

Completed

ACTION PLAN

Focus Area: **Marketing**

Project Name: **KSRE and CoA New Employee Orientation Packet***

Creation/Revision Date: **Aug-11**

Project Start Time:

Anticipated Completion:

Team members: Unit leaders, marketing staff, publications staff, college business office representative, department business office representative

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Form committee to determine packet contents (e.g., department brochure and contact list, style guide, branding guide, Toolkit CD, best-practices guide, services guide, simple schedule of charges, etc.)	Unit leaders	People to serve on committee	Availability and creation of relevant materials	Unit leaders	Jul-11	Aug-11	
Update departmental brochure and create other packet inserts	Unit leaders, marketing staff, publications staff	Time, materials, funding, designer, editor	Available funding	Unit leaders, administration	Aug-11	Nov-11	
Compile packets and distribute through KSRE and CoA	College business office staff	College business office staff commitment, time, funding	Interaction with new organizational employees, timeliness distribution of materials	Business office staffs, new employees	Nov-11	Ongoing	

*Responsibility for activity determined not to lie with the department but at higher administrative levels.