

## **Promotion Plan for Higher Learning Commission Visit**

The Higher Learning Commission policy IV.A.8 requires every institution to involve third party comment. The first step in this process is to identify constituencies. Ozarka College serves the following constituent groups:

Students (prospective, current, former)

Four-County Service Area (businesses, donors, general taxpayers)

Ozarka College Employees and board members, including adjunct faculty

State Government (agencies such as Department of Higher Education, state legislators)

Community Partners (hospitals, public schools, partner institutions of higher education, elected officials)

### Promotion Plan

On order to reach the identified constituencies, Ozarka College will announce the upcoming visit by HLC (scheduled for November 2010) with details of the visit schedule, purpose of the visit and will invite the public to comment per HLC policy. Announcements will be made during the first week of August in a variety of ways to increase the visibility of the college self-study and accreditation visit:

- Foundation Board and Donors will receive letters
- Students and employees will be notified via the website and the campus newspaper
- The service area constituents and college community partners will be notified through public service announcements submitted to KSAR/River 98.3, WRD Entertainment (103.3, 93.1, 99.5, 106.3) KKountry 95.1, Melbourne Channel 5, White River Current, Batesville Guard, Areawide Media, Melbourne Times, Pacesetting Times, Baxter Bulletin, Arkansas Democrat/Gazette and the Ozarka College Connection newspaper
- State Government will be notified by correspondence from the Office of the President

Announcements regarding HLC will be distributed by the Office of Public Relations, Kim Whitten.