

#1

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

Respondent skipped this question

3 Collaborator(s):

Q4

4. Manager(s):

Jessica Robinson

Q5

Respondent skipped this question

5. Initial Collaboration Date with your Manager:

Page 2: II. Service Area Reflection and Description

Q6

6. Provide your service area's mission statement. If your service area does not have a mission statement, what is your timeline for creating a mission statement?

The College & Community Relations 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.

Q7

Yes

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

Q8

8. Describe how your service area advances the College's new vision of equity, excellence, and social justice through education. How does the service area reflect the College's mission and values?

CCR serves faculty, staff, administration, students, and the community by sharing the story of Cuyamaca College. The department seeks to establish deep roots within the community that support a dialogue and serve to advance economic stability and growth in East County.

Page 3: III. Key Performance Indicator Data Analysis

Q9

9. Administrative areas collect data in many different ways. This may include the number of students, employees, or community members served, survey results, number of projects completed, number of square feet maintained, or other data collected by the department. Please provide a summary of the kinds of data your service area uses to assess performance.

Marketing data: impressions and engagement on social platforms (e.g. Instagram, Facebook, LinkedIn, YouTube, etc.), website visits, keyword searches, open rate on emails, community event attendance, etc.

Awareness data: media coverage, focus groups, phone and written surveys

Enrollment

Q10

10. What do these data imply about the progress made on goals set in your previous comprehensive program review?

Enrollment increases cannot be directly tied to marketing efforts, but increased enrollment is the key goal of the department.

Q11

11. How will these data inform goals, action steps, or other changes in the department over the next four years?

The department will continue to focus on enrollment gains. (10% increase each year for three years.)

Q12

12. Over the next 4 years, how will your service area apply an equity-minded approach to its work?

CCR strives to use an equity lens in all written and visual media. We will continue to celebrate the diverse makeup of our campus, share stories that illustrate Cuyamaca's MVV, and amplify stories of students from our community.

Q13

13. Please describe the most significant or impactful ways your service area has worked across the college to advance the college's vision over the past four years.

Established strong brand presence, created year-round digital marketing footprint, centralized stories from our community on News Center, created processes and procedures for campus employees to access communication tools including photography, social media, brand guidelines, etc.

Q14

Respondent skipped this question

OPTIONAL UPLOAD 1: Please upload any supporting documentation related to this section. You can upload PDF, Word, and image files.

Q15

Respondent skipped this question

OPTIONAL UPLOAD 2: Please upload any supporting documentation related to this section. You can upload PDF, Word, and image files.

Q16

Respondent skipped this question

OPTIONAL UPLOAD 3: Please upload any supporting documentation related to this section. You can upload PDF, Word, and image files.

Page 4: IV. Strengths, Challenges & External Influences

Q17

14. Please describe your service area strengths.

Lots of opportunities for growth. New director to join the campus in spring.

Q18

15. Please describe your service area challenges.

Change in staffing on campus and at district.
Limited staffing and budget support.

Q19

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

Changes in public perception of higher education.
Lack of awareness of college (branding) and location.
Website

Q20

17. Given these factors, what opportunities exist for the service area to advance the College's goals in the next 4 years?

Increased brand awareness.
More engagement in the community.
Evaluate use of and update web copy, navigation, visuals.

Page 5: V. Previous Goals

Q21

Previous Goal 1:

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

Q22

In Progress - will carry this goal forward into next year

Goal Status

Page 6: V. Previous Goals continued

Q23

Respondent skipped this question

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

Q24

Respondent skipped this question

Do you have another goal to update?

Page 7: V. Previous Goals continued

Q25

If it is Not Started, please share why including whether your program is experiencing barriers for starting this goal OR If it is In Progress, what actions steps from the last report have been completed and which ones are you still working towards

This goal will continue to evolve as the college needs change -- a stronger focus on enrollment this year led to the hiring of a contractor to support awareness marketing.

Q26

Increase equitable access (enrollment)

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

Q27

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).

Increased brand awareness of Grossmont and Cuyamaca as an educational option for the community.
Streamlined and more efficient and effective web presence
Expanded social media engagement

Q28

Respondent skipped this question

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.

Q29

No

Do you have another goal to update?

Page 8: V. Previous Goals continued

Q30

Respondent skipped this question

Previous Goal 2:

Q31

Respondent skipped this question

Goal Status

Page 9: V. Previous Goals continued

Q32 Respondent skipped this question

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

Q33 Respondent skipped this question

Do you have another goal to update?

