

# MORAIN VALLEY COMMUNITY COLLEGE

## DIVISION OF INSTITUTIONAL ADVANCEMENT

Dr. Margaret Lehner  
Vice President for Institutional Advancement and Executive Assistant to the President

Room D201  
(708) 974-5257

### **Mission**

*The mission of Institutional Advancement is to provide distinctive, responsive and innovative services—including integrated marketing communications, resource development, planning and research—to further the college's mission.*

*To accomplish this, we will provide leadership for:*

- Institutional effectiveness
- AQIP reaccreditation
- College-wide strategic, data-driven approaches to planning and operations
- College-wide integrated marketing communications strategies
- Strong branding that cultivates and communicates the powerful, unique Moraine Valley message and aspiration
- Relationships between the college and greater community
- External funding resources for the college

### **College and Community Relations**

Mark Horstmeyer, director

Room D106  
(708) 974-5375

### **Major Areas of Responsibility**

#### **On-campus communications**

- MV eNews (e-newsletter for staff)
- Valley View staff newsletter
- Internal message and bulletin boards
- Electronic signage (exterior)
- All interior and exterior signage
- Name badges
- Intranet site

#### **Major events**

- Graduation
- Scholarship, other ceremonies
- Fall in-service; staff picnic; holiday party
- Groundbreaking, dedications, other events

#### **Campus tours**

#### **Media Relations**

#### **External communications**

- News releases: print, online
- Sports information
- News section of college Web site
- Emergency announcements
- President's newsletter
- Public Relations counsel to college units

### **Marketing and Creative Services**

Delores J. Brooks, director

Room L263  
(708) 974-5376

### **Major Areas of Responsibility**

#### **College Web site**

#### **College publications**

- Class schedule
- Recruitment pieces (viewbook, CD-ROM, etc.)
- Staff achievements booklet
- Writing, designing, editing copy in print and nonprint formats
- Catalog
- Annual report
- Brochures, fliers, posters, etc.
- E-mail marketing

#### **College marketing and enrollment management plan**

#### **Photography**

#### **Videography**

#### **College promotion; advertisements; radio and TV commercials; outdoor and special advertising, etc.**

#### **Branding initiative**

#### **Marketing counsel to college units**

### **Research and Planning**

Beth Reis, director

Room L144  
(708) 974-5486

### **Major Areas of Responsibility**

**Strategic Planning:** Coordination of the college's three- to five-year strategic plan and plan implementation.

**Annual Planning:** Leadership of the process for the development, implementation, evaluation and improvement of the annual goals and objectives of college units and staff.

#### **Research**

- Institutional demographics
- Student demographics
- Enrollment data and comparison data
- Community demographics  
(26 communities; all sectors, such as: education, social services, governments, business and industry, transportation, etc.)
- Research analysis and college implications
- Trend analysis
- Data-driven decision-making

### **Resource Development and Institutional Effectiveness**

Dr. Sharon Katterman, director

Room M220  
(708) 974-5768

### **Major Areas of Responsibility**

#### **Alternative funding**

- State grants
  - Competitive grants
  - Entitlement grants (based on credit hours)
  - Financial Aid Reports
- Federal grants
  - Competitive grants
  - U.S. Department of Education
    - Title III
    - TRIO
      - Talent Search
      - Student Support Services
      - Upward Bound
  - National Science Foundation
- Private Funding Support
- Grant Oversight

#### **Center for Advanced Studies**

- Governors State University
- Dominican University
- Others

**Institutional effectiveness/continuous improvement:** assuring quality improvements in programs, processes and services.

**College Re-Accreditation:** Academic Quality Improvement Process (AQIP)