

MARKETING AND PUBLIC INFORMATION

2018-2019 Non-Instructional Program Review

LASSEN COMMUNITY COLLEGE

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MARKETING AND PUBLIC INFORMATION

SECTION 1: INSTITUTIONAL EFFECTIVENESS PLANNING

I. Program Overview and Objectives

The function of the marketing and public outreach completed its transition from the Student Services Department to the President's Office. 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 explored additional new venues of building and promoting campus awareness. All of those 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:

- a. Describe and evaluate the program objectives against the LCC strategic plan, specifically the mission statement and strategic goals [available online or in the current catalog].
- b. Evaluate any changes in the program since last review. Include summary of Annual Updates completed since last review.

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, Nursing, Art, Welding, Fire Technology, Automotive, Human Services, Discover Lassen College, Black History Celebration, Women's Conference, and Athletics) as well as disseminate information on the college that would be of interest to the general public, continuing students and potential new students (Author appearances, College Day, LCF Golf tournament, Basketball Fundraiser for Paradise victims, Veteran's Breakfast and Coppervale Ski Hill).

In order to strengthen marketing operations, the Marketing and Public Information Department established the following administrative unit outcomes (AUOs) during 2013-2014 and has continued through 2017-2018 working to strengthen and enhance these Administrative unit outcomes:

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.

Planning Agenda:

List recommendations and necessary actions necessitated by the above evaluation. Complete Institutional Effectiveness Planning, Student Services Planning, and/or Academic Planning tables at the end of the section for any recommendations requiring institutional action.

1. In order to strengthen marketing efforts, a campus virtual 3D video tour was facilitated and individual clips for various areas on campus.
2. Implementation of Audiomatic Light advertising (Pandora & iHeart Radio) occurred in the current semester which resulted in 10,226 impressions covering 9,580 users. This was implemented from January 10 through January 29, 2019 and will become part of the increased audio marketing strategy each semester.

These additional strategies were implemented to work toward increasing LCC's visibility to potential students and increase FTES.

II Administrative Unit and/or Student Learning Outcomes Assessment

Student Learning Outcome Assessment

AUO and SLO assessment is important to maintain and improve institutional effectiveness and provide an effective learning experience for LCC students. Departments are expected to measure AUO and/or SLO annually.

Administrative Unit Outcomes (AUO)

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 enrollment 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.

Description/Evaluation:

AU01. In 2013-2014 the duplicated headcount/enrollment for census was previously shown to be 15,556 students as reported in the previous NIPR. Current data now shows that 2013-2014 was at 16,257. In 2017-2018 the duplicated headcount/enrollment at census was 15,456 which shows a difference of 801 or a 4.9% decrease. Total FTE for 2013-2014 was 1,702 and the total FTE for 17-18 was 1,583. The decrease is a difference of 119 FTE or 6.99% and can be attributed to a decrease in enrollments throughout the community college system.

Action Plan: In order to maintain relevancy with emerging practices and strategies for marketing, the Marketing and Public Information Officer needs to attend a marketing and public information seminar (\$1,800).

AU02. In 2013-2014 the unduplicated headcount of Facebook fans was 573 and Twitter followers were 36. In 2017-2018 Facebook fans had increased to 1,210 followers, Twitter followers to 556 and Instagram followers were 152. The Lassen College Foundation Facebook followers were at 286 likes with LCC Athletics Instagram followers at 533, Facebook Athletics at 301 likes and Lassen Athletic Twitter followers at 117. Just a breakdown of Facebook followers for LCC (not including LC Foundation and LCC Athletics) show an over 100% increase due to increased targeted marketing in social media.

Action Plan: Increase social media budget \$15,000 and promotional item budget \$6,000.

AU03. In 2013-2014 the count of 33 public information announcements were made. In 2017-2018 a total number of 52 public information announcements were made, an increase of 19 public information announcements from prior years. Additionally in the 2017 marketing year, 99 ads comprised of academic [welding, fire science, nursing, business, AJ, biology, AEBG, athletic and cultural events] Home for the Holidays, Sleigh Days, Spring/Fall Enrollment, Bootcamp, etc) were in the Lassen County Times plus an ad each week for 52 weeks for the Biz page section. Quarter and half page print ads were quarterly placed in Mountain Valley Living Magazine as well as full page ads in the Plumas and Lassen Travel Guides and map books. Daily ads on SusanvilleStuff.com are run promoting Lassen Community College as well as sponsorships for various events such as the elementary schools honor rolls. Marketing promotion for various classes such as Welding, Jewelry Making, AJ and golf are run as requested by instructors. Radio advertisements have been on a constant weekly basis through KSUE/JDX radio station and Jack FM/The Torch and its 3 other affiliate stations to advertise campus events and programs as needed such as Discover Lassen College, the Rodeo, Louis Price Concert and the Coppervale Fundraising dinner. Additional sponsorships of Election Night, Uptown Christmas Celebration, and the Lassen County Fair occur annually. Advertising on Safeway ad carts were also implemented during 2017. Live remote broadcasts have been purchased for events such as Discover Lassen and additional promoting of events has occurred on The Morning Show with Chris Montgomery and Live at 5 with Aaron Duerkson.

