



AQIP Marketing System Team
Update
September 21, 2009

Recommendation	Status	Notes
Interactive Marketing System	In Progress	Design completed, implementation based on hiring of MCO Content Administrator (Winter, 2009). MCO processes have been refined for job intake and tracking.
CNM Website Support	In Progress	Job posted for Administrative/PB/MCO Web Content Administrator. Academic Affairs Content Administrator to be posted in Fall, 2009.
Marketing Plan Process and Tool	Completed	Utilized for Applied Technologies and to be used in other school in Spring, 2010
CNM Way Messaging	In Progress	Will be developed Fall, 2009.
Marketing Event Calendar	Completed	Active Data Event calendar implemented Fall, 2009.
CNM Ambassadors Program	In Progress	Transition of recruitment functions to marketing office 90 percent complete. Student recruitment ambassadors hired. Alumni ambassador recruitment has started through newsletter. Training will be developed when student ambassadors begin work in Fall, 2009.
Marketing Feedback Team	In Progress	Will be developed in Spring, 2010 as a survey.