NOTE: This project update will be provided to SLT members one week prior to SLT meeting where project is discussed.

DATE OF UPDATE: 11.10.2011
CAP #: 3.1.1
CAP TITLE: Promotion of GRCC educational/cultural/arts activities to the community
CHAMPION: Raul Alvarez
PROJECT PURPOSE: Effectively communicate GRCC sponsored activities to our service area.

1. Describe recent accomplishments and the current status of activities related to this project.
   (Include a updated copy of the Project Worksheet and Timeline along with a narrative discussion of progress.)
   - Initial meeting with subcommittee to solicit input on current ways of promoting GRCC events held
   - Findings of community survey
   - Centralized approach to promotion of all major events/activities via Basecamp project management system
   - Increased collaboration with graphics and printing departments
   - Utilization of survey data collected for select programs by IRP

2. Describe the team involved in implementing this project.

   **CAP Team:** Eric Williams, Vicki Janowiak, Mansfield Matthewson, Raynard Ross, Aleta Anderson, Kathy Keating, Chris Arnold, Andy Bowne
   **Subcommittee/Focus Group:** Michelle Urbane/Tom Kaechle – Spectrum Theater; David Dye – Mechanical/Architectural Design; Scott Garrard – Visual Arts

3. To what extent have the measurable criteria established for this project been met? (Prepare a table)

   *Only data collected to date is from the DLS IRP survey. And while we have no definitive numbers, we have seen an increase in request being sent through the centralized promotions request form.*

4. Describe the planned next steps for this project.

   *Review of annual calendar of events; communicate to the college community on a consistent basis the need to use the formal promotions request form for their events promotions; collect data on promotions requests, press releases, paid advertising and the usage of web/social media for event promotions; review usage of project managements system for promotions requests*

5. What challenges, if any, are you facing in regards to this CAP project?

   - Collection of data on attendance for all events, programs
   - Budget constraints for advertising purposes
   - Culture change of a centralized approach