

#11

COMPLETE

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Page 1: I. Service Area Overview and Update

Q1 Department(s) Reviewed:

College & Community Relations

Q2 Lead Author and Collaborators:

Christianne Penunuri

Q3 Dean/Manager:

Christianne Penunuri

Page 2: II. Service Area Reflection and Description

Q4 Provide your service area's mission statement:

{DRAFT} Cuyamaca's College and Community Relations (CCR) department serves the college as a professional resource for expert communications and creative services. CCR manages and promotes the college brand and vision through strategic messaging, compelling storytelling, and creative integrated marketing solutions. Additionally, CCR cultivates effective and sustainable relationships with the community, government and civic organizations/leaders, and key stakeholders.

Q5 Describe how your service area supports the College's mission:

CCR serves faculty, staff, administration, and students in sharing the story of Cuyamaca College. The department seeks to establish deep roots within the community that serve the college, the students, the employees, future students, and community members.

Q6 Is the service area description in the current college catalog up to date and accurate?

If No, what steps will you take to revise the college catalog description?:

As a new department (established in 2019), CCR will need to be added to the catalog.

Page 3: III. Curriculum Review, Assessment, and Student Success

Q7 Does your service area offer any credit courses? **No**

Page 4: III. Curriculum Review, Assessment, and Student Success

Q8 Access the Five Year Curriculum Review Cycle. Have all of your active course outlines been reviewed within the last five years? **Respondent skipped this question**

Page 5: III. Course Curriculum, Assessment, and Student Success

Q9 Do you have a course Student Learning Outcomes (SLO) assessment plan on file with Student Learning Outcomes & Assessment Committee (SLOAC)? If you have not already done so, you can submit your program's assessment plan to SLO Coordinator, Tania Jabour, at tania.jabour@gcccd.edu. **Respondent skipped this question**

Q10 OPTIONAL: You may upload a copy of your SLO assessment plan for SLOAC here. If you have an Excel sheet, please convert to one of the supported files listed below before submission. **Respondent skipped this question**

Q11 Please provide an analysis of your SLO findings and what changes, if any, were made as a result. **Respondent skipped this question**

Q12 What student learning-related successes and challenges have SLO results revealed for your department? Note: If SLO data are not offering useful feedback regarding student learning, and are not currently informing program improvements, please instead discuss the specific steps you plan to take to make learning outcomes and assessments more meaningful. **Respondent skipped this question**

Page 6: III. Course Curriculum, Assessment, and Student Success

Q13 How has the department or discipline's success rate across all courses changed over the past 5 years? **Respondent skipped this question**

Q14 The College has set a 2024 goal of reaching a 77% course success rate (students passing with a grade of A, B, C, or P out of those enrolled at census) for the College as a whole. Consider how your department or discipline will help the College reach its long-term goal of increasing the course success rate to 77%. What is your department or discipline's one year (2020-21) goal for success rate across all courses in the department or discipline?

Respondent skipped this question

Q15 Please describe any equity gaps, in which specific groups (e.g., by gender and ethnicity) have success rates lower than that of the department or discipline overall?

Respondent skipped this question

Q16 What department/discipline (or institutional) factors may be contributing to these lower rates of success for these groups of students?

Respondent skipped this question

Q17 What specific steps will the department or discipline take to address these equity gaps in the 2020/21 academic year?

Respondent skipped this question

Q18 How do these steps inform the long-term department or discipline goals that you are setting in this comprehensive program review?

Respondent skipped this question

Page 7: III. Course Curriculum, Assessment, and Student Success

Q19 Does your service area/program have distance education (online) courses?

Respondent skipped this question

Page 8: III. Course Curriculum, Assessment, and Student Success

Q20 Are there differences in success rates for distance education (online) versus in-person sections?

Respondent skipped this question

Page 9: III. Course Curriculum, Assessment, and Student Success

Q21 If there are differences in success rates for distance education (online) versus in-person classes, what will the program do to address these disparities?

Respondent skipped this question

Q22 What mechanisms are in place to ensure regular and effective contact within online courses across the discipline or department?

