#5

COMPLETE

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Page 1: I. Service Area Overview and Update

Q1

1 Service Area for Review:

College & Community Relations

Q2

2 Lead Author:

Christianne Penunuri

Q3

3 Collaborator(s):

N/A

Q4

4. Manager(s):

Christianne Penunuri

Q5

5. Please summarize the changes, additions, and achievements that have occurred in your service area since the last program review. You can access the Fall 2021 program reviews on the program review webpage.

Hiring of full-time graphic designer.

Established monthly student e-newsletter.

Implemented processes for photography, access of photos, design and print process,

Established institutional contractors for video and event photography.

Working on districtwide News Center.

Integration of college values and mission statement into brand work.

Established year-round social media awareness digital advertising campaign.

Page 2: II. Student Learning Outcome/Service Area Outcome Assessment and Student Success

Q6

6. Administrative service areas collect data in many different ways. Please discuss the access, success and/or other data that your service area is using to inform its plans for the year and/or to evaluate its progress. This may include the number of students, employees, or community members served, survey results, or other reports prepared by the department and external organizations.

The college and community relations)CCR) team uses college/district data to inform short and long-term outreach and engagement strategy. With a focus on KPI and enrollment data, a strategy is created to target underserved communities to increase enrollment.

Additionally, the department monitors new/prospective student activity on and sources to the website and social media. We monitor search terms that drive traffic to and around the website in an effort to gauge demand/interest and build messaging and tools accordingly. Monthly, CCR teams analyze the efficacy of marketing, advertising, and media relations efforts. We make changes as necessary.

Finally, working in partnership with IESE and external agencies, we assess external perceptions and issues affecting demand and interest in community colleges and Cuyamaca specifically.

Q7

7. How has this data impacted the goals set in your Spring 2020 comprehensive program review?

Understanding our changing enrollment patterns has led to a focus on:

1. Adult learners (25+)

2. workforce training for regionally in-demand careers

Further, with changing public perspective of high education and community colleges and changes in the socio-political climate, we have modified messaging to focus on belonging and support at the college. It has resulted in brand building focused on the vision for the college and the small, personalized culture of the campus. Earned media messaging is hyper-focsed on the college mission and vision through an equity and excellence lens.

Q8

OPTIONAL: Please upload any supporting documentation related to this section. You can upload PDF, Word, and image files.

2022-23%20Marketing%20Plan_FINAL_small.pdf (1.4MB)

Q9

8. Please describe the most significant or impactful ways your service area worked across the college to advance the college's vision of equity, excellence and social justice through education over the past year?

Increased outreach and awareness. Monthly digital and social advertising, new markets impacted by new advertising tools and messages, and increased engagement on social media.

Q10

9. What did your service area learn from the transition to remote operations over the past few years? How can this be used to improve the student experience and operational improvements in the future?

Students are increasing looking to organic social media for information (vs. website). We must engage in social media information and listening to ensure we are serving our students.

Page 3: III. Previous Goals: Update

Q11

Previous Goal 1:

Building an effective and efficient infrastructure for CCR department to address. internal and external communication needs.

Q12   **In Progress - will carry this goal forward into next year**

Goal Status

Page 4: III. Previous Goals: Update continued

Q13   **Respondent skipped this question**

Please describe the results or explain the reason for deletion/completion of the goal:

Q14   **Respondent skipped this question**

Do you have another goal to update?

Page 5: III. Previous Goals: Update continued

Q15

Which College Strategic Goal does this department goal most directly support? (Check only one)

Increase equitable access (enrollment)

Q16

Action steps for the Next Year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

This goal will likely continue to evolve as the college re-invents itself following the pandemic.

Increase social media engagement across all college channels.

Q17

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Other, please specify::

Training for non-communication social media managers

Q18

Do you have another goal to update?

Yes

Page 6: III. Previous Goals: Update continued

Q19

Previous Goal 2:

Increase awareness of Cuyamaca College in the service area, with specific attention to communities of color.

