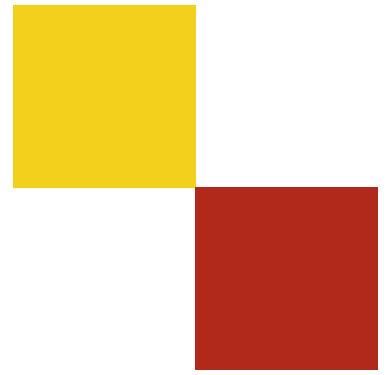


Technical College of the Lowcountry



A community that invests in its people...

...is a community that ensures its future!



INNOVATION & IMPACT

Delivering Education

Developing a Competent Workforce

Meeting Diverse Needs

Serving the Community

Growing to Meet Future Demands

The Technical College of the Lowcountry Strategic Plan: 2004-2005

Goal I To ensure excellence and value by providing high quality, relevant programs and services to the South Carolina Lowcountry

A. Deliver exemplary credit instruction

- 1. Provide an appropriate blend of programs and credit courses offered in the college service area via alternative delivery systems**

Year 2004-2005 Action Items

1. Assess continuing student needs for on-line course offerings
2. Review emerging strategies for alternative course delivery methods
3. Evaluate the need for course offerings to be delivered via alternative delivery methods
4. Improve infrastructure for cable and other alternative delivery services
5. Align courses offered with the appropriate curriculum delivery method

Year 2005-2006 Action Items

1. Provide identified credit course offerings in the college's emerging service areas
2. Assess the effectiveness of the cable and alternative delivery services and revise as appropriate
3. Identify courses and programs for appropriate alternative delivery services

Year 2006-2007 Action Items

1. Continue to identify credit course offerings in the college's service area consistent with additional emerging areas
2. Revise cable and alternative delivery services as appropriate based on assessment findings
3. Provide an appropriate blend of credit courses offered in the college's service area

2. Identify unique learning needs of each target population in the college service area

Year 2004-2005 Action Items

1. Implement program offerings appropriate for target populations
2. Implement delivery systems appropriate for each target population
3. Identify emerging target populations:
 - a. Provide appropriate course offerings for each newly identified target population
 - b. Develop appropriate delivery methods for course offerings developed for each newly identified target population
4. Based on attrition and retention studies, develop special curricular options for student advisement and subsequent registration to ensure success
5. Develop an academic mentoring program to promote success for students on probation and for students enrolled in two or more developmental education (DE) courses
6. Collaborate with Public Relations to develop, implement and evaluate marketing tools appropriate to the identified target populations

Year 2005-2006 Action Items

1. Evaluate the effectiveness of program offerings and revise as appropriate
2. Evaluate the effectiveness of delivery methods and revise as appropriate
3. Propose appropriate strategies for effective program development and delivery to address the emerging needs of identified target populations
4. Use special curricular options for student advisement and subsequent registration to ensure success based on attrition and retention evidence
5. Provide an academic mentoring program to promote success for students on probation and students taking two or more DE courses
6. Continue to implement and evaluate marketing tools appropriate to the identified target populations

Year 2006-2007 Action Items

1. Evaluate the effectiveness of program offerings and revise as appropriate
2. Evaluate the effectiveness of delivery methods and revise as appropriate
3. Assess emerging needs of identified target populations and propose appropriate strategies for effective program development and delivery
4. Evaluate the effectiveness of the special curricular options for student advisement and subsequent registration to ensure success based on attrition and retention evidence
5. Based on evaluation results, refine the academic mentoring program to promote success for students on probation and students taking two or more DE courses
6. Evaluate and refine marketing tools appropriate to the identified target population, as needed

3. Build upon successful program offerings

Year 2004-2005 Action Items

1. Expand selected programs based on identified needs including dual enrollment and health science programs
2. Eliminate programs based on program reviews, evaluation and analyses
3. Develop a long range action plan to address identified needs which cannot be met during the first year of the strategic plan
4. In support of the QEP, continue reading/writing assessment and begin implementation of basic mathematics assessment process

Year 2005-2006 Action Items

1. Evaluate program needs based on community needs and resource availability
2. Eliminate programs based on results of program reviews, evaluation, and needs analyses
3. Revise long range action plan as needed
4. In support of the QEP continue prior assessments, begin implementation of basic computer skills assessment process