Respondent skipped this question

Page 10: IV. Degree and Certificate Programs

Q23 Does your service area offer any degree/certificate programs? **No, and it does not have PLOs**

Page 11: IV. Degree and Certificate Programs

Q24 For each degree and certificate, indicate how many awards were conferred in the past five years? Please upload a summary document. If you have an Excel spreadsheet, please convert to the supported files listed below before submission. **Respondent skipped this question**

Page 12: IV. Degree and Certificate Programs

Q25 Degree/certificate #1: **Respondent skipped this question**

Q26 Degree/certificate #2: **Respondent skipped this question**

Q27 Degree/certificate #3: **Respondent skipped this question**

Q28 Degree/certificate #4: **Respondent skipped this question**

Q29 Do you need to include more degrees and/or certificates? **Respondent skipped this question**

Page 13: IV. Degree and Certificate Programs

Q30 Degree/certificate #5: **Respondent skipped this question**

Q31 Degree/certificate #6: **Respondent skipped this question**

Q32 Degree/certificate #7: **Respondent skipped this question**

Q33 Degree/certificate #8: **Respondent skipped this question**

Q34 Do you need to include more degrees and/or certificates? **Respondent skipped this question**

Page 14: IV. Degree and Certificate Programs

Q35 Degree/certificate #9: Respondent skipped this question

Q36 Degree/certificate #10: Respondent skipped this question

Q37 Degree/certificate #11: Respondent skipped this question

Q38 Degree/certificate #12: Respondent skipped this question

Page 15: IV. Degree and Certificate Programs

Q39 How are these degrees/certificates meeting the needs of students, and/or articulation with four-year institutions? Respondent skipped this question

Q40 Are there any changes planned if the degrees/certificates are not meeting these needs? Respondent skipped this question

Q41 Can students complete the degree/certificate requirements within a two-year period? **requirement of Title 5, California Code of Regulations Respondent skipped this question

Page 16: IV. Degree and Certificate Programs

Q42 How are you currently assessing you PLOs within a 4-year cycle? Respondent skipped this question

Q43 Are the PLOs in the catalog an accurate reflection of the department or discipline's current learning objectives? Respondent skipped this question

Q44 Are the PLOs mapped to the course SLOs? If you require assistance, please contact Madison Harding in the IESE Office at madison.harding@gcccd.edu Respondent skipped this question

Page 17: IV. Degree and Certificate Programs

Q45 Does your service area directly serve students? No

Page 18: V. Student Service Area Assessment & Data Analysis

Q46 How does the service area student population differ from the College's overall student population, if at all? Respondent skipped this question

Q47 How does the service area ensure it is addressing the needs of its student population?

Respondent skipped this question

Q48 Service areas are collecting data in many different ways. Please discuss the access, success, and/or other data relevant to your service area.

Respondent skipped this question

Q49 What steps is your service area taking to advance the college's student success and equity goals?

Respondent skipped this question

Q50 OPTIONAL Upload 1: Please upload any supporting documentation related to this section. Note that you can combine multiple documents into one PDF.

Respondent skipped this question

Q51 OPTIONAL Upload 2: Please upload any supporting documentation related to this section. Note that you can combine multiple documents into one PDF.

Respondent skipped this question

Q52 OPTIONAL Upload 3: Please upload any supporting documentation related to this section. Note that you can combine multiple documents into one PDF.

Respondent skipped this question

Q53 OPTIONAL Upload 4: Please upload any supporting documentation related to this section. Note that you can combine multiple documents into one PDF.

Respondent skipped this question

Page 19: V. Student Service Area Assessment & Data Analysis

Q54 Does your service area have a SLO/SSO* assessment plan on file with SLOAC?*Student Learning Outcome/Student Services Outcome

Respondent skipped this question

Page 20: VI. Service Area Assessment and Institutional Effectiveness

Q55 In what way does your service area work across the college to advance the college's student success & equity goals? Please contact the Institutional Effectiveness & Student Equity Office (brianna.hays@gcccd.edu or 619-660-4060) for assistance in collecting data to inform your program review.

1. Connect/Increase awareness of the college to the service area with targeted efforts to those communities that are underrepresented
 2. Share student success stories with audiences on- and off-campus
 3. Support events that share diverse perspectives
 4. Establish consistent messaging pertaining to the goals, vision, services, and programs offered by Cuyamaca College
 5. Create and sustain relationships in the community with government, civic, non-profit, industry, social/cultural organizations and leaders
-

Q56 Please review any research data and/or reports for your service area and summarize the findings and implications for practice. Please use the "choose file" button below to upload any supporting documentation for this question.