In 2018, an additional 87 ads were placed in the Lassen County Times (79 ads comprised of academic, community and campus events plus an additional 52 weekly ads in the Biz Page section. Mountain Valley Living Magazine ads were again utilized as well as their links on Facebook and the Plumas and Lassen Travel Guides. Additional sponsorships of Lassen High School athletics and LCC advertisements on shopping carts at Susanville Supermarket were implemented. “Cody the Cougar” mascot costume and cooling vest were purchased for use at campus and athletic events. A campus virtual 3D tour was added to the advertising campaign for utilization on the college’s website and Pandora advertising has been secured for registration timeframes.

Action Plan: In order to increase efficiency, the department needs to shift to a dual monitor system (\$1,000.00).

Planning Agenda:

Explore/Increase new social media venues and opportunities to connect with students to advance awareness, increase the budget (\$15,000). [AUO 2]

Increase the marketing budget to provide broader promotional items for events [Lassen County Fair booth, Backpacks for 8th Grade Week etc] (\$6,000). [AUO 2]

Budget Priorization:

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	2019-2020	\$15,000	Increased social media awareness and enrollment
Increase to marketing budget for promotional items	1	2019-2020	\$6,000	Increased awareness and enrollment

III. Equipment

Description/Evaluation:

The technology used in the department is limited to one (1) laptop computer with single monitor and docking system and a desktop printer system.

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

Planning Agenda:

Purchase and install a dual monitor system (\$1,000.00) [AUO 3]

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Technology Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimate Cost	Expected Outcome
Dual monitor system	3	2019-2020	\$1,000.00	Increase efficiency

IV. Outside Compliance Issues (if appropriate for program)

Description:

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

Section Two: Human Resource Planning

I. Program Staffing

Description/Evaluation:

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

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

Planning Agenda:

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/Evaluation:

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

Planning Agenda:

The Marketing and Public Information officer oversees the events calendar on 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.

There 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]

Prioritized Recommendations for Inclusion in Human Resource Master Plan

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
1	Marketing and Public Information Officer	2019-2020	\$80,000	Increased awareness and new student enrollment and strengthen the department capabilities
3	Professional Development Budget Increase	2019-2020	\$1,000	Increase departmental effectiveness and sustainability of the campus enrollment

Section Three: Facilities Planning

I. Facilities

Description/Evaluation:

The department is located in the President's Office.

The space for the department is currently adequate for the officer to complete tasks. Storage has been previously identified in the President's Office storeroom for marketing materials and promotional items (pens, key tags, marketing folders, string backpacks,) as well as housing the "Cody the Cougar" costume.

Planning Agenda:

Determination of a location for marketing materials and promotional items has been met. [Short-term Goal 4].

II. Prioritized Recommendations

Prioritized Recommendations for Inclusion in the Facilities Master Plan

There are no recommendations at this time.

Section Four: Technology Planning

I. Institutional Technology

Description/Evaluation:

The technology used in the department is limited to one laptop computer with docking system and printer system. Use of the Administrative building copier/printer/fax is also utilized.

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 efficiently, the department will need a dual monitor computer system.

II. Prioritized Recommendations

Prioritized Recommendations Inclusion in Institutional Technology Master Plan

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
3	Dual monitor system	2018-2019	\$1000.00	Increase efficiency

Section Five: Comprehensive Planning Recommendations

Planning Agenda Item(s)	Estimated Cost	Planning Document	Overall Prioritization
Increase to marketing budget for social media campaigns	\$15,000	IEMP	1
Increase to marketing budget for promotional items	\$6,000	IEMP	2
Dual monitor system	\$1,000	ITMP	3
Professional Development Budget increase	\$1,000	HRMP	4
Marketing and Public Information Officer	\$80,000	HRMP	5

Lassen Community College Master Plan Overview

Six master plans comprise the Comprehensive Institutional Master Plan. Recommendations from program reviews will be input into the selected master plans as determined by faculty in the prioritized recommendation spreadsheets. To better understand which master plan might be most appropriate for each program recommendation, a summary/objective of each plan is included below. More information can be found in the Shared Governance and Consultation Council Handbook and the Comprehensive Institutional Master Plan.

Institutional Effectiveness Master Plan (IEMP): the IEMP addresses college needs not addressed in other plans. These needs include research, governance, outcome assessment, and administrative operations.

Educational Master Plan (EMP): The EMP addresses the instructional planning needs of the college.

Student Services Master Plan (SSMP): The SSMP highlights the services needed to maximize the student experience through a variety of key student support services.

Institutional Technology Master Plan (ITMP): The ITMP addresses the technology needs of the campus.

Facilities Master Plan (FMP): The FMP addresses the physical infrastructure, facility, and maintenance needs of the campus.

Human Resources Master Plan (HRMP): The HRMP identifies and manages the administrative functions of recruitment, selection, evaluation, and professional development needs of the College to ensure a fully-staffed and highly functioning team of employees.