

Clayton State University
Division of External Relations
Goals 2009-2010

1. Plan, coordinate and conduct special events including a successful University Foundation Golf Tournament in late October, Homecoming activities in late January, and a Foundation Dinner in the spring. We will continue to publish and assess the University publications, *The Laker Connection*, *Campus Review*, and *Clayton State News -- Laker Lines* on the website.
2. Launch an integrated, comprehensive, coordinated, and institution wide effort to communicate the mission-critical values and messages in ways that Clayton State's different constituencies notice, understand, and respond. Continue to improve both the look and the functionality of the Clayton State University website.
3. Focus on identifying current communication efforts and assessing internal and external perceptions and awareness of the university. Gather data necessary to establish a brand identity conveying institutional strengths and distinctiveness. The Image Council will engage all campus constituencies to make the case for an integrated marketing approach and consistent messaging.
4. Continue to grow and enhance the Clayton State University Alumni Association. We will conduct a phone campaign as a part of that process, and introduce an email/web-based fundraising plan with our new online credit card system. We will update our alumni communication plan, and increase the size of the Association's Board of Directors by the end of the academic year.
5. Strengthen development office efforts to identify, cultivate, and secure financial resources and human support for the university.
6. Implement a successful annual giving and donor recognition program.