



LASSEN COMMUNITY COLLEGE

MARKETING AND PUBLIC INFORMATION

2013-2014

Non-Instructional Program Review

A handwritten signature in blue ink, appearing to read "Julie Johnston", is written over a horizontal line.

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Table of Contents

Section I:	Departmental Planning:	
I	Department Overview and Department Goals	Page 2
II	Administrative Unit Outcomes	Page 4
III	External Compliance Issues	Page 5
Section II:	Human Resource Planning	
I	Department Staffing	Page 7
II	Professional Development	Page 8
Section III:	Facilities Planning	Page 9
Section IV:	Technology Planning	Page 10
Section V:	Comprehensive Planning Recommendations	Page 11

Section I: Departmental Planning:

I. Department Overview and Department Goals

Description:

The function of marketing and public outreach is still in transition from the Student Services Department to the Resource Development Department. The Lassen Community College marketing and public outreach efforts are intended to help the college reach its annual student enrollment goals, provide informational materials to students and the community and to assist in meeting the following:

College Vision #5: Be the cultural leader in the community

College Vision #6: Be the civic and social leader in the community

Strategic Goal #1 Institutional Effectiveness: Provide the governance, leadership, integrated planning and accountability structures, and processes to effectively support the learning environment, while ensuring responsible stewardship of public trust and resources.

Institutional Student Learning Outcome #4: Personal/Interpersonal Responsibility - Ability to develop and apply strategies to set realistic goals for personal, educational, career, and community development; ability to apply standards of personal and professional integrity; ability to cooperate with others in a collaborative environment for accomplishment of goals; ability to interact successfully with other cultures

Marketing efforts often synchronize and complement other college outreach efforts including those of the courses and programs, EOPS, Kinship, Financial Aid, Child Care and others. Additionally, a portion of media ads are coordinated by this department purchased in bulk and divided amongst the programs that need them. The department has recently explored social media and other new venues of building and promoting the campus awareness. All of these efforts help accomplish stable enrollment, which help to generate the maximum level of State apportionment funding necessary for the continued smooth operation of the College and its services.

Short-Term Goals:

1. Influence enrollment patterns through public awareness
2. Increase social media awareness
3. Explore mobile/cellular marketing strategies
4. Define storage for materials and supplies

Mid/Long-Term Goals:

1. Establish a full-time sustainable marketing and public information department.

Evaluation:

In the summer of 2012, the Marketing and Public Information Officer positions were combined with the duties of the Superintendent/President's office under the then current administrative reorganization. The Marketing and Public Information Officer works closely with the local media (print, radio and online) to effectively market the college, its available courses and events (including, but not limited to Business, Digital Graphic Design, Welding, Fire Technology, Human Services, Reg-To-Go, Discover Lassen College, Black History Celebration, athletics) as well as disseminate information on the college that would be of interest to the general public, continuing students and potential new students.

In order to strengthen operations at the Marketing and Public Information Department established the following administrative unit outcomes (AUOs) during 2013-2014:

1. Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate course enrollment at Lassen Community College.
2. Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate community awareness of, and participation in, Lassen Community College services, functions, and sports.
3. Provide accurate and timely public announcements to engage the local community.

The initiatives are assessed through outcomes assessment and baseline data comparisons and reported on an annual basis within the program review process.

II. Administrative Unit Outcomes

ILO	AUO	ASSESSMENT MEASURE /TARGET
1, 2	Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate course enrollment at Lassen Community College.	Measure: Activity Volume Target: Define baseline data and increase 2% annually on enrolment related to marketing strategies.
1, 2	Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate community awareness of, and participation in, Lassen Community College services, functions, and sports.	Measure: Activity Volume Target: Define baseline data and increase 2% on social media followers annually.
1, 2	Provide accurate and timely public announcements to engage the local community	Measure: Activity Volume Target: Define baseline data on press releases and public service announcements and increase 5% annually.

AUO1. In 2013-2014 the duplicated headcount/enrollment was 15,556 students. This will be used as baseline information for next year’s assessment.

