College Lake County
Connect to Your Future

HOLABIRD & ROOT
CREATE PRESERVE TRANSFORM

MASTER PLAN 2020
USER GROUP PROGRAM NOTES
PUBLIC RELATIONS & MARKETING

CLC User Group Program Notes Disclaimer
These notes identify CLC Master Plan programming as heard and documented by the Master Plan Programming Team at Holabird & Root LLC. They are by nature interpretive and do not represent any direct quotes or opinions by any of the interviewees or user groups.

Date of Meeting
November 15, 2019

Committee Participants
- Denise Harnish
- Scott Hardy
- Barb Dickson
- Bryan Hadley

Questions
Participants were asked to respond to the following questions. Responses are encapsulated below each question.

Q1 What makes CLC *CLC*?
- Strong community of passionate faculty and staff.

Q2 What is essential to the college that must remain the same?

Q3 What aspect(s) of the college must change to move CLC toward its goals?
- There is a need to unify branding across all departments. This should be done without losing the individual identities / specific audience(s) of each group.

Q4 How can CLC be more welcoming and inclusionary?
- PR & Marketing have begun to create 'neighborhood' branding to enhance student experience and sense of belonging / ownership for all students around the campuses.
- Provide one bulletin board and one display case per program
- Building naming in progress

Q5 What role do you see your department / focus area playing in the future? How does your future role differ from your departmental / focus area role today?
- PR & Marketing can have a bigger involvement in wayfinding.
- Can have a bigger involvement in recruitment & recruiting events.

Q6 What facility / space needs does your department have now and what might your department need in the future?
- PR & Marketing currently occupy separate spaces but share staff and work together often and need to be proximally grouped or located within the same space.
- Cubicles currently in place neither facilitate focused work, nor collaboration. There is a need for private offices, and more open collaboration areas.
- Spaces for sensory decompression are desired.
- Growth is anticipated. Need room to expand new staff is hired.

Q7 What maintenance and sustainability components should be considered beyond the Sustainability

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Plan?

Q8 What role do you need technology to play at CLC and what kinds of technology do you need now and in the future?

- Existing digital presentation screens should be re-located strategically in high visibility areas / corridors to share media content / news and build college brand throughout campus.

Q9 What tools, spaces, technology, support, etc. do you need to facilitate more or better interaction and collaboration with students, faculty, staff, and administration in the future?

- Large format and high-volume printing is outsourced. Augmenting printing facilities would allow for more printing in-house.

Q10 How do you interact with the other campuses now? How do you want to interact with these CLC locations in the future?

- Faculty and students have a high need to communicate often.
- Need to create spaces and tools to help students interact and communicate (collaborate) effectively without feeling restricted.
- Desire to create a better culture of involvement with departments / programs to drive PR + Marketing content.
- Seeking to expand engagement on all campuses.
- There is a desire to shift away from commuter mentality toward on-campus engagement.

Q11 How do you interact with the Lake County community and workforce now? How do you want to interact with these groups in the future?

Other Discussion:

- End of Section -