Finance & Advancement
Divisional Goals
FY 15-16

1. Contract with consultants to study our Marketing & PR program and use the results to generate a comprehensive Marketing Plan to better serve our campus, programs, and services.

2. Contract with an architectural firm to lead our campus through broad discussion and generate a comprehensive Master Plan for all Cleveland State sites.

3. Create a comprehensive Budgeting Plan that supports budget development, oversight, and analyzing for our short, mid, and long-term vision.

4. Develop comprehensive business continuity, compliance, and standards plans to ensure proper checks and balances are in place within all primary functions and services.

Marketing
1. Rebrand the marketing & PR department.
2. Achieve a 95% success rate for project completion.
3. Research, develop and implement a plan to return to an in-house print shop.
4. In conjunction with the new strategic planning cycle, develop and implement a marketing plan.

Physical Plant
1. Hire a solid team of employees so that maintenance is fully staffed.
2. Keep the maintenance dept under budget for FY 15-16.
3. Improve the "first impression" of CSCC's grounds.
4. Work closely with TBR to complete a master plan.

Business Office
1. Meet all deadlines (budgets, bank reqs, grants, etc.)
2. Expand use of electronic services (P-cards, sick/vacation leave, payment plans, direct deposit refunds, electronic signatures for contracts, etc)
3. Create extensive training program to enhance skill sets throughout all areas of the business office.

Police
1. Expand professional development experiences/training throughout the department.
2. Co-Lead efforts to explore/implement a regional disaster response center.
3. Expand officer visibility and service to the campus community.

Small Business Development Center
1. Increase knowledge on Internet marketing.
2. Develop rural counties customer base.
3. Facilitate training opportunities for staff

**Information Technology**
1. Complete TBR and State IS audit action items to satisfy auditor recommendations
2. Evaluate department activities to find efficiencies
3. Increase coordination of projects internally and with business units

**Emerging Technologies**
1. Be more aggressive with helping the Athens campus
2. Work on reinventing the training facilities (including studio)
3. Help develop flipped instruction for the FYS courses
4. Work with the access center as well as other campus constituents to help make our campus more ADA compliant and knowledgeable about accessibility
5. Work with marketing to develop the myCS how to site that would incorporate videos and documents about how to do things across campus