

## CEA NY Strategic (Marketing) Plan Task Status Report-Final

### **Goal 1: To continue to build a strong institutional and professional membership.**

| Objective   | Strategies/Tasks   | Timeframe for Completion | Planned Outcomes (Parties Responsible)   | Current Status (03/04)   |
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| <b>1.1</b> Increase overall organizational membership.                              | 1. Recruit new directors and support staff for membership.<br>2. Direct mail and e-mail campaign to non-member schools.<br>3. Increase net membership with retention efforts.<br>4. Recruit schools not registered with CEA/NY.  | 10/04                    | 1. Increase current net membership by 10 percent by 10/03 and another five percent by 10/04, including 20 new directors and support staff members (Directors, C. Caples, P. Kahn, Reg. Chairs).<br>2. Direct mail campaign to be completed by 12/03 (C. Caples, P. Kahn).<br>3. Follow-up calls made to non-renewing members (C. Caples, L. Nahum, regional chairs). | 1. Missed 2003 goal. 2004 goal remains a target- 408 a/o Oct20, 2004<br>2. Brochure is revised and mailed with new invoices to membership along with new procedures to confirm.<br>3. Currently being accomplished.<br><br>CLOSED  |
| <b>1.2</b> Have former/retired members become involved again with the organization. | 1. Create an "Honorary (Lifetime) Emeritus" membership category for former/retired members.<br>2. Lifetime members to conduct presentations.   | 10/04                    | 1. Fifteen individuals contacted for renewed membership/involvement/invitations to conferences by 10/04 (Directors, Reg. Chairs, B. Ritchin).<br>2. Two presentations made by lifetime members by 10/04 (Reg. Chairs, T. Fuhr, K. Kraus, B. McClure).  | 1. B. Ritchin to write articles in each newsletter to reach/encourage retirees to continue their CEA NY relationship. Articles in May and Sept newsletters<br>2. Contact information for lifetime members needs to be determined by all members before this task can be accomplished. B. Ritchin announced during annual business meeting.<br><br>CLOSED |
| <b>1.3</b> Encourage (corporate) associate membership.                              | 1. Develop criteria and establish benefits of (corp.) associate membership.<br>2. (Corporate) associate members to get a link on our website and vise-versa.<br>3. Do features on new corporate associate members and include lists of them in the newsletter.<br>4. Opportunities to attend | 10/04                    | 1. Benefits of corporate associate membership to be established by 12/03 (C. Caples, P. Kahn, B. McClure).<br>2. Ten corporate associate members to join the organization and have features written on them for the newsletter by 10/04 (C. Caples, P. Kahn, B. McClure).  | 1. Board decided not to allow corporate associate members. CLOSED<br>2. See # 1. CLOSED  |

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|  | conferences as vendors. |  |  |
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**Goal 2: To increase involvement of the membership in the various aspects of the Association – this will include both seasoned practitioners as well as newer members.**

| Objective  | Strategies/Tasks  | Timeframe for Completion | Planned Outcomes (Parties Responsible)   | Current Status (03/04)   |
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| <b>2.1</b> Increase participation and involvement of general membership.   | <ol style="list-style-type: none"> <li>1. Non-board member representation on various board committees.</li> <li>2. Regional sessions at conferences.</li> <li>3. Promote use of website including adding web address to all documents.</li> <li>4. Provide conference and board meeting summaries to membership via the newsletter and web site.</li> </ol> | 10/04                    | <ol style="list-style-type: none"> <li>1. Each committee to add one non-CEA/NY board member by 12/03 (K. Schuhle-Williams, E. Mandel, K. Kraus, P. Kahn, T. Fuhr).</li> <li>2. Increase conference attendance and revenue by 15 percent in 2003 and again in 2004 (K. Schuhle-Williams, T. Fuhr, Directors, Reg. Chairs, 2004 Conf. Chair).</li> <li>3. Develop a website flyer to mail to all members (A. Morville, P. Kahn).</li> <li>4. Include board meeting minutes/summaries on website, listserv and in newsletter (D. Bukovan).</li> </ol> | <ol style="list-style-type: none"> <li>1. Non-board members added to marketing committee, awards committee, and 2003 and 2004 conference committees. Rich J. temp secy. CLOSED</li> <li>2. 2003 Conf attendance was comparable to 2002. Revenue increased more than 15%. 2004 numbers 5-10 higher and revenue similar. CLOSED</li> <li>3. A. Morville distributed a flyer earlier in 2003. Article in recent newsletters. CLOSED</li> <li>4. Strategy has changed – a notice is now being included in a box in the newsletter alerting individuals to go to the web site to find complete board meeting minutes. CLOSED</li> </ol> |
| <b>2.2</b> Implement a new “Adopt a College” program.  | <ol style="list-style-type: none"> <li>1. Each board member to “adopt” one or two colleges (both member and non-member organizations).</li> </ol>   | 12/03                    | <ol style="list-style-type: none"> <li>1. Ten colleges/organizations to be “adopted” and kept apprised of all CEA/NY activities by 12/03 (Directors, Reg. Chairs, C. Joki).</li> </ol>   | <ol style="list-style-type: none"> <li>1. Carol Ann assigned schools to 10 members to contact. OPEN</li> </ol>   |
| <b>2.3</b> Increase outreach and make available mentoring for all new members to CEA/NY and the Continuing Education profession. | <ol style="list-style-type: none"> <li>1. New members to be assigned a mentor from amongst the general and lifetime membership.</li> <li>2. Session presentations for new members.</li> <li>3. New member section added to newsletter and website.</li> </ol>   | 12/03                    | <ol style="list-style-type: none"> <li>1. Mentor process to be in place by 12/03 (B. McClure, C. Caples, Reg. Directors).</li> <li>2. Session presentations to be made available to new members (C. Caples, K. Schuhle-Williams, T. Fuhr, K. Kraus, Reg. Chairs).</li> <li>3. New member section added to newsletter and website by 12/03 (A. Morville).</li> </ol>  | <ol style="list-style-type: none"> <li>1. B. McClure has been sending letters to new members alerting them a regional chair will be in contact with them. CONTINUE TO DO</li> <li>2. Accomplished for 2003 and 2004 conferences. CONTINUE TO DO</li> <li>3. C. Caples has been sending information to A. Morville that includes in the newsletter. This information is on the web site. CONTINUE TO DO</li> </ol>  |

