



C U Y A M A C A
· C O L L E G E ·

Annual Update Report

Admin - College and Community Relations

Goal 1

Program Goal:

Build an effective infrastructure to enhance internal and external communications.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Equitable Access:**
Build an effective infrastructure to enhance internal and external communications. (X)
- **Increase Persistence and Eliminate Equity Gaps:**
Build an effective infrastructure to enhance internal and external communications. (X)
- **Increase Completion and Eliminate Equity Gaps:**
Build an effective infrastructure to enhance internal and external communications. (X)

Summary of Progress or Results

Summary Date: 12/18/2025

Summary of Progress or Results: The College and Community Relations department has made considerable progress on this goal to date, including the completed redesign of five of the seven primary sections of the college website: Home Page, Academics, Admissions, Financial Aid, and About Us. Student Support and Career Education will follow in early 2026. The department continues to meet website and other critical needs with a small team, leveraging the support of college partners, and outside consultants as needed.

Reporting Period: 2025 - 2026

Status: In Progress - will carry forward into next year

What resources, if any, are needed to achieve this goal? (Select all that apply): Facilities renovation

Action steps for this academic year.:

- Completed redesign of the primary navigation sections of the college website, including home page, Academics, Admissions, Financial Aid, and About Us.
- College and Community Relations team members serving on the ACMM Project Committee, Districtwide Website Redesign Committee, and Strategic Enrollment Management Committee.
- Partnered with district counterparts to amplify earned media and public relations efforts.
- Expanded archive of student photography.
- Developed and distributed branded template resources including Course Promotion templates, Program Promotion templates, Presentation templates, etc.

Summary of Progress or Results

- Expanded content in centralized hub in SharePoint to include Public Relations Resources, Cabinet Branded Assets, Photography, General Branding Resources, Branded Templates, etc.
- Expanded brand guidelines to include email signatures and department logo lockups.
- Implemented multiple marketing campaigns to support enrollment at the district and college level.
- Hired skilled student worker to function as graphic design assistant, increasing the scope of support the department can provide to the college.
- Recommendation: A phased rollout of wayfinding signage will enhance the student experience and make the campus more inviting and navigable for new and prospective students. A Facilities Request for Phase one of this effort is submitted at the time of this review.

Goal 2

Program Goal: Strengthen staffing, resources, and processes to improve communication efforts.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Equitable Access:** Strengthen staffing, resources, and processes to improve communication efforts. (X)
- **Increase Persistence and Eliminate Equity Gaps:** Strengthen staffing, resources, and processes to improve communication efforts. (X)
- **Increase Completion and Eliminate Equity Gaps:** Strengthen staffing, resources, and processes to improve communication efforts. (X)

Summary of Progress or Results

Summary Date: 12/19/2025

Summary of Progress or Results: The department has made considerable strides in managing the college's marketing needs efficiently, despite limited staff resources. Leveraging the good will of college partners and engaging outside consultants has helped on critical projects like the redesign of the college website. With current staff and consultants, we still fall short in providing adequate time and resources to the marketing needs of some select areas of the college, including some student-support groups, Career Education, and individual academic programs. The addition of a full-time Communications Specialist will help us better meet the needs of these important areas of the college.

Reporting Period: 2025 - 2026

Status: In Progress - will carry forward into next year

What resources, if any, are needed to achieve this goal? (Select all that apply): New classified position

Action steps for this academic year.:

Summary of Progress or Results

- Partnered with district counterparts to amplify earned media and public relations efforts.
- Engaged photography consultant to expand archive of student photography.
- Hired a skilled student worker, a graduate from the graphic design program, to assist with graphic design, allowing the department to provide support to more areas of the college.
- In partnership with Institutional Effectiveness, engaged the services of a web design consultant to complete redesign of Home Page, Academics, Admissions, Financial Aid, and About Us sections of the website.
- Recommendation: Hire a full-time Communications Specialist to support marketing functions for more areas of the college, with a focus on student support groups and Career Education. New Hire request submitted at the time of this review.

Goal 3

Program Goal: Support college-wide initiatives to drive enrollment, retention, and completion.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Equitable Access:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)
- **Increase Persistence and Eliminate Equity Gaps:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)
- **Increase Completion and Eliminate Equity Gaps:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)

Summary of Progress or Results

Summary Date: 12/18/2025

Summary of Progress or Results: The department continues to make strides in elevating the college brand and supporting the college's enrollment efforts. In addition to the implementation of district, college and program level marketing campaigns to encourage enrollment, members of the department are serving alongside college partners on committees with a focus on enrollment, persistence, and completion initiatives at the college. We are also currently working with the budgeting office to establish base funding to support ongoing marketing and media costs aimed specifically at building enrollment. Initiatives that increase visibility of the college are also underway, including installation of new branded landmark signs at the two entrance of the campus.

