	4--->Review assessment module data			Completed
	5--->Increase faculty assessment, complete faculty review annually, and implement a new evaluation tool.			Completed

Responsible Unit	Action Step	Result Indicator	Actual Results and Use of Results	Status
Athletics	1---> Establish a team competition to award success among athletic teams in the areas of academic success, community service, retention, and athletic success. 2 --> Explore options to actively monitor student-athletes academic performance.	Establish scoring system that will rank each of the teams and award points on their team G.P.A, Fall to Spring retention rate, community service, and athletic success. Work with the Director of Institutional Effectiveness to create reports that track student-athlete enrollment. Work with the Director of Institutional Effectiveness to determine the most appropriate method to provide coaches accurate and timely grade reports.	A1 - Due to COVID-19 a team competition is not realistic for the 2019-20 school year because some of the teams were not able to complete their seasons. Many of the community service activities that teams historically have participated in were after students were back home due to the pandemic. The structure for the team competition is in place but without a full season there is now equitable way to score it.A2 - With help from I.T. a number of automated reports have been created that help coaches actively monitor their student-athletes performance in the classroom. Coaches now receive an email each morning with the current grades for each of their student-athletes allowing them to address issues as they come up. They also receive a daily email that is still being tweaked that reports on the class attendance of their student-athletes.	In Progress

➢**Goal #2: Improve holistic student satisfaction experience**

Identify actions and advance strategies to improve effective operations				
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
President's Office	1---> Create new athletics facility on campus by November 2019	1. The completion of 2019 facility projects and the identification of new project over the 2019-2020 planning year.	1. Strutt Hall was renamed and renovated. 2. The Steve Lampe Athletic Center was completed in January 2020. 3. Ferguson Hall was completely renovated in August 2019. These results indicate that CCC heavily invested in the facilities and made a concentrated effort to improve the student's amenities.	Completed
	2--->Complete final phase of Living Center East renovation project by August 2019			Completed
	3--->Ferguson Hall renovated by August 2019 and identification of new facilities project			Completed
Academics	A1-->Implement a new assessment server A2-->Continue to improve the new faculty mentor program	Assessment server Faculty mentors	CCC continues to utilize the assessment server in a more robust manner and makes yearly updates to the mentoring program. CCC will continue to make improvements in this area.	Completed Completed
Student Affairs	A1--> Streamline scholarship process (financial aid, anticipated aid, foundation and recruitment)	Updated scholarship process Software comparison and purchase	A1- Through support of IT, a report was created that allowed all recipients of scholarships through Academic Works (institutional and foundation) to be uploaded and applied to anticipated aid through PowerFaids in the Fall 2019 semester. A2- Net Partner was purchased Fall 2019 to serve as a student portal in Financial Aid. The system will allow students to send, receive, and upload documents pertaining to their financial aid. Net Partner will go live for all students in July 2020. This will allow even better/faster communication between students and the financial aid office. Additionally, processes for all scholarships have been altered so additional streamlining is done through the financial aid office with the help of IT and student accounts.	Completed
	A2---> Compare and contrast software to increase technological capacity of the Financial Aid office.			Completed

Ceate and utilize student-centered approaches to improve satisfaction				
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Student Affairs	A1---> Implement SaVE Act through SafeColleges programming for students and employees	Specific events targeting a more non-traditional student audience. Increased Student Life presence on social media to better promote activities on campus. Student clubs/organizations events. Students recruited from other student groups to diversify SGA representation. Updated Student Government Association and student organization manuals.	A1-Safe Colleges was implemetemented and utilized for facutly/staff and student orientations in order to teach about the SaVE Act. This will continue into the following years. A2-The outdoor activity space was put on hold in order to work on other projects more pressing across campus A3-The waiting area of the Financial Aid Office was re-decorated during the fall 2019 semester A4-Surveys were sent to students to determine what activities they wanted to participate in We will continue to seek input from students in order to determine what changes/additions they would like to see on campus. Additionally, Safe Colleges will be used to continue teaching the SaVE Act, and will also be utilized to teach inclusivity during the fall 2020 semester.	Completed
	A2---> Renovate and create outdoor activity space			Pending
	A3---> Design and remodel the Financial Aid waiting area.			Completed
	A4---> To enrich the student living environment, through improvement and enhancement of the living community.			Completed
Athletics	1--->Explore/pilot the creation for a Student Athlete Advisory Committee.	Determine what the makeup of a Student Athlete Advisory Council. Work with coaches to select members to establish a Student Athlete Advisory Committee. Establish a regular meeting schedule for a Student Athlete Advisory committee.	After the Student Athlete Advisory Committee started to take shape in the previous year, there was little interest from the current student-athletes in 2019-20. it will continue to be a goal moving forward to grow the program and help give student-athletes a voice in the future.	On-Going

