FOR IMMEDIATE RELEASE

WITC honored for excellence by LERN

The Learning Resources Network (LERN), an international association in lifelong learning, has recently honored Wisconsin Indianhead Technical College for excellence in marketing.

“This award recognizes the combined efforts of Continuing Education and the Marketing Team to develop a professional catalog of continuing education courses,” said Susan Lockwood, dean of continuing education. “Our catalog is designed with the customer in mind, just like our courses. Receiving an award for our efforts confirms that we are meeting the high standards that LERN has developed and, in doing so, providing a quality product for our customers. The award represents our hard work and the benefits of collaboration.”

The winning entry effectively applied LERN recommendations for targeted marketing to reduce costs while significantly increasing response and enrollments. The entry was included in a showcase of internationally exemplary programs at the LERN Annual Conference in Savannah, Ga., November 19-21. Information about the submission was on display throughout the three-day conference. In addition, the winning programs will be featured in future LERN publications and on its Web site at www.lern.org.

In selecting programs to be recognized for excellence, Julie Coates, vice president of information services for LERN, said the primary criteria judges used for those selected was the quality of being at the leading edge of the field of lifelong learning, as evidenced by their nomination. In addition, judges also applied the following criteria: originality, innovation, appropriateness as a model for other programs and measurable outcomes. The WITC entry was selected from more than 140 nominations from four countries.

“As Continuing Education continues in its redesign, LERN benchmarked practices will play a key role,” Lockwood said. “LERN has proven strategies in staffing structure, marketing, new programming and course development, contracting, brochure and catalog development, just to name a few. We will incorporate new ideas as well as continue the targeting brochure distribution to our best customers, thus reducing our printing costs and increasing the response rate.”