The Public Information/Marketing Office comprises two people - the PI/marketing coordinator and the graphic artist - who are extremely talented, creative, technically proficient and prolific.

In March, we received a Silver Paragon from the National Council for Marketing and Public Relations. In April we received two PRO awards for the Community College Public Relations Organization. Since spring 2011, we have now been recognized six times for excellence among our peers at the national, regional and state levels.

We are prolific workers, creative problem solvers and positive agents for organizational change.

Coordinator must continue to improve internal work flows for job scheduling and vendor payments.

Our external challenge is competition for students along our Western border. We are up against a much bigger marketing budget in West Hills Lemoore, our key competitor for enrollment in Kings County.

This is also our biggest opportunity as we try to increase enrollment at the Hanford Center by attracting students from Hanford and Lemoore.

We have completed both of our SAOs.

SAO 1. We surveyed high school counselors and asked them what types of collateral materials they would like to have for distribution to their students.

SAO 2. We have tracked student applications by date and compared them with our spring 2014 enrollment campaign.

Both SAOs we used to establish baseline date.

SAO 1. We have been working with Outreach/Orientation to bring a more uniform look and feel to collaterals distributed to high school students and high school counselors. High school counselors have expressed interest in a college viewbook, and we have made plans to produce that in spring 2015.

SAO 2. We saw some increased enrollment in conjunction with our advertising push for spring 2014. This year we are spreading our advertising efforts over the course of the year and will measure whether we see a more balanced enrollment throughout the year.

We will continue our two existing SAOs to be evaluated and reported upon for the 2015 program review.

In addition we will be reporting on outcomes related to social media audience and engagement in our 2015 program review.

Action: Outreach/Orientation collaterals

Create unified look and feel for collaterals used by Outreach/Orientation for distribution to high school students and high school counselors. College viewbook to be included.


| Start Date:       | 08/18/2014 |
| Completion Date:  | 02/27/2015 |

Identify related course/program outcomes: n/a

Person(s) Responsible (Name and Position): Kevin McCusker

Rationale (With supporting data): High school counselors indicated a preference for hard-copy flyers/brochures, posters and college viewbook.

Priority: High

Safety Issue: No

External Mandate: No
Action: Measure student response to marketing communications

We realized an increase in student enrollment that correlates to our spring 2014 and summer/fall 2014 marketing pushes. As a result we are spreading marketing communications more widely throughout the year and will measure correlated student behaviors again to see if we can spread those behaviors across the year and decrease enrollment volatility.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 09/01/2014
- **Completion Date:** 05/22/2015
- **Status:** Continued Action

**Identify related course/program outcomes:**
- n/a

**Person(s) Responsible (Name and Position):**
- Kevin McCusker

**Rationale (With supporting data):**
- See attached document - Applications by Date.

**Priority:** High
- **Safety Issue:** No
- **External Mandate:** No

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Action: Social Media Ambassadors

Pilot project - Three student workers to act as social media ambassadors. Students will share information via college web site, Fb, Twitter, Instagram, Pinterest, Tumblr, Vine and Google+. Information will be presented in the form of text, photos and video.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 09/03/2014
- **Completion Date:** 12/19/2014
- **Status:** New Action

**Identify related course/program outcomes:**
- n/a

**Person(s) Responsible (Name and Position):**
- Kevin McCusker, Public Information/Marketing Coordinator

**Rationale (With supporting data):**
- Target 6,000 Fb followers - Followers we 3,283 at end of fiscal 2013-14. As of Oct. 15, 2014, follower were 4,678, 42% growth over start of fiscal year and 6% growth since social media ambassadors program launched.
- Target 1,000 Twitter followers - As of Oct. 15, 2014, we have 507 followers, 54% growth since start of fiscal year (329 at end of fiscal 2013-14) and 28% growth since start of social media ambassadors program.
- Target 60 score on Klout - score was 54 at end of 2013-14; score was 59 as of Oct. 15, 2014.
- Establish new audiences through Instagram, Tumblr, Google+, Pinterest and Vine.

**Priority:** High
- **Safety Issue:** No
- **External Mandate:** No

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Action: Giant Talk

Giant Talk: Pilot an online program for interview-format discussion, video and stills highlighting content of interest to the general public, to students and to prospective students.

**Implementation Timeline:** 2014 - 2015
- **Start Date:** 08/29/2014
- **Completion Date:** 12/19/2014
- **Status:** New Action

**Identify related course/program outcomes:**
- n/a

**Person(s) Responsible (Name and Position):**
- Kevin McCusker

**Rationale (With supporting data):**
- COS YouTube channel had zero subscribers and few viewers. The COS channel had a total of 888 views for three months prior to Sept. 2014, and 713 of those
Video and YouTube capability was not being well used.

From Sept. 5 to Sept. 22 we already have had 286 views for Giant Talk alone and have grown to 17 subscribers.

Increased traffic generated a 66% bump in views of the Aug. 2012 convocation video.

**Priority:** Medium

**Safety Issue:** No

**External Mandate:** No