Year 2006-2007 Action Items

1. Evaluate program needs based on community needs and resource availability
2. Eliminate programs based on results of program reviews, evaluation, and needs analyses
3. Revise long range action plan as needed
4. In support of the QEP continue prior assessments, begin development and implementation of oral communication assessment process

B. Offer outstanding non-credit instruction

Year 2004-2005 Action Items

1. Increase the use of technology in providing distance education and on-line course offerings:
 - a. In PrimeEd-industrial maintenance
 - b. In medical coding
 - c. In development of CEDW on-line courses for the various industry foci including hazardous materials
 - d. In multi-media use for safety/OSHA training in Spanish
2. Strengthen the Advisory Board with new membership and quarterly meetings, using the Board to assist in identifying program needs and to promote CEWD services
3. Develop health-service related courses as required by local organizations and health professionals-dietary aids, activities professional, and add more Certified Nursing Assistant courses
4. Develop industry/business-specific course offerings: Command Spanish in new areas, Workplace English related to safety training, and child care programs
5. Expand the Culinary Arts Program with more community offerings
6. Develop a series of workshops for adjunct instructors
7. Coordinate with the academic division to provide complementary offerings especially with the industrial technology division
8. Market and enhance WorkKeys program to businesses for pre-employment and assessment, profiling and training

Year 2005-2006 Action Items

1. Consider separate advisory boards for culinary arts, health services and business related industries
2. Continue to develop industry/business and health service related course offerings
3. Continue to coordinate with academic divisions

Year 2006-2007 Action Items

1. Continue to develop new courses in line with credit offerings
2. Continue to develop new courses as determined by community needs

C. Provide exemplary services

Year 2004-2005 Action Items

1. Evaluate gains for students following enrollment in the reading and math academies
2. Implement the ESL programs based on needs assessment
3. Provide onsite and virtual academic and library services
4. Provide onsite and virtual career counseling services
5. Expand and enhance on-line advising and student services
6. Expand the implementation of Web Advisor to include additional student groups
7. Phase in on-line orientation
8. Expand student services for evening students
9. Develop and distribute a Financial Aid Fact Book
10. Enhance strategies to retain students placed on academic probation

Year 2005-2006 Action Items

1. Evaluate retention and attrition in curricular options for students following exit from developmental education courses
2. Refine programs and services based on assessment findings
3. Enhance onsite, virtual academic, library, and student services based on assessment findings
4. Continue to enhance the Web Advisor
5. Enhance student services for evening students
6. Enhance financial aid services to students
7. Evaluate retention strategies for students place on academic probation

Year 2006-2007 Action Items

1. Refine curricular options for success with student advisement and subsequent registration
2. Refine programs and services based on assessment findings
3. Continue to enhance the Web Advisor
4. Continue to enhance student services for evening students
5. Continue to enhance financial aid services to students
6. Refine retention strategies for students place on academic probation

GOAL II To assist in the development of a qualified workforce to fulfill the demands of the Lowcountry's expanding and diversifying economy**A. Address the needs of the area's constantly changing workplace****Year 2004-2005 Action Items**

1. Develop course offerings, workshops and seminars in the four county area
 - a. Continuing momentum with Jasper County
 - b. Building Colleton County offerings with the use of Thunderbolt Academy
2. Partner with Chambers of Commerce, non-profits, and other business organizations to meet workforce needs
3. Implement public safety training SLED levels I & II
4. Implement new automotive-related training courses
5. Evaluate current programs and make necessary changes on a quarterly basis
6. Coordinate with the economic development associations at local and state levels to address Lowcountry workforce needs

Year 2005-2006 Action Items

1. Continue relationships with Chambers of Commerce, non-profits and other business organizations to determine workforce needs
2. Conduct assessments of workforce needs in each of the four county areas

Year 2006-2007 Action Items

1. Continue to evaluate workforce needs
2. Offer workforce seminars for community input to changing needs

B. Work to facilitate the transition from high school to college**Year 2004-2005 Action Items**

1. Each term provide enhanced campus visits, college information sessions, and college orientations for high school graduates

2. Provide such support for incoming recent high school graduates as career and personal counseling, access to financial aid resources, academic advisement, and student activities
3. Evaluate transitional programs and services by conducting surveys, observations and focus groups and make appropriate changes
4. Develop and enhance student activities to include: career camps, a mentoring program, and support groups
5. Develop and implement a transitional program for students with disabilities

