

MARKETING PROJECT SUBMISSION PROCESS

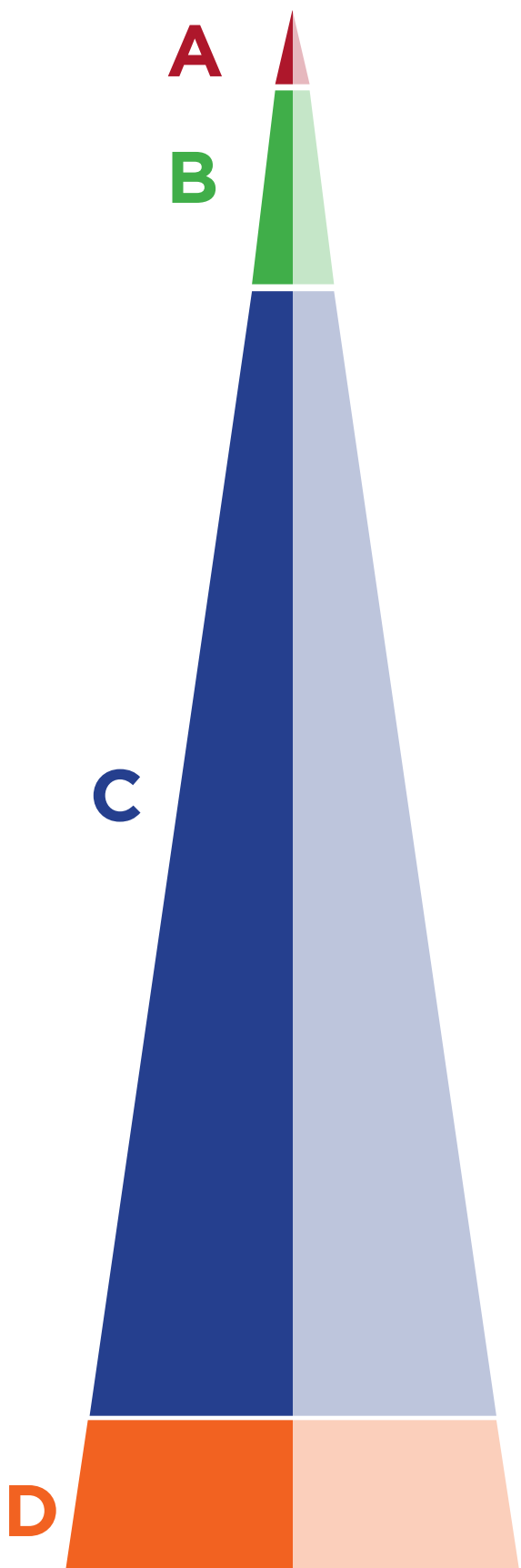
The Marketing department has created a project submission process so that the work of the department will better meet Sinclair's strategic priorities.

ALIGNMENT	Connect Students to In-Demand jobs
GROWTH	Grow Enrollment
EQUITY	Recruit and Graduate Students that Reflect the Communities We Serve



- **In this process, project requests should be submitted by units via Wrike:**
 - by July 23, 2021 for fall semester;
 - and by November 19, 2021 for spring and summer semesters.
- **All requests will be collected by the Assistant Director of Marketing via Wrike.**
 - Requests should be outlined in detail in Wrike. Include project due dates, a project contact name, and details of marketing services and intended project outcomes.
 - All new and annually requested projects must be submitted to Wrike by the dates above.
 - For assistance using Wrike, visit www.sinclair.edu/how-to-use-wrike
- **Projects will be assessed and scheduled by the Marketing team based on impact to the strategic priorities above.**

MARKETING PROJECT SUBMISSION HIERARCHY



A. Requests for President, Legal and Compliance

B. Enrollment Departments

- Admissions
- The Welcome Center (Registration/Enrollment Operations/Financial Aid)
- Bursar
- Advising

C. SEM Priorities

• SEM Segments

- CCP in High School
- TP in High School
- Transfer - Transfer-In and Transfer-Out
- Military Affiliated
- Adult Students
- High School Graduates
- Corrections/Re-entry
- E-Learn/Online Students
- Bachelor's Degrees

• Academic Division SEM Priority Programs and EMSI

In-Demand Jobs report:

Health Sciences

TIER 1: Medical Assistant Technology/Patient Care Technician

TIER 2: Nursing/Respiratory Care

TIER 3:

- Mental Health Services/Addiction Services
- Nutrition and Dietetics

TIER 4: All other majors

Science, Mathematics & Engineering

TIER 1: Automation & Control Technology (*focus on Robotics*)

TIER 2: Machining/Welding

TIER 3:

- Engineering Technology Transfer
- Built Environment

TIER 4: All other majors

Business & Public Services

TIER 1: Business Administration/Entrepreneurship

TIER 2: Cyber Investigation/Data Analytics

TIER 3:

- Urban Agriculture (*starts Fall 2021*)
- Culinary Arts

TIER 4: All other majors

Liberal Arts & Social Sciences

TIER 1: Theatre/Music

TIER 2: Education (*focus on Trauma Informed Care Certificate - starts Fall 2021*)

TIER 3:

- Social Work
- Visual Communications

TIER 4: All other majors

Materials or services requested for programs outside of those outlined above must first be submitted by the divisional Dean or Director and approved by Marketing & Strategic Communication.

D. Other Non-Enrollment Projects

Submissions will be evaluated based on time and connection to student enrollment, persistence, and/or completion.