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| <b>2.4</b> Increase professional recognition for board and general members.    | 1. Provide certificates for all outgoing officers and lifetime members.<br>2. Provide congratulatory letter to annual award winners. | Ongoing | 1. Provide certificates to all outgoing board members and lifetime members and congratulatory letters to award winners as needed (B. McClure, E. Mandel). | 1. B. McClure is doing this on an as-needed basis. CONTINUE TO DO                        |
| <b>2.5</b> Offer more regional staff development and networking opportunities. | 1. Hold informal regional luncheons/dinners or region-specific events, such as the 2002 Regional Presidential forum.                 | 10/04   | 1. Each region to hold at least one informal regional luncheon/dinner or region-specific event by 10/04 (Reg. Chairs, Directors).                         | 1. West Region met on 4/7. The South Region met in June as part of a CUNY CE event. OPEN |

**Goal 3: To expand the delivery of information and data in an effort to help us better accomplish our respective on-campus goals.**

| <b>Objective</b>  | <b>Strategies/Tasks</b>   | <b>Timeframe for Completion</b> | <b>Planned Outcomes (Parties Responsible)</b>  | <b>Current Status (03/04)</b>   |
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| <b>3.1</b> Increase opportunities for colleagues to share Continuing Education curricula and other information. | 1. Roundtable discussions held at conferences.<br>2. Information to be posted on CEA/NY website, including quarterly President's column, best practices section and Continuing Education job announcement postings. | 12/03                           | 1. One roundtable discussion per conference will be held to allow for an exchange of information (K. Schuhle-Williams, T. Fuhr, K. Kraus).<br>2. Quarterly President's column/information sharing area, best practices section and job announcement area to be in place on the website by 12/03 (B. McClure, A. Morville). | 1. Some roundtable discussions held at 2003 Spring Retreat but not at 2003 conference. Not accomplished at either 2004 Spring Retreat or Conference. OPEN<br>2. These columns are continually being added to the web site. CONTINUE TO DO |

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| <p><b>3.2</b> Increase use of such vehicles as letters and releases to publicize/promote our efforts to various constituencies.</p> | <p>1. Letters sent to appropriate college Presidents announcing CEA/NY board appointments and award winners.<br/>2. Send general information letters and invitations to attend conference dinners to local government officials.<br/>3. Send news releases publicizing conferences to media outlets near various conference locations.</p> | <p>Ongoing</p> | <p>1. Create a news form letter template to publicize CEA/NY activities by 10/03 (B. McClure, P. Kahn, E. Mandel).<br/>2. Establish a process to invite various dignitaries to conferences by 10/03 (K. Schuhle-Williams, T. Fuhr, K. Kraus).<br/>3. Create news releases on conferences to distribute to local media (P. Kahn).</p> | <p>1. Members should be encouraged to submit through their college PR office releases about CEA NY awards, etc. CONTINUE TO DO<br/>2. Dignitaries invited to 2003 conference. SUNY Chancellor was keynote speaker at 2004 conference. Presidents panel was again successful. CONTINUE TO DO<br/>3. 2003 Conf Planning Comm decided to allow members to invite their own dignitaries (eg Finger Lakes CC). SUNY released press report regarding conference and Chancellor's speech. CONTINUE TO DO</p> |
| <p><b>3.3</b> Foster better connectivity and collaboration between two- and four-year institutions and SUNY, CUNY and State Ed.</p> | <p>1. A section of the website and newsletter to be dedicated to issues connected to both two- and four-year institutions.<br/>2. Provide/promote member access to various online publications such as SUNY Today and SUNY and CUNY Clips.</p>   | <p>Ongoing</p> | <p>1. Website and newsletter area reserved for two- and four-year college column by 12/03 (A. Morville).<br/>2. Access to various online publications to be determined by 12/03 (All Board Members).</p>   | <p>1. Strategy one has been eliminated.<br/>2. The web site 'news' section has 'clickable' files to open regarding CE events/news. CONTINUE TO DO</p>   |