Theme/Strategic Direction II: Growth and Development
➤ Goal #3: Strengthen commitment to employees and sustainable workforce

Cultivate a comprehensive approach to employee development, recruitment and retention				
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
President's Office	1. Present 3 ideas to Administrative Council to enhance employee retention.	Ideas presented Fringe incorporation Salary schedule meets expectations Developed HR training system	1. CCC has produced a variety of initiatives to improve and maintain employee retention. These efforts included: providing remote working possibilities during COVID-19, provided all employees an annual wage increase, reduced annual insurance costs, expanded our annual Christmas party, and implemented the Employee of the Year Program. 2. CCC has not made substantive progress on this initiative. 3. Staff and faculty did receive an annual wage and anticipated to receive another for the next academic year. 4. Safe Colleges and KnowBe4 were both implemented and utilized during the last year. The results indicate that CCC made substantial progress in most areas; however, we did not incorporate a fringe for employee advancement.	Completed
	2. Successfully incorporate a fringe to offset the cost of advancing education.			Not Completed
	3---> Maintain faculty salary schedule and improve staff wages			Completed
	4---> Develop college-wide online HR training system			Completed
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Academics	1---> Increase professional development opportunities	1. Number of people receiving PD. 2. Agreement 3. Course evidence.	1. CCC continues to increase professional development opportunities. CCC provided multiple all campus training's throughout AY 19-20. 2. CCC continues to work on this initiative. 3. The course was redesigned and expanded. CCC made solid progress in this area, but will need to increase for AY20-21.	Completed
	2---> Partner with other schools to develop a consortium for professional development			On-Going
	3---> Expand faculty Canvas training course			Completed
Student Affairs	1---> Analyze options/concepts and implement strategies to unify the Student Affairs division	Implement one strategy to unify student affairs division	A1-Student Affairs meets on a monthly basis to ensure proper communication is happening throughout the division and across divisions. When staff members began working remotely, these meetings moved to happening weekly and involved all department directors in the Student Union to ensure involvement from each area. These meetings are used to keep open lines of communication and head off any issues that may arise. We will continue to meet with all parties on a monthly basis.	
Athletics	1---> Establish regular meetings among athletic department staff.	Regular meetings and trainings	1. The Athletic department met monthly for staff meetings to address issues the department faced. Once COVID-19 hit and people were working remotely those meetings shifted from monthly to a weekly meeting to keep the department aware of what was going on and address any problems that teams were facing. 2. Each of the coaching staffs of NJCAA recognized sports were given the NJCAA Compliance Exam in the fall and were required to complete it. Coaches were given copies of incorrect answers and given the opportunity to discuss and correct them to better learn the NJCAA rules. In addition, each monthly staff meeting updates were provided by the Athletic Director on any changes at the Jayhawk Conference, Region 6, or NJCAA level so that coaches were knowledgeable about the rules and any changes.	Completed
	2---> Establish annual training for athletics staff regarding NJCAA, Region 6, and KJCCC bylaws.			Completed

