

STRATEGIC PRIORITY 5: COMMUNICATION

The San José-Evergreen Community College District will engage in effective communication with internal and external audiences to improve stakeholder satisfaction.

<p>OBJECTIVE 1 Develop and implement District strategic communications plan.</p>	<p>KPI Establishment of plan that results in an increase of marketing reach to priority audiences.</p>
<p>OBJECTIVE 2 Evaluate effectiveness and usability of website, and enhance website structure to support institutional effectiveness and student success through guided pathways.</p>	<p>KPI Establishment of measurement tool and evaluation process to determine website effectiveness and usability.</p>
<p>OBJECTIVE 3 Identify and prioritize key stakeholder groups and determine most effective messaging for these groups.</p>	<p>KPI Completion of prioritized list of key stakeholder groups and assess the most effective messaging.</p>
<p>OBJECTIVE 4 Evaluate and enhance ongoing two-way communication with all internal audiences.</p>	<p>KPI Increase in employee satisfaction with District communication.</p>