NEW MARKETING PROJECT SUBMISSION PROCESS

The Strategic Marketing & Communication department has created a new 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 new process, project requests should be submitted by units via Wrike:
  - by July 31 for fall semester;
  - and by November 16 for spring and summer semesters.

• All requests will be collected by the Assistant Director of Marketing & Strategic Communication 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.

• Projects will be assessed and scheduled by the Marketing & Strategic Communication team based on impact to the strategic priorities above.

• A Marketing Master Plan committee will be established with representation from each unit identified in the following diagram, and will meet regularly to discuss projects and timelines.
A. Requests from 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
   
   • Academic Division SEM Priority Programs and EMSI In-Demand Jobs report:
     - Health Sciences - Dietary Manager, Respiratory Care Tech, Mental Health and Addiction Counseling, Healthcare certificates
     - Science, Mathematics & Engineering - Aviation, UAS, HVAC, Engineering Transfer, Engineering Tech, Automotive, Built Environment
     - Business & Public Services - Business Administration Associates, Supply Chain Management, Data Analytics, First Responder Programs, Cybersecurity
     - Liberal Arts & Social Sciences - Liberal Arts AAS, Liberal Arts Transfer, Graphic/ART, Social Work, Education

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.