

Theme #1

Restructure Marketing Timelines (HLC Criterion 5; Barton Core Priority 4)

- Institute pre-planning phases for marketing initiatives to allow for brainstorming and feedback from interested parties
- Prepare campaigns a semester in advance

Theme #2

Increased focus on student perspectives in social media (HLC Criterion 1, 5; Barton Core Priorities 1 and 3)

- Implement Barton Ambassador Social Media Team
- Consistently sharing Instagram stories and other platforms from students on the main account and encouraging increased frequency of tagging the main accounts.

Theme #3

Increased focus on faculty on social media (HLC Criterion 1 and 3; Barton Core Priorities 2 and 3)

- Produce faculty spotlights on social media on Facebook, IG, Twitter and Tik Tok
- Encourage faculty to engage with social media accounts so we can share

Theme #4

Increase community visibility (HLC Criterion 1 and 5; Barton Core Priority 2)

- In conjunction with the Business & Community Workgroup plan events in surrounding communities to make Barton visible in a positive way by giving back with events such as easter egg hunts, pop up donut giveaways, WTCE Workshops with local businesses etc.

Theme #5

Assist Foundation in development of Alumni network (HLC Criterion 1 and 5; Barton Core Priorities 2, 3 and 4)

- Plan the implementation of an Alumni network with all interested parties including enrollment services, admissions and the Foundation.
- Assist in marketing of this network once it has been created.

<p>Core Priorities</p> <ol style="list-style-type: none"> 1. Drive Student Success 2. Cultivate Community Engagement 3. Optimize Barton Experience 4. Emphasize Institutional Effectiveness 	<p>Higher Learning Commission (HLC)</p> <p>Criterion 1. Mission</p> <p>Criterion 2. Integrity: Ethical and Responsible Conduct</p> <p>Criterion 3. Teaching and Learning: Quality, Resources, and Support</p> <p>Criterion 4. Teaching and Learning: Evaluation and Improvement</p> <p>Criterion 5. Resources, Planning, and Institutional Effectiveness</p>
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