

Cost/Benefit Analysis of Task Force Proposal

Submit to: Patrick A. Pierce
Director of Strategic Plan
P.O. Box 82, Madeleva Hall

1. Please submit a brief narrative of the proposed request that addresses the following criteria:

A. Description of the proposal including title of Task Force and proposal

IMC Task Force – This proposal would establish a community relations plan that guides appropriate institutional interaction with the Michiana community. The office will facilitate interactions between the various college entities and the community. [Obviously, any proposal would provide far greater detail and explanation. This brief description is provided simply to constitute a simple example.]

B. Justification for the proposal.

1. Why is this activity particularly important to the College?

Saint Mary's College needs to have a strategic presence in the Michiana community and become a recognized leader in the community consistent with the College's mission. This proposal will enable the college to coordinate its efforts to make them more effective.

2. What would be the impact if this proposal is not funded?

If this proposal is not funded, we will lose an opportunity to lead the community in a new initiative to strengthen ties with all the local leaders and organizations.

C. Relation of the proposed program to the Strategic Plan. Relate to specific action detail.

This program is an outgrowth of Strategic Area II, Cultivate Leadership and Enhance Communication, Strategic Initiative 4: Create understanding and achieve commitment to integrated marketing communication (IMC) by the College Community. [Action Detail 4.3.1]

D. Specific outcomes of the proposal:

1. What results to you anticipate?

I expect the Saint Mary's College community to be invited in the South Bend Economic Development Initiatives and that the College would take a leadership role in that effort. Saint Mary's College Marketing will be retained by various entities to produce community plans. 50% of the faculty, staff, and students will become involved in the community, serving on community boards, volunteering, and developing Saint Mary's College/Michiana community initiatives.

2. How will you assess your results?

The individual holding the position of Associate Professor will monitor participation rates of faculty, staff, and students. We will conduct surveys of community leaders. We will also providing an accounting of the financial impact of the proposal.

2. Please list the significant items in each of these categories needed by your proposal: [see attached spreadsheet]