Q20

Goal Status

In Progress - will carry this goal forward into next year

Page 7: III. Previous Goals: Update continued

Q21

Please describe the results or explain the reason for deletion/completion of the goal:

Respondent skipped this question

Q22

Do you have another goal to update?

Respondent skipped this question

Page 8: III. Previous Goals: Update continued

Q23

Which College Strategic Goal does this department goal
most directly support? (Check only one)

Increase equitable access (enrollment)

Q24

Action steps for the Next Year: If you are requesting resources in order to achieve this goal, please list them below as
action steps and specify the type of request (e.g. submit technology request for new laptop computers).

Continuing digital and social advertising and marketing to target audiences.

Continuing earned media messages of support and college programs.

Establishing partnerships with target government, civic, and community organizations.

Q25

What resources, if any, are needed to achieve this goal?
Please select all that apply. Note that links to request
forms for each request are included below. All resource
requests are due on the program review deadline.

Respondent skipped this question

Q26

Do you have another goal to update?

No

Page 9: III. Previous Goals: Update continued

Q27

Goal 3:

Respondent skipped this question

Q28

Goal Status

Respondent skipped this question

Page 10: III. Previous Goals: Update continued

Q29

Please describe the results or explain the reason for
deletion/completion of the goal:

Respondent skipped this question

Q30

Do you have another goal to update?

Respondent skipped this question

Page 11: III. Previous Goals: Update continued

Q31

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q32

Action steps for the Next Year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

Respondent skipped this question

Q33

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Q34

Do you have another goal to update?

Respondent skipped this question

Page 12: III. Previous Goals: Update continued

Q35

Goal 4:

Respondent skipped this question

Q36

Goal Status

Respondent skipped this question

Page 13: III. Previous Goals: Update continued

Q37

Please describe the results or explain the reason for deletion/completion of the goal:

Respondent skipped this question

Page 14: III. Previous Goals: Update continued

Q38

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q39

Action steps for the Next Year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

Respondent skipped this question

Q40

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Page 15: IV. New Goals

Q41

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

No

Page 16: IV. New Goals continued

Q42

New Goal 1:

Respondent skipped this question

Q43

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q44

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q45

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

Respondent skipped this question

Q46

Action steps for the Next Year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q47

How will this goal be evaluated?

Respondent skipped this question

Q48

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Q49

Do you have another new goal?

Respondent skipped this question

Page 17: IV. New Goals continued

Q50

New Goal 2:

Respondent skipped this question

Q51

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q52

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q53

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

Respondent skipped this question

Q54

Action steps for the Next Year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q55

How will this goal be evaluated?

Respondent skipped this question

Q56

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Q57

Do you have another new goal?

Respondent skipped this question

Page 18: IV. New Goals continued

Q58

New Goal 3:

Respondent skipped this question

Q59

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q60

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q61

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

Respondent skipped this question

Q62

Action steps for the Next Year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q63

How will this goal be evaluated?

Respondent skipped this question

Q64

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Q65

Do you have another new goal?

Respondent skipped this question

Page 19: IV. New Goals continued

Q66

New Goal 4:

Respondent skipped this question

Q67

Which College Strategic Goal does this department goal most directly support? (Check only one)

Respondent skipped this question

Q68

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q69

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other data:

Respondent skipped this question

Q70

Action steps for the Next Year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q71

How will this goal be evaluated?

Respondent skipped this question

Q72

What resources, if any, are needed to achieve this goal? Please select all that apply. Note that links to request forms for each request are included below. All resource requests are due on the program review deadline.

Respondent skipped this question

Page 20: V. Resources Needed to Achieve Goal(s)

Q73

1. Administrator Position Request 1:a. Description

Respondent skipped this question

Q74

b. This position is being requested to advance the following Program Goal(s):

Respondent skipped this question

Q75

2. Administrator Position Request 2:a. Description

Respondent skipped this question

Q76

b. This position is being requested to advance the following Program Goal(s):

Respondent skipped this question

Page 21: Final Check

Q77

Are you ready to submit your program review?If you would like to go back and review a section, select a section a click "Next."

I am ready to submit my program review