Year 2005-2006 Action Items

1. Continue to enhanced campus visits, college information sessions, and college orientations for high school graduates
2. Continue to provide such support for incoming recent high school graduates as to:
 - a. Career and personal counseling
 - b. Access to financial aid resources
 - c. Academic advisement
 - d. Student activities
3. Evaluate transitional programs and services and make appropriate changes
4. Enhance student activities to include: career camps, a mentoring program, and support groups

Year 2006-2007 Action Items

1. Continue to enhanced campus visits, college information sessions, and college orientations for high school graduates
2. Continue to provide such support for incoming recent high school graduates as to:
 - a. Career and personal counseling
 - b. Access to financial aid resources
 - c. Academic advisement
 - d. Student activities
3. Evaluate transitional programs and services and make appropriate changes
4. Enhance student activities to include: career camps, a mentoring program, and support groups

C. Serve as a key partner in the Workforce Investment Act (WIA)

Year 2004-2005 Action Items

1. Have a representative on the Workforce Investment Act Board
2. Assist employers with WIA grants for incumbent worker training
3. Assist One-Stops with WorkKeys Assessment and training
4. Serve as a training area for WIA grant recipients

Year 2005-2006 Action Items

1. Have a representative on the Workforce Investment Act Board
2. Expand work with One-Stops regarding WorkKeys and other CEWD services
3. Continue to assist employers with WIA grant funding

Year 2006-2007 Action Items

1. Have a representative on the Workforce Investment Act Board
2. Continue to assist employers with WIA grant funding
3. Continue to support One-Stops regarding WorkKeys and other CEWD services

D. Enhance the College's links with employers

Year 2004-2005 Action Items

1. Work with local employers to assess needs for workforce development
2. Interview employers to determine business-specific workforce needs
3. Serve on various Chambers of Commerce committees relating to workforce and small businesses
4. Enhance on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
5. Conduct surveys of employers and partners to assess their satisfaction with existing partnerships and services
6. Create an Employer Link section to the TCL web page

Year 2005-2006 Action Items

1. Work with local employers to assess needs for workforce development
2. Serve on various Chambers of Commerce committees relating to workforce and small businesses
3. Refine on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
4. Evaluate the results of surveys of employers and partners regarding their satisfaction with existing partnerships and services and revise service delivery strategies as needed
5. Enhance the Employer Link section of the TCL web page

Year 2006-2007 Action Items

1. Work with local employers to assess needs for workforce development
2. Serve on various Chambers of Commerce committees relating to workforce and small businesses
3. Continue to refine on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
4. Continue to survey employer satisfaction and revise service delivery strategies as needed
5. Continue to enhance the Employer Link section of the TCL web page

GOAL III To acquire the necessary resources to accomplish the mission of the Technical College of the Lowcountry

A. Garner financial resources and use them effectively

Year 2004-2005 Action Items

1. Seek state, local, tuition, grant, and private funding sufficient to meet the college's financial needs
2. Work closely with the TCL Foundation to facilitate fundraising activities
3. Review and revise the Financial Plan to reflect the impact of appropriations and change in campus locations in Southern Beaufort County
4. Monitor revenue and expenditure trends during the year, making adjustments to the operating budget
5. Monitor the CHE and legislative activities to improve financial planning for contingencies that may impact current and the next-year budget

6. Evaluate the potential budgetary impact of the Governor's Initiatives relating to Higher Education with regard to consolidation of resources and expenditure changes
7. Analyze bookstore operations and services with respect to establishing a balance between serving the needs of the students while maintaining a profitable, competitive operation

Year 2005-2006 Action Items

1. Continue to seek state, local, tuition, grant, and private funding sufficient to meet the college's financial needs
2. Work closely with the TCL Foundation in relation to fund raising activities
3. Review and revise the Financial Plan to reflect the impact of changes in appropriations and the opening of a new campus
4. Monitor revenue and expenditure trends during the year, making adjustments to the operating budget
5. Implement changes in the college's budgeting process as recommended through the evaluation process

Year 2006-2007 Action Items

1. Continue to seek state, local, tuition, grant, and private funding sufficient to meet the college's financial needs
2. Review and revise the Financial Plan to reflect the impact of changes in appropriations and other factors
3. Monitor revenue and expenditure trends during the year, making adjustments to the operating budget
4. Review the annual budget preparation process
5. Explore need for "On-Line" Bookstore Operation

