

CS Goal 4: Increase outreach and marketing to reach all potential student populations, enhance COM's image, and ensure Marin County views COM as a good value for its cost and high-quality education.

CS Goal 4 Performance Indicator 1: Community pre- and post-surveys show an increase in perception of COM as a good value for its cost and high-quality education.

	3-Year Objective	Progress
Objective CS 4.1	COM marketing materials create a visible presence in the community and are recognizable as a cohesive part of the institutional brand.	
Objective CS 4.2	Potential student populations, as identified through the 2018 Environmental Scan and Census data, are aware of COM's offerings and view the College as a good value.	
Objective CS 4.3	COM's strategic marketing collateral resonates with potential student populations identified in Objective CS4.2.	
Objective CS 4.4	The College will use culturally responsive communication strategies which align with population specific cultural norms and linguistic nuances.	

EPC Notes/Recommendations:

- Much progress has been made. Next strategic plan, how to reconnect with students who are no longer here or never came? (Community centered data). Virtual marketing office is being developed. More resources may be needed coming out of pandemic to bring students back? What could that look like? Marketing campaigns for programs? Student/alumni centered, equity centered and culturally responsive campaigns are time-intensive (and take time to build)