18-Month Work Plan – January 2013 to June 2014

Prepared by Amber Chiang

Student Success

- Provide marketing leadership on the implementation of the new OneCard system for students.
- Develop a readable and understandable catalog for students.
- Provide timely, relevant communication of important news and events to students.

Facilities and Infrastructure

- Strategically plan and budget for consumables needs in the Graphics and Print Shop areas.
- Work to develop an RFP for the contract for Print Shop equipment which provides equipment which is relevant, affordable, and accurate for the college's needs.

Integration

- Member of the President's Cabinet, Administrative Council, Information Systems and Instructional Technology Committee, Commencement Committee, and Staff Development Coordinating Council.
- Chair of the Centennial Celebration Committee.

Communication

- Maintain appropriate levels of external communications about Bakersfield College achievements, events, and activities.
- Maintain ongoing, relevant communication with internal audiences on Bakersfield College achievements, events, and activities.
- Develop a plan to activate student communicators to blog and interact on social media; shepherd the project and implement the action plan.
- Maintain appropriate levels of communication in crises; advocate for collegiate adherence to emergency communication rules and regulations.

Oversight and Accountability

- Evaluate and implement cost-savings measures for consumables in the Graphics/Print Shop areas
- Work in coordination with Public Safety to train, educate, and practice emergency procedures.

Professional Development

- Identify and prioritize professional development opportunities for Marketing/Graphics/Print Shop/Web Content staff.
- Participate as member on the Staff Development Coordinating Council and support the implementation of the committee's work plan.
- Support the development of professional development opportunities through internal/external communication and promotion efforts.
- Work with Web Content Editor to develop web editing training for staff responsible for department or service website content.