**Goal 4: To interface with various external constituencies in an effort to build awareness, collaborative relationships and increase funding for Continuing Education.**

| Objective | Strategies/Tasks | Timeframe for Completion | Planned Outcomes (Parties Responsible) | Current Status (03/04) |
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| <p><b>4.1</b> Increase collaboration with other Continuing Education organizations.</p>   | <p>1. Develop professional relationships with other Continuing Education organizations, such as UCEA, ACHE, LERN, ASTD, etc.</p>  | <p>10/04</p> | <p>1. Joint programming for workshops to be in place by 10/04 (B. McClure, D. Tyksinski).</p>  | <p>1. The option of doing joint teleconferences was discussed at 12/03 and 3/04 board meetings and was put on the back burner for now – difficult to do. OPEN</p>   |
| <p><b>4.2</b> Better familiarize members and potential members with our website and newsletter so they will be seen as a clearinghouse of Continuing Education information.</p>                   | <p>1. CEA/NY President to develop quarterly website column (see 3.1).<br/>2. Design website mailer.<br/>3. “WebTracks” corner to be added to the newsletter.<br/>4. Identify member and non-member customers.</p>   | <p>12/03</p> | <p>1. President’s website column and “WebTracks” corner of newsletter to be in place by 12/03 (B. McClure, P. Kahn, A. Morville).<br/>2. Website mailer to be developed by 10/03 (see 2.1).<br/>3. Board meeting summaries to be added to newsletter, listserv and web site (see 2.1) (D. Bukovan).</p>  | <p>1. CONTINUE TO DO<br/>2. See 2.1.<br/>3. Approved minutes are placed on the web site. CONTINUE TO DO</p>   |
| <p><b>4.3</b> Network with and educate college Presidents and other college higher-level administrators (incl. System Admin.) in an effort to have them understand and buy-in to our mission.</p> | <p>1. Continuing Education statistics to be sent out to these constituents.<br/>2. Invite President or designee from conference’s host college to attend dinner.<br/>3. CEA/NY President to make a presentation at college President’s meeting<br/>4. Send general information letters to College Presidents.</p> | <p>10/04</p> | <p>1. Statistical information to be gathered and put into a format for sharing by 10/04 (B. McClure, D. Bukovan, D. Douglass, V. Perun).<br/>2. Host President to be invited to 10/03 and 10/04 conference dinners (K. Schuhle-Williams, T. Fuhr).<br/>3. CEA/NY President to make a presentation at one college President’s meeting by 12/03 (B. McClure).<br/>4. College Presidents to be sent general information letters on an ongoing, as-needed basis (B. McClure, P. Kahn).</p> | <p>1. Continuing process. C. Regan invited to 12/03 board meeting to enhance the SUNY Data Survey process. 2004 survey contained inputs from CEA NY. CONTINUE TO DO<br/>2. Accomplished for 2003 conference. Dr. Bishop of ACC welcomed members to the 2004 conference. CONTINUE TO DO<br/>3. B. McClure spoke again to SUNY community college Presidents in 2/04. CONTINUE TO DO<br/>4. B. McClure has been doing this on an as-needed basis. CONTINUE TO DO</p> |

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| <p><b>4.4</b> Connect with/lobby state and local legislators and other “politically-connected” individuals to promote the mission and increase funding.</p> | <ol style="list-style-type: none"> <li>1. These constituents to be invited to conference dinners (see 4.3).</li> <li>2. CEA/NY President and marketing chair to participate in an Albany “Lobbying Day” (perhaps visiting with the SUNY Chancellor).</li> <li>3. Directors to connect with their local state legislators.</li> </ol> | <p>10/04</p> | <ol style="list-style-type: none"> <li>1. Politicos invited to 10/03 and 10/04 conferences (K. Schuhle-Williams, T. Fuhr).</li> <li>2. President and marketing chair to hold two lobbying days in Albany by 10/04 (B. McClure, P. Kahn, J. Kucij, CUNY Rep.)</li> <li>3. Connection made with state legislators (Directors).</li> </ol> | <ol style="list-style-type: none"> <li>1. See 3.2 comments. Being considered for 2004 conference, including to invite Ron Canestrari to attend. OPEN</li> <li>2. DELETE</li> <li>3. B. McClure informally met with the SUNY Chancellor and had an office visit with the SUNY Executive Vice Chancellor in 2/04. CONTINUE TO DO</li> </ol> |
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**Revised 10/27/04**