

Assessment: Assessment Plan



Operational (Student Services)- Marketing

GBC Mission: Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

Unit Mission:

Outcome: Communications Plan

GBC's Communications Plan meets the needs of the college community and is championed by it.

Outcome Status: Active

Assessment Year: 2016-2017, 2018-2019, 2020-2021

Start Date: 08/01/2016

Assessment Measures

Internal Tracking - Develop and implement a college-wide communications plan. (Active)

Criterion: Communications Plan is based on best practices and has buy in from GBC personnel.

Notes: Meet with key constituents for input and gather support from the college community. Meet with peer institution marketing personnel to review best practices. The benefits of adopting and using a communications plan and relying on Marketing expertise are clearly delineated.

Outcome: Printed Materials

All GBC printed materials are up-to-date and aligned with the Communications Plan.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 07/01/2017

Assessment Measures

Qualitative Review - Meet with Center Directors and recruiters to review all printed materials to ensure they're aligned with GBC's Communication Plan. (Active)

Criterion: All printed materials are aligned and personnel producing them are fully supportive of the Communications Plan.