B. Devise strategies to recruit and retain quality faculty and staff

Year 2004-2005 Action Items

1. Monitor the application files for the college faculty and staff vacancies
2. Review methods for faculty and staff recruitment and revise as appropriate
3. Develop and implement a professional faculty and staff development program (to include diversity, customer service, use of technology, etc.)
4. Monitor the employee recognition system and revise as appropriate

Year 2005-2006 Action Items

1. Evaluate the application files for the college faculty and staff vacancies and revise as necessary
2. Continue to review methods for faculty and staff recruitment and revise as appropriate
3. Assess the effectiveness of the professional faculty and staff development program and revise as appropriate
4. Evaluate each specific training program development, review, and revise as appropriate
5. Continue to monitor the employee recognition system and revise as appropriate

Year 2006-2007 Action Items

1. Review alternate methods for faculty and staff recruitment and revise as appropriate
2. Review the professional faculty and staff development program and revise as appropriate
3. Review training programs and revise as appropriate

4. Evaluate the employee recognition system and revise and enhance as appropriate

C. Develop strategies for increasing faculty and staff salaries to a competitive level

Year 2004-2005 Action Items

1. Review and compare the college's salary ranges to those within the Technical College system and in the private sector
2. Review college salaries and revise the college's salary plan as appropriate
3. Increase salaries appropriately in accordance with legislative action and available funding

Year 2005-2006 Action Items

1. Compare the college's salary ranges to those within the Technical College System and in the private sector
2. Review college salaries and revise the college's salary plan as appropriate
3. Increase salaries appropriately in accordance with legislative action and available funding

Year 2006-2007 Action Items

1. Compare the college's salary ranges to those within the Technical College System and in the private sector
2. Review college salaries and revise the college's salary plan as appropriate
3. Enhance salaries appropriately in accordance with legislative action and available funding

D. Enhance the physical plant through renovations, acquisition and new construction

Year 2004-2005 Action Items

1. Develop preliminary plans for renovations to Buildings 15 and 16, in accordance with the Facilities Master Plan
2. Develop campus and facility plans for a new center to serve Southern Beaufort County and Jasper County
3. Implement landscaping, signage, and the bluff stabilization projects as funding permits
4. Investigate the feasibility of creating student gathering areas with outdoor furniture at different campus locations
5. Implement Building 8 Renovation Project as funding permits
6. Address needs of records storage space and resolve related archive issues

Year 2005-2006 Action Items

1. Complete landscape and signage projects
2. Demolish Building 5
3. Complete renovations of Buildings 8, 15 and 16
4. Develop parking lot improvements for Buildings 6, 15 and 16
5. Construct facilities at the new campus in Southern Beaufort County
6. Review Library facility/laboratory needs on main campus
7. Establish relevant facilities partnerships with other entities to achieve common goals

Year 2006-2007 Action Items

1. Complete Classroom Deferred Maintenance Projects at Beaufort Campus
2. Explore facility needs for Auxiliary Enterprise Operations
3. Develop preliminary plans for a new library, the conversion of Building 12 to Student Services and campus food service, and new Continuing Education facilities for inclusion with the Facilities Master Plan
4. Develop plans for exterior and interior renovations of the TCL-H. Mungin Center in Hampton County

E. Strengthen the capability of the College's Management Information Systems**Year 2004-2005 Action Items**

1. Complete the annual revision of the Technology Plan maintaining its clear links to the budget and strategic plan
2. Update campus technology with available funding as specified in the Technology Plan
3. Develop a plan to address data linkages and other technology needs for the new campus in Southern Beaufort County
4. Explore options and develop a plan for e-mail services for TCL students
5. Upgrade servers in MIS in accordance with the Technology Plan
6. Provide professional development activities for cross-training MIS staff with distance learning staff
7. Implement Phase II of the Datatel On-line Purchase Requisition System to achieve at least 50% use of the process
8. Implement MIS user training on Datatel and other applications
9. Study merits of "Point of Sale Software" for the college bookstore

Year 2005-2006 Action Items

1. Complete the annual revision to the Technology Plan
2. Continue technology updates as specified in the Technology Plan
3. Assist with installation of necessary technology at the new campus
4. Plan facilities improvements for MIS Department
5. Complete implementation of "On-line" procurement processes
6. Begin implementation of e-mail services for students

Year 2006-2007 Action Items

1. Complete the annual revision to the Technology Plan
2. Continue technology updates as specified in the Technology Plan
3. Complete facilities improvements for MIS Department
4. Study and implement as beneficial "wireless technology" at applicable locations
5. Complete implementation of e-mail services for students