CCR Duties.pdf (77.4KB)

Page 21: VI. Service Area Assessment and Institutional Effectiveness

Q57 Please describe your service area strengths.

As a new department, there are many opportunities to impact campus practices. There is a great amount of need for streamlined services provided by the department, there are also a number of best practices that can be implemented to make processes easier campus-wide. Currently, this department only has one full-time employee, but there is a strategic communications plan in process that will yield a one-year and three-three plan.

Q58 Please describe your service area challenges.

There is only one full-time employee and a great amount of need. The department has few established systems/processes to serve the entire campus and is resource (staff and funding) thin. There are limited tools to tell the story of Cuyamaca, and no understanding of how to link activities to enrollment.

Q59 Please describe external influences that affect your service area (both positively and negatively).

Confusing responsibility for duties between District, Alliance, Foundation, and College.

Online experience.

A community that is rural with limited public transportation options.

Community partners that have a history of over-shadowing Cuyamaca College

Q60 Given these factors, what opportunities exist for the service area to advance student success and institutional effectiveness in the next 4 years?

Updated website -- currently, 52% of all hits to the website are new users (we can convert them!)

Attend targeted events in our community/service area

Change the narrative of Cuyamaca College - share distinction and worthiness message of campus and students

Invite the community to our campus

Page 22: VII. Previous Goals: Update (If Applicable)

Q61 Would you like to provide an update for your previous program review goal(s)? **No**

Page 23: VII. Previous Goals: Update (If Applicable)

Q62 Previous Goal 1: **Respondent skipped this question**

Q63 Which College Strategic Goal does your service area most directly support? **Respondent skipped this question**

Q64 Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

Q65 Goal status: **Respondent skipped this question**

Page 24: VII. Previous Goals: Update (If Applicable)

Q66 Please describe the results or explain the reason for the deletion/completion of the goal: **Respondent skipped this question**

Q67 Do you have another goal to update? **Respondent skipped this question**

Page 25: VII. Previous Goals: Update (If Applicable)

Q68 Please describe action steps for the year: **Respondent skipped this question**

Q69 How will this goal be evaluated? **Respondent skipped this question**

Q70 Do you have another goal to update? **Respondent skipped this question**

Page 26: VII. Previous Goals: Update (If Applicable)

Q71 Previous Goal 2: **Respondent skipped this question**

Q72 Which College Strategic Goal does your service area most directly support? **Respondent skipped this question**

Q73 Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

Q74 Goal status: **Respondent skipped this question**

Page 27: VII. Previous Goals: Update (If Applicable)

Q75 Please describe the results or explain the reason for the deletion/completion of the goal: **Respondent skipped this question**

Q76 Do you have another goal to update? Respondent skipped this question

Page 28: VII. Previous Goals: Update (If Applicable)

Q77 Please describe action steps for the year: Respondent skipped this question

Q78 How will this goal be evaluated? Respondent skipped this question

Q79 Do you have another goal to update? Respondent skipped this question

Page 29: VII. Previous Goals: Update (If Applicable)

Q80 Previous Goal 3: Respondent skipped this question

Q81 Which College Strategic Goal does your service area most directly support? Respondent skipped this question

Q82 Please describe how this goal advances the college strategic goal identified above. Respondent skipped this question

Q83 Goal status: Respondent skipped this question

Page 30: VII. Previous Goals: Update (If Applicable)

Q84 Please describe the results or explain the reason for the deletion/completion of the goal: Respondent skipped this question

Q85 Do you have another goal to update? Respondent skipped this question

Page 31: VII. Previous Goals: Update (If Applicable)

Q86 Please describe action steps for the year: Respondent skipped this question

Q87 How will this goal be evaluated? Respondent skipped this question

Q88 Do you have another goal to update? Respondent skipped this question

Page 32: VII. Previous Goals: Update (If Applicable)

Q89 Previous Goal 4: **Respondent skipped this question**

Q90 Which College Strategic Goal does your service area most directly support? **Respondent skipped this question**

