

Central New Mexico Community College (CNM)

Academic Quality Improvement Program (AQIP)

AQIP End of Term Report for the Four CNM Action Projects

Action Project Team Name: AQIP Marketing Team

Goal of Action Project: Develop a college marketing system.

1. Describe the past term's accomplishments and the current status of this AQIP Action Project.
 - Documented preliminary data collected from team members with regards to marketing strategies and processes.
 - Created an E Reserves site at the library for electronic resource materials, articles, books, etc.
 - Re-defined goal of team.
 - Identified issues as they relate to a lack of a marketing "system" at CNM.
2. Describe how the institution involved people in the work of this Action Project.
 - Invited all employees to be part of team.
 - Sent special invitation for faculty to join team.
 - Posted agendas and minutes on CNM website.
3. Describe your planned next steps for this Action Project.
 - Finalizing new direction and goals.
 - Identifying desired results.
 - Identifying strategic steps to reach desired results.
 - Creating timeline of work.
 - Begin strategies.
4. Describe any "effective practice(s)" that resulted from your work on this Action Project.
 - Created sub team to assist facilitator(s) in designing agendas
5. What challenges, if any, are you still facing with regard to this Action Project?
 - The two original facilitators resigned this term.
 - Lack of summer meetings disrupted continuity of team work.
 - New direction of team disrupted continuity.
 - Beginning anew and rebuilding team.
 - Seeking faculty to serve on team.