F. Refine institutional research capacity**Year 2004-2005 Action Items**

1. Support the campus-wide QEP process with leadership and technical support
2. Working with IE peers and the need for Performance Indicator data, develop and implement a systematic process for assessing employer satisfaction
3. Enhance the office's capability for developing statistical projections regarding enrollment, probation, and retention
4. Complete the development of a report repository for the college
5. Explore alternate formats for the college's Fact Book

Year 2005-2006 Action Items

1. Continue to support the campus wide QEP process with leadership and technical support
2. Begin enrollment, retention, and probation modeling
3. Implement alternate formats for the college's Fact Book as appropriate
4. Expand the college data extract system to include additional finance information

Year 2006-2007 Action Items

1. Support the campus-wide QEP process with leadership and technical support
2. Review and revise each of the college's surveys
3. Maintain the college's report repository

G. Expand the application of emerging technology

Year 2004-2005 Action Items

1. Perform a cost/feasibility study on implementing emerging technology
2. Explore emerging technologies for possible use in open labs and student kiosks
3. Begin conversion of educational production and distribution equipment from analog to digital
4. Expand on-line registration
5. Explore Datatel administrative applications and begin implementation where feasible

Year 2005-2006 Action Items

1. Continue and complete conversion of educational production and distribution equipment from analog to digital
2. Implement the use of additional Datatel administrative applications if feasible
3. Complete the implementation of on-line registration

Year 2006-2007 Action Items

1. Refine digital educational production and distribution equipment as needed
2. Evaluate the effectiveness of on-line registration and revise as needed
3. Expand on-line services for students as appropriate

H. Educate the public about the college's value to the community

Year 2004-2005 Action Items

1. Define the needs of target groups and use research data to identify key messages and strategies for delivering those messages
2. Maintain timely communication that meets the needs of the target groups and uses language and formats appropriate for particular audiences
3. Use diverse media and creative messaging, a range of electronic, print, outdoor and direct-mail media with varied messages for different constituencies
4. Enhance relations with media, going beyond the daily stream of news releases, offering innovative story lines and developing new relationships with national media to support the quality recognition of the college
5. Expand internal communications, coordinating messages via electronic, print, and personal communication, and using the branding concept to develop promotional materials
6. Refine and enhance the college's web resources by
 - a. Coordinating with the marketing campaign

- b. Providing specific pages for prime aspects of the college operations
- c. Serving internal and external constituencies

Year 2005-2006 Action Items

1. Continue to develop target groups and identify key messages and strategies for delivering those messages
2. Continue to enhance relations with media and develop new media sources
3. Expand internal communications
4. Continue to update and enhance web resources

Year 2006-2007 Action Items

1. Continue to develop media relations
2. Expand internal and external communications

GOAL IV To expand educational access and attainment in the college's service area

A. Enhance awareness among business and industry of the college's capability

Year 2004-2005 Action Items

1. Develop public relations material related to business and industry as to how the college can enhance workforce development
2. Partner with CATT to enhance awareness of E-Zone opportunities with industry
3. Enhance on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
4. Conduct surveys of employers and partners to assess their satisfaction with existing partnerships and services
5. Create an Employer Link section to the TCL web page

Year 2005-2006 Action Items

1. Partner with CATT to enhance awareness of E-Zone opportunities with industry
2. Refine on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
3. Evaluate the results of surveys of employers and partners regarding their satisfaction with existing partnerships and services and revise service delivery strategies as needed
4. Enhance the Employer Link section of the TCL web page

Year 2006-2007 Action Items

1. Continue to refine on-campus recruitment by employers and the referral of students through collaborative efforts/activities of academic divisions and the Job Placement Office
2. Continue to survey employer satisfaction and revise service delivery strategies as needed
3. Update the Employer Link section of the TCL web page

B. Promote additional access for underserved populations

Year 2004-2005 Action Items

1. Review and revise enrollment targets as necessary
2. Use cross-training to ensure that student services personnel enhance access

3. Evaluate recruitment strategies and revise as necessary
4. Using research results from underserved population groups, design financial aid awareness programs to address the needs of these groups

Year 2005-2006 Action Items

1. Review and revise enrollment targets as necessary
2. Use cross-training to ensure that student services personnel enhance access
3. Evaluate recruitment strategies and revise as necessary
4. Continue to use research results from underserved population groups, design financial aid awareness programs to address the needs of these groups