➤ Goal #4: Engage opportunities to strengthen financial base

Employ strategies to expand revenue through increased enrollment and securing external funding revenue sources				
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
President's Office	1. Design and implement an alumni fundraising event.	Alumni fundraising events, evaluation of fundraising capacity, increased employee giving, new research initiatives and funding sources.	1. CCC implemented a donor appreciation meal following the fund raising initiatives of the Big Blue Barn. In addition, COVID-19 required the institution to post-pone our annual fundraiser. The institution is looking at rescheduling this event for August 2020. 2. . CCC greatly expanded our donor base. An effort that resulted in the most successful fund raising initiative in the College's history. 3. Employee giving still requires a lot of work, as we still have a large percentage of employees who are not currently giving to the College. 4. The use of a quarterly newsletter has been going on for a couple of years now. 5. Endowment Director Schoenfeld did complete an annual campaign that resulted in additional $20,000 raised for the institution. 6. There is a lot of work that needs to be completed int eh scholarship realm. A couple of new scholarships have been created; however, there is still room and opportunity for continued improvement These results indicate that CCC still has numerous opportunities for expanded efforts on fund raising initiatives.	Completed
	2. Evaluating expansion of fundraising capacity through development of key leaders.			Completed
	3. Increase percentage of employee giving to 35% of total number of current employees.			On-going
	4. Quarterly newsletter mailed to alumni and friends and improve the utilization of social media.			On-going
	5. Research & develop planned giving initiatives.			Completed
	6. Identify new funding source for scholarships			On-going
Academics	A1--> Develop opportunities to open new programs	1. Improve enrollment through technology, market analysis and innovation	CCC created a new Fiber/Telecom program which is showing positive results. CCC also was selected for Second Chance Pell. CCC will focus the AY 20-21 year on launching the Second Chance Pell Program.	Completed
	A2--> Increase brand awareness for ColbyConnect			Completed
Athletics	1---> Explore options to enhance fundraising.	Presented options	Examine the current Backer Club structure and determine what the best direction of the program is moving forward.	Completed

➤ Goal #5: Promote and enhance a diverse and inclusive CCC community

Create, develop and implement a blueprint for diversity and inclusion				
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Academics	1---> Identify speakers to bring to the Northwest Kansas focused on diversity and inclusion	Increase inclusion on our campus.	1. CCC hosted MLK Day celebration including a very respected and known speaker. 2. CCC continues with the Trojan Turf plan and increasing PD for our faculty and staff in this area. CCC is committed to making improvements to our campus and for AY20-21 MLK Day will be observed as a holiday.	Completed
	2---> Increase training opportunities focused on inclusion			On-going
Student Affairs	1---> Complete draft of plan and implement diversity committee goal and objectives campus-wide	Demontrated progress through planning documents and activities.	A1-The Diversity Plan was approved by the Board of Trustees and added to the CCC Strategic Planning website during the June 2019 board meeting. The Diversity Committee continues to meet on a monthly basis and host events at least once a month. They have further advanced partnerships with Options and the Max Pickerill Lecture Speaker series. This group will continue to promote and enhance a diverse and inclusive CCC community. They will sponsor monthly activities that educate students, staff, faculty, and the community.	Completed

Goal #6: Advance the college through innovative and effective technological resources and services

	Create, develop and implement college-wide Technology Plan			
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Academics	1--->Ensure the technology committee is reviewing the needs of the faculty	Close the gap between assessment and technology committee.	CCC redesigned the committee and combined with the Online learning committee. $5.00 per credit hour of the student technology fee money will be geared toward this plan. Faculty and Staff have the opportunity through a google drive document to request technology needs at anytime. CCC believes the new process will provide all employees with an opportunity to improve student learning through the use of technology.	Completed
	2--->Regularly review technology request through faculty assessment data			Completed

Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Business Affairs	1-->Utilize technology to transform the mailroom	1. Implementing scanners, electronic mailboxes, and texting technology 2. Installing 12 strand fiber in Ferguson, Library, Thomas Hall and Bedker. Also installing fiber at the new athletic facility. 3. Determine if this is important to the campus community and make a recommendation if it is determined to be so. 4. Campus wide security cameras - Install and finalize phase 2 and phase 3 of campus cameras 5. IT Committee including technology planning and IT Governance - have bylaws and governance document outlining expectations of IT. 6. Have senior IT director sign off on technology plan and move it from draft to completed. 7. Purchased and implemented for Budget year FY20/21.	A1 - The mailroom investigated the cost of utilizing technology. I brought it to the Executive Committee on Oct 7, 2019. It was decided that investing in technology was not the best use of college's resources. Currently, CCC has an employee who is full time and can handle what technology would have provided. We may explore this option at some point in time if the mailroom staff becomes overwhelmed due to an increase in enrollment. CCC opted not to move forward with adding technology to the mailroom at this time. A2 - Fiber installation was completed. This included the Steve Lampe Athletic Facility, Bedker, Ferguson, Library, and Thomas Hall. A2 - While fiber was installed on 12/20/19. It remains unusable until switches are connected to it. Currently I am having the IT team do a thorough investigation as to what is reasonable and customary as to installing cameras, access points and other paraphernalia required to successful make the newly installed fiber beneficial to the institution. While the fiber is installed, I am rolling this over to FY21 as it remains to be seen the outcome of the investment of the fiber at this time. A3 - CCC has sequel and the Senior IT Director is proficient at retrieving data. No additional monies need to be invested to explore this idea at this time. SQL serves as our data warehouse at this time. Our Senior IT Director is proficient at retrieving data. What would be beneficial is to continue to train employees how they can build their own quarries, in order to empower the employees while freeing up the Senior IT Director from these requests. A4 - Budget SPOL was added. We will start training on it next week, and will implement it in the fall of 2020. It will be usable to all faculty and staff beginning Jan 2021 as we roll out the new budget year. Completed. CCC purchased and installed the SPOL budget component. We start training next week and hope to deploy it to all faculty and staff beginning the fall of 2020. It will be integrated with the rollout of FY21 budget planning beginning January 2021. A5 - IT Governance was discussed on Aug 9, 2019. It was decided CCC would write an IT Governance draft. IT Faculty Governance Met - Shad, Angel, Dr. Martin, Brad, Collection of academic review, technology. It was decided to add this committee to online faculty meeting. Linda Nelson, Lisa Stithem, Dr. Thompson, agreed they could tackle and formalize, working directly, overlap, better use of the faculty time. Crystal w/b liaison. Online committee will approve projects. A6 - Reached out to our Senior IT Director to gather her thoughts on the existing Technology Plan. It was written and updated prior to her arrival, and I would like to get her feedback. Will update after Senior IT Director has had a chance to review the plan written in 2017. (Uploaded in 2017 SPOL) IT has proposed 396 cameras across campus of which 123 have been installed. They are installed in throughout the campus. IT is focusing on security first. We are hopeful to expand, but may have to wait as we are in uncertain times due to COVID 19. IT actively continues to meet with its constituents to determine the needs across campus. I am leaving this as an "in progress" status as we continue to install and meet the needs of the campus.	Completed
	2-->Employ the integration of technology to create structure and provide adequate services			Completed
	3-->Investigate the development of implementing a comprehensive data warehouse for the college			Pending
	A4 - Add budget component to SPOL and start running budgets through SPOL beginning in year 20/21.			On-going
	5-->Establish a committee for the official technology planning/IT governance			Completed
	6-->Finalize technology plan			Pending
	A7---> Research a phase-in and installation of a campus wide security system			In Progress
Athletics	1. Explore options to expand live streaming options to allow all home sporting events to be streamed live. 2. Explore options to provide live stats for home games for all sports. 3. Investigate ways to provide timely information to stakeholders via coach's shows, newsletters, and other methods.	Tested options found from research	A2 - Athletics used Box Out Sports to provide templates for social media graphics so that the department could use professional looking graphics with a consistent look and feel across each of the social media platforms. The athletics website is up for renewal in the summer of 2020 and will undergo a new look as well.	Completed

Theme/Strategic Direction III: Public Relations
Goal #7: Create and sustain mutually beneficial partnerships

