

**Lake Superior College  
FY08 Unit IE Plan**

<b>UNIT - Public Information and Government Affairs</b>									
Unit/Department Objectives	Projected Outcomes	Actual Outcomes	Person Responsible	Projected Completion Date	System Strategic Direction	System Target	Learner Segment	College Priority	AQIP Category
Obtain Health & Science Building bonding.	Project was funded during 2008 legislative session.	Preparations of legislative session in progress - not on Governor's list.	Director of PI & GA	Apr-08	2	3	All	1	SIO & LC
Coordinate and publicize the "Grand Opening of the Academic and Student Services" expansion.	Successful event on 9/21/07 (coverage in DNT, Duluthian, and on three TV stations with attendance by 300 + visitors, including legislative sponsors).	Completed. Project media and attendance goals achieved.	Director of PI & GA	Sep-07	1		All	2	SIO & LC
Implement legislative campaign for Center for Advanced Aviation (CAA) funding.	Legislation drafted to fund CAA.	In progress - Washington tour planned in February.	Director of PI & GA	FY 2009	2 & 3				SIO & LC
Update campus video.	Produce updated video for distribution in Fall 08		Director of PI & GA	Jul-08	2		3, 5, 6	2	SIO & LC
Develop and deploy unique brand and quality value image for online learning at LSC.	New theme and graphic identity in use for promotion of the virtual campus.	Vendor selected and development begun.	Director of PI & GA, Vice President of Technology & the Virtual Campus	FY 2008	2	4		2	SIO & LC
Provide news content to student and staff portals.	News content available with roll out of new services.	Wave content available in student portal.	Director of PI & GA	FY 2008	4		All	2	LC
Complete development of academic database-generated web pages.	Pages are online and accessible to the public.	Program pages online and serving, and department pages are in development.	Director of PI & GA, VP of Technology & the Virtual Campus	Fall 2007	4		All	3	SIO & LC

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Expand feature coverage in <i>Duluth News Tribune (DNT)</i> .	Generate at least one feature article per month during the academic year.	Met with DNT editor, and participated in Business Page advisory group. Three features in first six months.	Director of PI & GA	FY 2008	2		All	2 & 3	SIO & LC
Expand Readership of "The Wave"	Double daily readership to 400 unique visitors per day.	No progress on this goal. Readership stuck at 200/day.	Director of PI & GA	Dec-08	2 & 4		All	2 & 3	LC
Expand video content available online.	Post at least one video clip per month to "The Wave." Add program promotional video to at least five academic database web pages.	Posted two videos to wave and working with faculty to add video to program blog pages. Approximately 45 faculty trained to include video in blog postings.	Director of PI & GA	FY 2008	2 & 4		All	2 & 3	LC
Organize multiple-user photo data base.	Provide easy access to archival photo files.		Department Staff	FY 2008					
Update CAA Video.	Revise video to make case statement.		Director	FY2008	3 & 4		1, 2, 5	2	SIO, BCR