Action Plan: In order to maintain relevancy with emerging practices and strategies for marketing the Marketing and Public Information officer needs to attend the marketing and public information seminar (\$1,000).

AUO2. In 2013-2014 the unduplicated headcount of Facebook fans was 573 and Twitter followers were 36. This will be used as baseline information for next year’s assessment

Action Plan: Increase social media budget (\$10,000) and promotional item budget (\$4,000).

AUO3. In 2013-2014 the count of 33 public information announcements were made. This will be used as baseline information for next year’s assessment.

Action Plan: In order to increase efficiency, the department needs to shift to a dual monitor system. (\$600)

III. External Compliance

According to the Marketing and Public Information Officer the department does not have any external compliance obligations.

Recommendation/Plan:

Explore new social media venues and opportunities to connect with students to advance awareness, increase the budget (\$10,000). [AUO 2]

Increase the marketing budget to provide broader promotional items for events (\$4,000). [AUO 2]

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Institutional Effectiveness Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Increase to marketing budget for social media campaigns	1	2014-2015	\$10,000	Increased social media awareness and enrollment
Increase to marketing budget for promotional items	1	2014-2015	\$4,000	Increased awareness and enrollment

Section II: Human Resource Planning

I. Program Staffing

Description:

The staffing of the Marketing and Public Information Department includes a part-time officer (0.125 FTE).

Evaluation:

The existing staffing level is adequate to complete the goals established by the department and the campus, however in order to continue to meet the mission and plans of the institution the department needs to have stability within the staffing structure.

Recommendation/Plan:

The Marketing and Public Information Department must be staffed adequately with qualified staff to accomplish its mission and goals. Relationships between the campus and all stakeholders will depend heavily on the effectiveness, cooperation, support, and behavior of the connecting and communication efforts. It is recommended that the FTE of the department is increased to 1 FTE as means to support the website, enrollment and foundation events (\$80,000). [Long-term goals]

II. Professional Development

Description:

There is no professional development budget for the Marketing and Public Information Department.

Evaluation:

The Marketing and Public Information officer is overseeing the website, public announcements and marketing efforts, but has not attended any professional development seminars. Due to the lack of budgetary support, the officer has been unable to attend any professional development events.

Recommendation/Plan:

This is an apparent need to maintain and increase departmental effectiveness and sustainability of the campus enrollment. The officer needs to attend conferences on marketing strategies. The recommendation to meet this need is to increase the professional development budget of the department by \$1,000.00. [AUO 1]

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Human Resource/Professional Development Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Marketing and Public Information Officer	1	2015-2016	\$80,000	Increased awareness and new student enrollment and strengthen the department capabilities.
Professional development budget increase	3	2015-2016	\$1,000	Increase departmental effectiveness and sustainability of the campus enrollment

Section III: Facilities Planning

Description:

The department is located in the President's Office.

Evaluation:

The space for the department is currently adequate for the officer to complete tasks. However, there is an apparent need for a location to store all the marketing materials and promotional items.

Recommendation/Plan:

Determine location for marketing materials and promotional items. [Short-term Goal 4]

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Facilities Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Storage location	3	2014-2015	0.00	Efficient utilization of space to maintain adequate storage.

Section IV: Technology Planning

Description:

The technology used in the department is limited to one desktop computers and copier/printer system.

Evaluation:

The nature of the department requires extensive computer related interactions with the public through email and information dissemination on the webpage. In order to complete work in an efficiently the department will need a dual monitor computer system.

Recommendation/Plan:

Purchase and install a dual monitor system (\$600.00). [AUO 3]

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Technology Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Dual monitor system	3	2014-2015	\$600.00	Increased efficiency

Section V: Comprehensive Planning Recommendations

Planning Agenda Item(s)	Estimated Cost	Planning Document	Overall Prioritization
Increase to marketing budget for social media campaigns	\$10,000	IEMP	1
Increase to marketing budget for promotional items	\$4,000	IEMP	2
Dual monitor system	\$600	ITMP	3
Storage location	\$0	FMP	4
Professional development budget increase	\$1,000	HRMP	5
Marketing and Public Information Officer	\$80,000	HRMP	6