	Pursue and enhance opportunities to collaborate with local and regional organizations			
Responsible Unit	**Action Step**	**Result Indicator**	**Actual Results and Use of Results**	**Status**
Student Affairs	1--->Develop strategies to advance community partnerships through outreach programming	1. An agreement will be made with International Student Insurance group, for group rates for the 19-20 school term. 2. Work with local health care providers to provide education opportunities for students. Provide information on health concerns throughout the year. 3. Create an excel spreadsheet documenting high schools contacted, visited and student attendance. 4. Develop/implement outreach survey to	1. A1-Representatives from Student Affairs and Outreach met with Thomas County Economic Development and leaders from business and industry in Thomas County. Together they created courses that could be presented to employees in the area to educate skills such as customer service, phone etiquette, basic computer skills, and other essential skills. These classes will begin fall 2020. 2. After consulting options for International Student Insurance, it was deemed unjustifiable for the institution to facilitate it. The students will continue to be responsible for providing proof of insurance on a regular basis. 3. Citizens Medical/Family Center for Health and Thomas County Health Department continue to provide services for CCC students on a regular basis. A Physician Assistant from FCH was on campus weekly to meet with students. Additionally, many students were served through CMC and TCHD. 4. The Financial Aid department invited area students and their parents to campus in order to assist them in completing their FAFSA. Additionally, a video with information and instructions was created and published on social media These initiatives will be put into action during the 2020-2021 school year.	Completed
	2--->Evaluate options for International Student Health Insurance Plan for international students through the college. Anticipated start date for the plan would be 19-20 school term.			Completed
	3--->stablish and Maintain relationships with health care providers.			Completed
	4--->Organize and facilitate FAFSA completion events with area high schools.			Completed
Athletics	1--->Investigate partnerships that can provide valuable resources to student-athletes.	Increase resources provided to student-athletes.	The Athletic Department benefited from working with the Citizens Health and the Rehabilitation department this year. Multiple teams utilized the Rehab department to help design specific workouts tailored to each athlete's specific needs based on a functional analysis of their motions. In addition, they provided a more in depth concussion baseline test that many teams utilized to aid in a return to play if one of their athletes suffered a concussion. Finally, the baseball team worked with the Rehab department on vision training to help train their hitters this year.	Completed

➤ Goal #8: Develop, implement and assess integrated marketing approaches to reach target markets

Responsible Unit	Action Step	Result Indicator	Actual Results and Use of Results	Status
			Create, Develop and implement college-wide marketing plan	
President's Office	1--->Create and implement the marketing plan	1. Approval of Marketing Plan by Admin Council and BOT and post on the website. 2. Develop the operational component of the Marketing Plan 3. Assisting the Foundation on alumni projects. 4. Soliciting underwriters to fund needed purchases	1. Marketing Plan with a branding guide has been completed and is on the CCC website 2. The Branding Guide has been completed. 3. CCC works collaboratively on fund raising initiatives. Between the Endowment and the College, we successfully raised over $1,700,000. 4. Due to COVID-19, CCC elected to provide free advertising to area businesses. This was done in an effort to promote businesses and help organizations potentially save more money. With the accomplishments of objectives in 2019-20, the Public Relations Office and the marketing committee will move forward with the following in 2020-21: Marketing and Branding a. Branding Guide is emailed to campus annually and is the source to ensure consistency. b. A link to a shared Google Drive folder will be provided to all employees each year that includes all approved templates. c. The creation of letterhead, envelopes, and business cards are facilitated through the Public Relations Office or the Copy Center. Only college-approved stationery is used. d. Seek $3,500 for the marketing committee to continue updating collateral. e. Update the departmental brochure and PowerPoint templates.	Completed
	2---> Establish framework for a consistent college brand.			Completed
	3--->Continue communication with and engage alumni			Completed
	4--->Update college radio station equipment in order to leverage it for marketing.			Pending
Student Affairs	1--->Develop promotion of annual report and or progress report from strategic planning results	Develop promotion of annual report and or progress report from strategic planning results	A1-The Annual Report has been printed and distributed over the past two years. Additionally, these reports can be viewed on the website. This continues to be a well-received item from the campus and community stakeholders. This will continue to be produced on an annual basis.	Completed