Page 10: V. Previous Goals continued

Q34 Respondent skipped this question

If it is Not Started, please share why including whether your program is experiencing barriers for starting this goal. OR If it is In Progress, what actions steps from the last report have been completed and which ones are you still working towards?

Q35 Respondent skipped this question

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

Q36 Respondent skipped this question

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).

Q37 Respondent skipped this question

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.

Q38 Respondent skipped this question

Do you have another goal to update?

Page 11: V. Previous Goals continued

Q39 Respondent skipped this question

Goal 3:

Q40 Respondent skipped this question

Goal Status

Page 12: V. Previous Goals continued

Q41 Respondent skipped this question

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

Q42 Respondent skipped this question

Do you have another goal to update?

Page 13: V. Previous Goals continued

Q43 Respondent skipped this question

If it is Not Started, please share why including whether your program is experiencing barriers for starting this goal. OR If it is In Progress, what actions steps from the last report have been completed and which ones are you still working towards?

Q44 Respondent skipped this question

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

Q45 Respondent skipped this question

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).

Q46 Respondent skipped this question

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.

Q47 Respondent skipped this question

Do you have another goal to update?

Page 14: V. Previous Goals continued

Q48 Respondent skipped this question

Goal 4:

Q49 Respondent skipped this question

Goal Status

Page 15: V. Previous Goals continued

Q50 Respondent skipped this question

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

Page 16: V. Previous Goals continued

Q51 Respondent skipped this question

If it is Not Started, please share why including whether your program is experiencing barriers for starting this goal. OR If it is In Progress, what actions steps from the last report have been completed and which ones are you still working towards?

Q52 Respondent skipped this question

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

Q53 Respondent skipped this question

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).

Q54 Respondent skipped this question

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.

Page 17: VI. New Goals

Q55 No

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

Page 18: VI. New Goals continued

Q56 Respondent skipped this question

New Goal 1:

Q57 Respondent skipped this question

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

Q58 Respondent skipped this question

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

Q59 Respondent skipped this question

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

Q60 Respondent skipped this question

Action steps for the Next Year:

Q61 Respondent skipped this question

What resources, if any, are needed to achieve this goal in the next 4 years? Please select all that apply. Note that links to request forms for each request are included below and due on the program review deadline.

Q62 Respondent skipped this question

How will this goal be evaluated?

Q63 Respondent skipped this question

Do you have another new goal?

Page 19: IV. New Goals continued

Q64 Respondent skipped this question

New Goal 2:

Q65 Respondent skipped this question

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

Q66 Respondent skipped this question

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

Q67 Respondent skipped this question

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

Q68 Respondent skipped this question

Action steps for the Next Year:

Q69 Respondent skipped this question

What resources, if any, are needed to achieve this goal in the next 4 years? Please select all that apply. Note that links to request forms for each request are included below and due on the program review deadline.

Q70 Respondent skipped this question

How will this goal be evaluated?

Q71 Respondent skipped this question

Do you have another new goal?

Page 20: IV. New Goals continued

Q72 Respondent skipped this question

New Goal 3:

Q73 Respondent skipped this question

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

Q74

Respondent skipped this question

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

Q75

Respondent skipped this question

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

Q76

Respondent skipped this question

Action steps for the Next Year:

Q77

Respondent skipped this question

What resources, if any, are needed to achieve this goal in the next 4 years? Please select all that apply. Note that links to request forms for each request are included below and due on the program review deadline.

Q78

Respondent skipped this question

How will this goal be evaluated?

Q79

Respondent skipped this question

Do you have another new goal?

Page 21: VI. New Goals continued

Q80

Respondent skipped this question

New Goal 4:

Q81

Respondent skipped this question

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

Q82

Respondent skipped this question

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

Q83 Respondent skipped this question

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

Q84 Respondent skipped this question

Action steps for the Next Year:

Q85 Respondent skipped this question

What resources, if any, are needed to achieve this goal in the next 4 years? Please select all that apply. Note that links to request forms for each request are included below and due on the program review deadline.

Q86 Respondent skipped this question

How will this goal be evaluated?

Page 22: VII. Resources Needed to Achieve Goal(s)

Q87 Respondent skipped this question

1. Administrator Position Request 1:a. Description

Q88 Respondent skipped this question

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

Q89 Respondent skipped this question

2. Administrator Position Request 2:a. Description

Q90 Respondent skipped this question

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

Page 23: Final Check

Q91 I am ready to submit my program review

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