

[UCCS Strategic Plan website](#)

Marketing Committee
2007-2012 Campus Goals
Strategic Plan Initiatives

The following strategic plan initiatives tie to the following campus goals:

Enhance Recruitment Efforts to Attract Students to Opportunities at UCCS ties to the following goals:

- 1) Create a vibrant, engaged campus community
- 2) Expand student access to UCCS opportunities through vigorous, quality growth
- 3) Build bridges to the community, region, nation and world
- 4) Distinguish and communicate the unique UCCS identity
- 5) Become the region's social, cultural and economic hub

Excellence in Marketing and Communication ties to the following goals:

- 1) Build bridges to the community, region, nation and world
- 2) Distinguish and communicate the unique UCCS identity
- 3) Inspire Alumni to connect and grow with UCCS