

2004 ICS Improvement Plans

Office/Service: Marketing and Promotions

Intended Outcome: Fewer than 15% of internal customers will be dissatisfied with this office/service

STEPS	ACTIONS and RESULTS	DUE DATE
<p>1: Identify specific areas of dissatisfaction.</p> <p><i>Why are ACC internal customers dissatisfied with your service, attitude, or promptness?</i></p>	<p><i>Describe how and when you gathered additional data on internal customers' dissatisfaction.</i></p> <p>We sent out a survey via surveymonkey.com. The survey was sent only to customers of the Marketing and Publications department, in order to get more accurate feedback about our actual services, rather than comments from employees who do not use our services or understand the functions of our department. We received 64 responses out of a sample group of 95. Out of the actual customers surveyed, only one respondent marked 'dissatisfied'. The areas of dissatisfaction for that person included: service attitude, promptness, accuracy, and quality of final product.</p> <p>A space for comments regarding any areas of dissatisfaction was provided. Five people responded, even though only one person checked "dissatisfied". All five responses are included here:</p> <ol style="list-style-type: none"> <u>1.</u> I love working with this dept. Everyone is helpful and courteous. <u>2.</u> Changes need to be marked and checked. Dept. is busy all of the time, so sometimes requests are delayed. However, everyone is great to work with! <u>3.</u> Working with Marvie Reyes was a great experience and I was completely satisfied. I had problems with both attitude and promptness in getting projects done in other areas with other staff members. <u>4.</u> The Marketing Staff is the best I have seen. They always go the extra distance to help the departments. I feel that this is a direct result of the leadership in the department as well as the great staff. <u>5.</u> They did a fabulous job with both our brochure and our ads in the fall and spring schedules. 	<p>1/14/05</p>
<p>2: Determine approach to address the issues identified.</p> <p><i>How will you address the concerns of ACC internal customers?</i></p>	<p><i>Describe what change(s) you will make and what targets for performance you will set.</i></p> <p>The specific problems mentioned were service attitude and promptness. Because we had only one dissatisfied customer, our goal will be to have zero dissatisfaction reported on future customer surveys. In addition, we hope to increase the percentage of those who reported being "Very Satisfied" from the current levels of 65% - 77% to 75% or above in all areas.</p>	<p>2/15/05</p>

In order to address these concerns, we will continue to improve current workflow processes. Currently all work requests are logged and processed according to request date, with the exception of “emergency” high priority tasks. Our goal will be to communicate deadlines more clearly, from gathering customer’s initial information through the proofing process. We strive to help our customers to understand the publication and advertising process, so that requests and revisions are made in a timely manner.

Many suggestions made by respondents were primarily budget-related (increasing advertising, departmental advertising, year-round presence, course schedule mailing, etc.). From this we construe some frustration with the lack of funding, which does not allow for adequate program-specific promotion nor continual, twelve-month advertising. Additional suggestions included: electronic proofing, status reports, and more promotion of our departmental services within the college.

1. New updated jingle to reflect the demographic of ACC student (25 plus). Updated TV spots to reflect the same. Publications (cover of schedule) is doing a great job in which it promotes a more up to date image. More advertising dollars designated for each department. (I know this is not something you guys have control over.) Please return to mailing a schedule - again - I know you are not in control of this budget cut.

2. I have only had experience with Nancy Singh & have always been extremely pleased with her promptness, friendliness, & attention to detail

3. Already possess great teamwork and quality products, no other suggestions for improvement.

4. I believe the Marketing and College Relations department is doing as much as it can with the resources it has. However, I support their need for more resources

5. Perhaps have a weekly, emailed status report on the project.

6. Clone your staff. Everyone does a great job and goes out of their way to be helpful.

7. An overall Continuing Education marketing effort targeted at businesses and public organizations. This needs to be a continual drumbeat.

8. Every person in the department is wonderful and helpful. I love working with this department!

9. There needs to be an overall Marketing Strategy for ACC externally. There doesn't seem to be one with the exception of publications.

10. Market themselves - but not to much - because everyone will know what a good job they do and I will have to wait-in-line.

11. More personnel

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12. One thing that might be helpful is to find another way to get the catalog/course schedules out to folks in the community. I know it was too costly to send so many out, but I still get the questions from people about the catalog and why the postcard is all they get! Maybe a few print catalogs/schedules could go into large establishments, either government(post offices) or private (HEB's). Just an idea. Otherwise, I think you guys are going great! Everybody seems to know something about ACC and they have positive feelings toward ACC.
13. I think many people at ACC, especially faculty, are not aware of this department. I think you need to promote more awareness within ACC.
14. Keep Nancy Singh happy!
15. maintain the current customer services attitude and professionalism
16. Keep listening to all of us who are out in the fields!! You do a great job of that.
17. Other than getting a bigger budget from the college to fund department level marketing efforts (not likely) ... I think you all do a great job!
18. Maybe work more closely with faculty associations i.e. Senate and AFA. on joint efforts to increase enrollment, promote awareness etc.
19. keep up the good work
20. My experiences with the Marketing and College Relations Dept. have been exceptional. Everything I have asked for has been handled promptly as if my requests were the only project being handled at the time. This is a true skill.
21. We need more posters, billboards, promos that promote ACC as a training/learning tool year round....not just during registration.
22. Already doing a fine job, including their participation as a member of our CE Marketing Committee.
23. Continue working to achieve integrated marketing strategy. Develop and promote thematic branding, e.g., archetypal branding. Promote college speaking with one voice.
24. Get the staff the latest equipment so that they can continue to provide the service they have.
25. Hire more personnel so current personnel isn't so overloaded. Upgrade the salaries would be a big plus.
26. nothing i can think of
27. You guys do a great job, keep up the great work.
28. Be more visible on how you can help other departments with their image. Make it known more about what your services are and what you do internally and externally.
29. Keep looking at every opportunity to put the best of ACC in front of the public.
30. Can't think of a thing.
31. Hang onto Lydia and Marvi - they are the greatest! Need better specialty items and more variety. Bring back the "Useful Phone Numbers" card information.
32. electronic delivery of final product to the customer - it can be locked down so no changes can be made - but the user would like an electronic copy as well as the printed one.

<p>3: Prepare and implement an action plan.</p> <p><i>What will you do to address the concerns of ACC internal customers?</i></p>	<p><i>What actions will you take? When? What measurements and targets will you use?</i></p>	<p>Plan by 2/15/05 Implement through 5/1/05</p>
<p>4: Evaluate the effectiveness of the action plan.</p> <p><i>How well did you address the concerns of ACC internal customers?</i></p>	<p><i>List results of the action steps. If successful and complete, list how you determined whether internal customers' needs were better met</i></p>	<p>6/1/05</p>
<p>Deadlines for requests and advertising are on our web site under "How to Use Our Services".</p> <p><u>Actions:</u></p> <p>Promote our services to internal customers. Maintain close contact with Department Chairs, Deans, and other leaders, and collaborate on improvements in the flow of marketing information.</p> <p>Create an attractive "marketing reference" card that can be handed out to faculty and staff. We currently include website and contact information in faculty packets during General Assembly, but could distribute information at other times to encourage consistency in overall college communications.</p> <p>Communicate deadlines clearly, from gathering customer's initial information through the proofing process. Continue to help our customers understand the publication and advertising process, so that requests and revisions are made in a timely manner.</p> <p>Consider creating an online Professional Development course covering the basics of ACC marketing, promotions, and publicity, tips for marketing your own classes, and communicating ACC's vision consistently.</p> <p>Continue to manifest a helpful service attitude, prompt responses, and accuracy in publications and advertising.</p>		