

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.

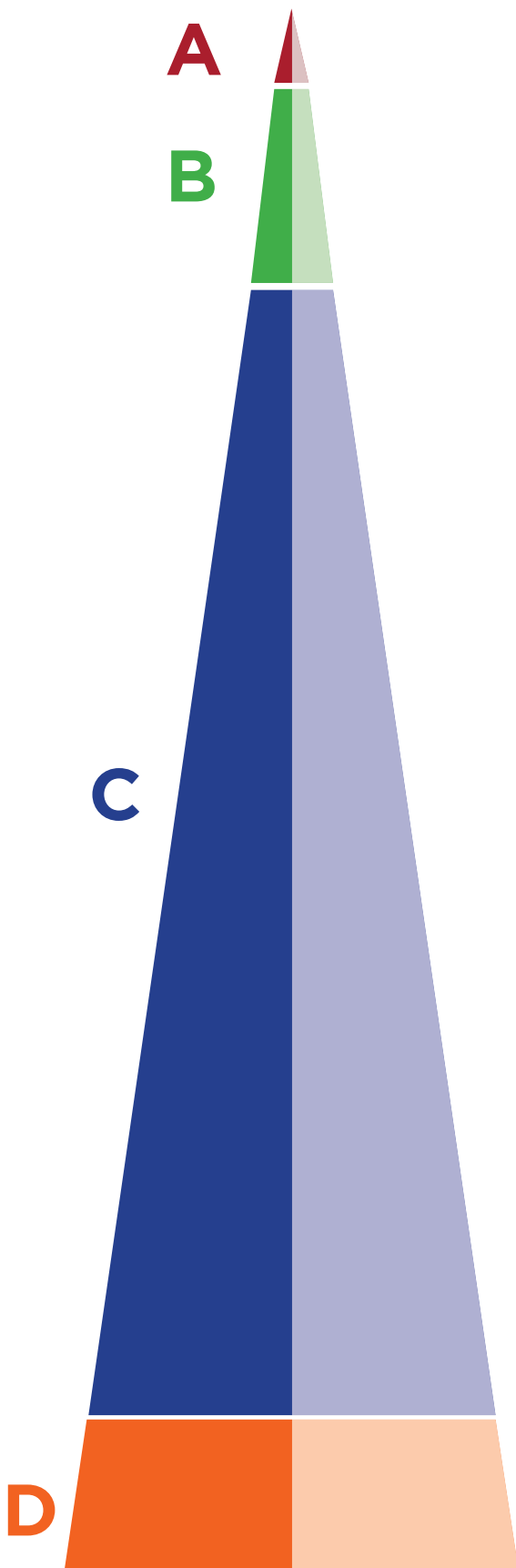


SINCLAIR STRATEGIC PRIORITIES

Alignment | Growth | Equity

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

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- In this process, project requests should be submitted by units via [Marketing Submission Form](#): - by July 22, 2022 for fall semester; - and in November 2022 for spring and summer semesters.
 - All requests will be collected by the Assistant Director of Marketing from the [Marketing Submission Form](#). - Requests should be outlined in detail in the form. 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 by the dates above.
 - Projects will be assessed and scheduled by the Marketing team based on impact to the strategic priorities above.



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:

Business & Public Services

- TIER 1: Business Administration/Transfer
- TIER 2: Cyber Investigation/Computer Science
- TIER 3: Public Service (Police, Fire Science, Legal Studies, Criminal Justice)

Health Sciences

- TIER 1: Nursing/Respiratory
- TIER 2: Medical Assistant Technology/
Electroneurodiagnostic Technology
- TIER 3: Mental Health/Addiction Studies

Liberal Arts & Social Sciences

- TIER 1: Education
- TIER 2: Digital Media Design
- TIER 3: The Arts (Theatre, Music, Dance, Art)

Science, Mathematics & Engineering

- TIER 1: Integrated Systems Technician Bachelor of Applied Science
- TIER 2: Aviation Maintenance Associate of Applied Science
- TIER 3: Additive Design Specialist Short-Term Certificate

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.

D. Other Non-Enrollment Projects

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