Q91 Please describe how this goal advances the college strategic goal identified above. **Respondent skipped this question**

Q92 Goal status: **Respondent skipped this question**

Page 33: VII. Previous Goals: Update (If Applicable)

Q93 Please describe the results or explain the reason for the deletion/completion of the goal: **Respondent skipped this question**

Page 34: VII. Previous Goals: Update (If Applicable)

Q94 Please describe action steps for the year: **Respondent skipped this question**

Q95 How will this goal be evaluated? **Respondent skipped this question**

Page 35: VIII. New Goals

Q96 Would you like to propose any new goal(s)? **Yes**

Page 36: VIII. New Goals

Q97 New Goal 1:

Build an effective and efficient infrastructure for College and Community Relations department to address internal and external communication needs

Q98 Which College Strategic Goal does this service area goal most directly support? **Organizational Health**

Q99 Please describe how this goal advances the college strategic goal identified above:

Infrastructure will allow the department to serve the campus community in an effective and transparent manner.

Q100 Please indicate how this goal was informed by SLO assessment results, PLO assessment results, student achievement data, or other data:

N/A

Q101 Action steps for this year:

1. Hire a permanent graphic designer
 2. Develop and articulate processes for graphic design, photography, events, social media, video services, and related tools for these processes
 3. Streamline and communicate design and printing process
 4. Establish on-line campus newscenter as central hub of information (a robust, searchable, archive communication tool)
 5. Establish communication mechanism to support data, information, success stories, etc. to be shared with various audiences
 6. Build robust, searchable, archived weekly communication tool
 7. Establish campus wayfinding tools
 8. Build internal and student-focused communication systems
 9. Establish master, public calendar of events
-

Q102 How will this goal be evaluated?

1. Increased awareness across campus of how to request services of graphic design and photography
 2. Increased sharing of information about events, programs, student success stories
 3. Faculty and staff self-sufficiency for requesting services
 4. Transparency of timelines, deadlines, and processes
 5. Campus-wide understanding of events, stories, key messages, values, etc.
-

Q103 Do you have another new goal?

Yes

Page 37: VIII. New Goals

Q104 New Goal 2:

Create an internal communication strategy to educate faculty, staff, administration, and students of key Cuyamaca College messages, talking points, values, and brand elements.

Q105 Which College Strategic Goal does this service area goal most directly support?

Organizational Health

Q106 Please describe how this goal advances the college strategic goal identified above:

By providing campus faculty/staff/administration/students with key messages and stories about Cuyamaca we enable each individual to become an ambassador for the college and share the same story to their specific audiences.

Q107 Please indicate how this goal was informed by SLO assessment results, PLO assessment results, student achievement data, or other data:

N/A

Q108 Action steps for this year:

1. Create and share consistent campus messages – story of Cuyamaca, awards, distinction, student success, values
 2. Integrate college values into campus spaces (i.e. pole banners, student success stories, faculty/staff/employee profiles, etc.)
 3. Creation of campus-wide marketing and communication materials for broad usage
 4. Build content map to support strategic messaging, enabling faculty/staff to share stories of success
 5. Establish annual distinction messages
-

Q109 How will this goal be evaluated?

1. Increased awareness of college messaging
 2. Increased awareness/engagement in college mission, vision, values
 3. Increased connectivity of campus faculty/staff/administration/students
-

Q110 Do you have another new goal? **Yes**

Page 38: VIII. New Goals

Q111 New Goal 3:

Increase awareness of Cuyamaca College in college service area, with specific attention for communities of color

Q112 Which College Strategic Goal does this service area goal most directly support? **Student Validation and Engagement**

Q113 Please describe how this goal advances the college strategic goal identified above:

By connecting with communities we serve, we provide more opportunities for our students to invest in Cuyamaca as their "home" campus, feel valued, and engage in the college experience.

Q114 Please indicate how this goal was informed by SLO assessment results, PLO assessment results, student achievement data, or other data:

Vision for Success data that reveal the campus underserves communities such as Spring Valley and Lemon Grove. Additional data reveal a need to serve more students from communities of color.

