

# Marketing and Public Information

## **Annual Update** **(FY 2021 / 2022)**

**LASSEN COMMUNITY COLLEGE**

(Julie Johnston, Marketing/Public Information Officer)

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# Marketing and Public Information

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## Annual Update

### Progress Report

Review previous NIPR and/or annual updates. Describe progress made on any recommendations. Describe any changes made within the program.

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, 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.

A monumental change to Marketing occurred Spring 2020 when Covid-19 first occurred and effectively shut down local businesses including the only local hard copy print newspaper. Additional measures were taken to secure online ad space

through local web advertising (LassenNews.com-formerly the Lassen County Times (print newspaper) as well as increased ads through SusanvilleStuff.com) in order to offset this marketing deficit for classes to the local community.

Additional measures were taken to secure additional marketing in a new print publication (High County Life) printed by Feather Publishing (owner of the Lassen County Times-former newspaper of general circulation) which also provides this magazine in an online and web format.

Recent marketing efforts by various areas of campus include advertising for specific courses on Pandora as increased outreach efforts with classes returning to campus for Fall 2021.

### Administrative Unit and/or Student Learning Outcomes

Note emerging needs based on assessment of AUO and/or SLO. Note any planning or budget changes based on assessment of AUO and/or SLO.

AUO's have remained static and appropriate. However, the need for a full-time Marketing Director moving forward to comprehensively coordinate marketing efforts has increased due to the upcoming partnerships with Humboldt State and UC Merced. This is addressed under recommendations for inclusion in the Human Resources Master Plan.

#### 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.

## Program Needs Assessment

Describe new needs that have developed since the previous review. Consider new needs in staffing, equipment, training, facilities, or funding. Make sure to include data sources in the previous item that support emerging program needs.

As previously noted, there is an increasing need for a full-time Marketing Director to oversee all facets of campus marketing which is currently being handled throughout various areas on campus: President's Office handles radio ads, online ads through SusanvilleStuff and Lassennews.com, magazine ads through High Country Life and Mountain Valley Living; Outreach handles social media; Academic Services has undertaken direct marketing with Pandora for specific classes; etc. The upcoming partnerships with Humboldt and UC Merced and the potential for future campus growth makes a full-time Marketing Director a top priority for the success of Lassen Community College.

## Progress and Reprioritization of Recommendations

Review the prioritized recommendations in the previous program review. Record outcomes of items in the planning agendas for each section. Note any changes in priority as well as any additions or deletions. Provide updated planning agenda forms for each planning committee.

An increase for promotional items is needed due to increasing costs of these items such as Frisbees, backpacks, key rings, pens, etc., for use by the Outreach Coordinator at promotional events throughout the year. An increase to the marketing budget is in order based on increased costs with online marketing to replace the newspaper advertising utilized pre-Covid to the local public.

## Prioritized Recommendations for Inclusion in Institutional Effectiveness Master Plan

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
1	Increase to marketing budget	2021-2022	\$15,000	Increase social media awareness and enrollment
1	Increase to marketing budget for promotional items	2021-2022	\$6,000	Increased enrollment and awareness of LCC through promotional products

## 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 Director	2021-2022	\$90,000	Increased awareness and new student enrollment; strengthen capabilities of department
3	Professional Development Budget Increase	2021-2022	\$2,000	Increase departmental effectiveness and sustainability of the campus enrollment

### Additional Information

Describe or note additional information pertinent to the program, particularly information which supports new needs or growth or that documents program successes.

### 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 original goals established by the department and the campus, however, in order to meet the mission and plans of the institution as it grows, 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 (\$90,000). [Long-term goals]. An increase in cost from \$80,000 to \$90,000 is required in order to meet the needs of a knowledgeable marketing professional.

The Marketing department is in dire need of an actual professional Marketing Director who is knowledgeable in all facets of marketing. Over the last couple of years and especially during 2020 and the outbreak of CoVid, various departments on campus have all participated in various marketing efforts (Outreach; Student Services; Academic Services). Marketing for the LCC Campus needs to be cohesive and under one trained individual who has professional knowledge and foresight of the trends, especially in light of the future partnerships that have been inked with Humboldt and UC Merced.

It would be cost effective and essential to the college's growth to hire a full-time Marketing Director to meet Lassen College's growing needs who could direct the efforts for the various campus departments.



### 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.