

Goal #	Goal	Objective #	Objective	Activities
2	Increase student enrollment and retention rates	2	Increase student recruiting efforts that target a variety of markets.	<a href="#">Activity #1 - Enhance presence and contact with prospective students in AMC primary feeder high schools.</a> <a href="#">Activity #2 - Attend all feeder school post-secondary activities (ie. College fairs, senior nights, etc)</a>
6	Develop outreach initiatives and improve public awareness and public relations	1	Develop effective marketing strategies	<a href="#">Activity #1 - Enhance presence and contact with prospective students in AMC primary feeder high schools.</a> <a href="#">Activity #2 - Attend all feeder school post-secondary activities (ie. College fairs, senior nights, etc)</a>