Q115 Action steps for this year:

1. Develop targeted community partnerships
 2. Engage in targeted community organizations, sponsor community events
 3. Stakeholder and community outreach public presentations
 4. Targeted staff membership in community organizations
 5. Place advertising in strategic community publications / public spaces, targeted publications for communities of color
 6. Invite community and community organizations/leaders to participate in campus events
 7. Engage local, regional, and state policymakers and leaders
 8. Establish a campus workgroup of those working in community
 9. Establish stakeholder VIP advisory council
 10. Pitch familiarity tours with key industry partners
-

Q116 How will this goal be evaluated?

1. Increased enrollment from targeted zip codes
 2. Increased enrollment from communities of color
 3. Increased engagement from the community
 4. Increased awareness of Cuyamaca College in the community:
 - a. website impressions,
 - b. new visitors to the website,
 - c. social media engagement,
 - d. social media reach
-

Q117 Do you have another new goal? **No**

Page 39: VIII. New Goals

Q118 New Goal 4: **Respondent skipped this question**

Q119 Which College Strategic Goal does this service area goal most directly support? **Respondent skipped this question**

Q120 Please describe how this goal advances the college strategic goal identified above: **Respondent skipped this question**

Q121 Please indicate how this goal was informed by SLO assessment results, PLO assessment results, student achievement data, or other data: **Respondent skipped this question**

Q122 Action steps for this year: **Respondent skipped this question**

Q123 How will this goal be evaluated? **Respondent skipped this question**

Page 40: IX. Executive Summary

Q124 One-page summary:

The department of College & Community Relations (CCR) is newly established (2019) and in the development stages. The department serves the college as a professional resource for expert communications and creative services. CCR manages and promotes the college brand and vision through strategic messaging, compelling storytelling, and creative, integrated marketing solutions. Additionally, the department cultivates effective, sustainable relationships with the community, government, and civic organizations / leaders, and key stakeholders.

As a new department, strengths are primarily found in the professional experience of the director and the capacity of the college to share stories of distinction and worthy students. The challenges are to be expected from a start-up department -- limited staff and funding resources, few and/or poorly established systems and processes, and a culture of resource-heavy events that do not convert to enrollment. As a new department, many functions have been outsourced and returning those functions to the college is negatively influencing the department. There exists confusion from many partner entities (the district, Alliance, Foundation, etc.) where the responsibility for certain activities remain upon the creation of the new CCR department. Further, a poor online presence limits the ability of the department to create campus-wide tools for communication.

Still in its first year, the department is focused on creating systems and processes to serve the campus. Thus, data has not directly impacted many programs to days. However, in establishing a community relations goals, data from Vision for Success metrics were included to target communities currently being underserved by the campus.

Initial goals will seek to establish services in an efficient and transparent manner and increase on-campus communication. Additionally, in the first year, the department will seek to increase engagement in the community by seeking collaboration and awareness with targeted partners.

Q125 OPTIONAL: Select the "choose file" button if you wish to upload your one-page summary rather than utilizing the text box above.

Respondent skipped this question

Q126 OPTIONAL: Please upload any additional documentation for your program review using the "Choose File" button below.

CCR Duties.pdf (77.4KB)

Page 41: X. Resources Needed to Fully Achieve Goal(s)

Q127 Is the program requesting resources this year to achieve your service area goal(s)? (Faculty Resource Needs, Classified Staff Resource Needs, Technology Resource Needs, Supplies, Equipment & Other Resource Needs, Facilities Resource Needs)

Yes

Page 42: XI. Faculty Resource Needs

Q128 Are you requesting one or more faculty positions to achieve this goal(s)?

No

Page 44: XIII. Classified Staff Resource Needs

Q129 Are you requesting one or more classified positions to achieve your service area's goal(s)? **Yes**

Page 46: XV. Technology Resource Needs

Q130 Are you requesting technology resources to achieve your service area's goal(s)? **Yes**

Page 48: XVII. Supplies, Equipment, & Other Resource Needs

Q131 Are you requesting supplies and/or equipment resources to achieve your service area's goal(s)? **Yes**

Page 50: XIX. Facilities Resource Needs

Q132 Are you requesting facilities resources to achieve your service area's goal(s)? **No**

Page 52: Final Check

Q133 If you would like to go back and review parts of your program review, select a section and click "Next." **I am ready to submit my program review**