Reporting Period: 2025 - 2026

Status: In Progress - will carry forward into next year

What resources, if any, are needed to achieve this goal? (Select all that apply): Facilities renovation

Action steps for this academic year.:

Summary of Progress or Results

- Completed redesign of key areas of the college website that are critical for students success (Admissions, Financial Aid, Academics).
- College and Community Relations team members serving on the ACMM Project Committee, Districtwide Website Redesign Committee, and Strategic Enrollment Management Committee.
- Partnered with district counterparts to amplify earned media and public relations efforts.
- Worked with consultant GradComm to develop and implement district-wide and college level campaigns to encourage new enrollment. A targeted campaign highlighting Career Education offerings will also launch in January 2026.
- Increased engagement on the institution's primary social media channels.
- In Progress: Exploring options to increase visibility in the local community, including the installation of new large-scale, digital landmark signs at each of the college's two entrances. A Facilities Request for this effort is submitted at the time of this review.

Service Area Overview and Update

Lead Author

Michael Navarre, Director, College and Community Relations

Please briefly share the ways in which you collaborated with colleagues within and outside of your department to gather input to inform your program review.

Engaged the College and Community Relations team in discussion about progress made over the past year related to achieving department goals. Goals and strategies of the College and Community Relations team discussed, and insights and feedback invited in periodic President's cabinet meetings. Attended Dean's Meetings, worked with members of the Strategic Enrollment Management Committee, and members of ALAT to discuss how we can best optimize processes and develop tools that support the college's marketing needs as outlined in Program Review goals.

Please briefly share the ways in which you collaborated with your Dean on your program review to discuss your vision, goals, and resource needs/requests.

Discussed broad scope strategies to achieve goals to amplify the college brand with the college president in one on ones. Worked closely with the Dean's and select members of ALAT to optimize processes and deploy strategic marketing tools that help us achieve set goals and support the college's marketing needs.

Met with the VP of Administrative Services and College President to build a budget strategy that will support goals included in the Program Review. These discussions will inform requests for funding to support enrollment marketing efforts and staff resources to better meet the college's marketing needs.

Please summarize the changes, additions, and achievements that have occurred in your program since the last program review.

- In partnership with Institutional Effectiveness, worked with web design consultant to complete redesign of the home page, Academics, Admissions, Financial Aid, and About Us sections of the website.
- College and Community Relations team members serving on the ACMM Project Committee, Districtwide Website Redesign Committee, and Strategic Enrollment Management Committee.
- Partnered with district counterparts to amplify earned media and public relations efforts.
- Expanded archive of student photography.
- Developed and distributed branded template resources including Course Promotion templates, Program Promotion templates, Presentation templates, etc.
- Expanded content in centralized hub in SharePoint to include Public Relations Resources, Cabinet Branded Assets, Photography, General Branding Resources, Branded Templates, etc.
- Expanded brand guidelines to include email signatures and department logo lockups.

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- Implemented multiple marketing campaigns to support enrollment at the district and college level.
- Hired a skilled student worker, a graduate from the graphic design program, to assist with graphic design, allowing the department to provide support to more areas of the college.
- Developed and Implemented multiple marketing campaigns to support enrollment at the district, college and program levels.

Service Area Outcome Assessment and Operational Improvements

Administrative service areas collect data in many different ways. This may include the number of students, employees, or community members served, survey results, or other reports prepared by the department and external organizations. Which data was used to assess your service area?

The College and Community Relations department collects data in a variety of ways to measure the effectiveness of marketing and communications efforts, including:

1. Marketing campaign data, measuring:
 - Impressions
 - Click-Through-Rates (CTR)
 - Site Visits (number, duration, conversion/call-to-action)
 - Requests for Information (RFI) responses
 - Search engine activity/performance
1. Email reports, including open rates; college/community event attendance, etc.
2. Earned media: media coverage and engagement on social media platforms
3. Focus groups and surveys
4. Enrollment data and reports

Sample 2025 Campaign Performance Report, Enrollment Report, Email Report, and Social Media Report included for reference.

How were the data used to inform changes or improvements to a service area or to the college as a whole?

The College and Community Relations (CCR) teams meets weekly with agency partners to discuss monthly campaign performance reports and makes tactical optimizations based on data.

CCR monitors bi-weekly Enrollment reports and adjusts strategic communications and outreach efforts that are informed by report data.

CCR Director meets weekly with District and Grossmont College PIOs to discuss data and reports and align efforts and resources to most critical areas of opportunity and need, at the college, district-wide and regional levels.

CCR monitors social media activity and report and meets internally to discuss opportunity and optimization.

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Related Documents - Service Area Outcomes and Operational Improvements

[Campaign Performance Report_May 2025](#);

[Email Performance Report_Nov 2025](#);

[Enrollment Report_Nov 2025](#);

[Social Media Report_Nov 2025](#)

Program Goals

Program Goals Status

I have updated the progress on my previous goals.

Program Goals Mapping

Mapping for all active Program Goals complete.

Submission

Program Review response is complete and ready for review.

Yes - Response is complete and ready for review

