COMMUNICATIONS STRATEGIC PLAN
2023-2024 STRATEGIC GOALS AND ACTIVITIES

1 – RESTRUCTURE MARKETING TIMELINES:

HLC Criterion 5; Barton Core Priority 4
- Institute pre-planning phases for marketing initiatives to allow for brainstorming and feedback from interested parties.
- Prepare campaigns a semester in advance.

2 – INCREASED FOCUS ON STUDENT PERSPECTIVES IN SOCIAL MEDIA:

HLC Criterion 1, 5; Barton Core Priorities 1 and 3
- Implement Barton Ambassador Social Media Team.
- Consistently sharing Instagram stories and other platforms from students on the main account and encouraging increased frequency of tagging the main accounts.

3 - INCREASED FOCUS ON FACULTY ON SOCIAL MEDIA:

HLC Criterion 1 and 3; Barton Core Priorities 2 and 3
- Produce faculty spotlights on social media on Facebook, IG, Twitter and Tik Tok.
- Encourage faculty to engage with social media accounts so we can share.

4 - INCREASE COMMUNITY VISIBILITY:

HLC Criterion 1 and 5; Barton Core Priority 2
- In conjunction with the Business & Community Work-group plan events in surrounding communities to make Barton visible in a positive way by giving back with events such as Easter egg hunts, pop up donut giveaways, WTCE Workshops with local businesses etc.

5 - ASSIST FOUNDATION IN DEVELOPMENT OF ALUMNI NETWORK:

HLC Criterion 1 and 5; Barton Core Priorities 2, 3 and 4
- Plan the implementation of an Alumni network with all interested parties including enrollment services, admissions, and the Foundation.
- Assist in marketing of this network once it has been created.

STRATEGIC GOALS	CORE PRIORITIES	KPI METRIC	HLC CRITERIA
1. Advance student entry, reentry, retention, and completion strategies.	1. Drive Student Success	1. Student Success 2. Student Completion	1. Mission
2. Foster excellence in teaching and learning.		3. Student Learning 4. Ratios	2. Integrity: Ethical and Responsible Conduct
3. Expand partnerships & public recognition of Barton Community College.	2. Cultivate Community Engagement	5. Partnerships 6. Enrollments	3. Teaching and Learning: Quality, Resources, and Support
4. Promote a welcoming environment that recognizes and supports student and employee engagement, integrity, inclusivity, value, and growth.	3. Optimize the Barton Experience	7. Barton Experience	4. Teaching and Learning: Evaluation and Improvement
5. Develop, enhance, and align business processes.	4. Emphasize Institutional Effectiveness	8. Composite Financial Index 9. Grants	5. Institutional Effectiveness, Resources and Planning