Year 2006-2007 Action Items

1. Continue to review and revise enrollment targets and recruitment strategies as necessary
2. Continue to identify emerging underserved populations
3. Continue to use cross-training to ensure that student services personnel enhance access

C. Increase outreach in the local high schools

Year 2004-2005 Action Items

1. Review and increase targeted growth goals for dual and early college enrollments
2. Evaluate the effectiveness of current high school student recruiting strategies and revise to enhance the effectiveness
3. Evaluate and revise marketing/recruitment strategies directed at all high school students
4. Assign staff to recruitment activities based on the enrollment management plan
5. Make available current course offerings and schedule information on the college website
6. Evaluate the effectiveness of current services provided through TRIO programs and GEAR UP
7. Increase the number of students served by the TRIO programs who enroll at TCL

Year 2005-2006 Action Items

1. Increase target growth goals for dual and early college enrollments as needed
2. Continue to evaluate the effectiveness of current high school student recruiting strategies and revise as needed
3. Revise marketing/recruitment strategies as needed
4. Assign staff to recruitment activities based on the enrollment management plan
5. Enhance services provided through the TRIO programs

Year 2006-2007 Action Items

1. Increase target growth goals for dual and early college enrollments as needed
2. Evaluate and revise recruitment strategies as needed
3. Enhance services provided by the TRIO programs

D. Expand the college's marketing program

Year 2004-2005 Action Items

1. Develop a marketing strategy with Research and Planning support by
 - a. Studying economic indicators

- b. Tracking changes in supply and demand
- c. Identifying clients and their current and future needs
- 2. Continue to utilize the college's Marketing Committee and offer training sessions for the committee in order to enhance their role in institutional marketing
- 3. Ensure that the college's marketing plan is comprehensive, addressing various target groups and encompassing the college's service area

Year 2005-2006 Action Items

- 1. Refine the college's marketing strategy as client needs change and develop
- 2. Continue to utilize the college's Marketing Committee
- 3. Ensure that all four counties are included in the college's marketing plan

Year 2006-2007 Action Items

- 1. Refine the college's marketing strategy as client needs change and develop
- 2. Continue to utilize the college's Marketing Committee
- 3. Ensure that all four counties are included in the college's marketing plan

E. Provide increased opportunities for military and military family members

Year 2004-2005 Action Items

- 1. Enhance the Advisory Committee's ability to assist in the identification of educational needs in promoting the college
- 2. Assess the effectiveness of the Open House/Information Sessions and revise strategies as needed
- 3. Conduct focus groups and use the feedback information to revise recruitment and service strategies
- 4. Highlight enlisted personnel and their families via success stories
- 5. Promote on-line courses

Year 2005-2006 Action Items

- 1. Continue to use the Military Advisory Committee's ability to assist in the identification of educational needs
- 2. Assess the effectiveness of the Open House/Information Sessions and revise strategies as needed
- 3. Continue to conduct focus groups and use the feedback information to revise recruitment and service strategies
- 4. Highlight enlisted personnel and their families via success stories
- 5. Continue to promote on-line courses

Year 2006-2007 Action Items

- 1. Continue to use the Military Advisory Committee's ability to assist in the identification of educational needs
- 2. Assess the effectiveness of the Open House/Information Session and revise strategies as needed in promoting the college
- 3. Continue to conduct focus groups and use the feedback information to revise recruitment and service strategies
- 4. Highlight enlisted personnel and their families via success stories
- 5. Continue to promote on-line courses

F. Raise awareness among families of the value of education

Year 2004-2005 Action Items

1. Partner with Student Services to research family education interests and concerns in various areas including financial aid, advising, and career preparation
2. Develop strategic initiatives to be incorporated into the overall college marketing plan related to marketing to families
3. Coordinate internal communication in order for college employees to better relay the college's messages to a variety of audiences

Year 2005-2006 Action Items

1. Continue to work with Admissions regarding "family" messages related to the college in various areas
2. Incorporate research into the marketing plan
3. Continue to enhance internal communication

Year 2006-2007 Action Items

1. Continue to work with Admissions regarding "family" messages related to the college in various areas
2. Incorporate research into the marketing plan
3. Continue to enhance internal communication



Technical College of the Lowcountry does not discriminate in admissions or employment on the basis of race, gender, national or ethnic origin, marital status, age, religion or disability.

TECHNICAL COLLEGE OF THE LOWCOUNTRY

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