

Comprehensive Program Review Report



Program Review - Public Information

Program Summary

2021-2022

Prepared by: Lauren Fishback

What are the strengths of your area?: The office of Marketing and Public Relations for College of the Sequoias provides the District with branding standards, marketing material support, social platform engagement, and student centered marketing.

The District's Marketing & Public Information Office is staffed by one Director and one Media Content Specialist, both responsible for the image and brand management, strategic marketing and official internal/external communications of the District. The office applies a combination of fresh and familiar expertise to District public relations and marketing.

To emphasize the importance of strategic marketing, brand management, and internal/external communication the PIO is incorporated into the 2021-2025 strategic plan under District Objective 1.1.1, 1.1.2, 2.1.2, 2.1.3, 2.1.4, 2.2.3, 2.2.4, 4.2.1, 4.2.2, 4.2.3.

View 2021-2025 Strategic Plan: <https://www.cos.edu/en-us/Accreditation/Documents/Institutional%20Planning%20Documents/COS%20Strategic%20Plan%202021-2025%20Final.pdf>

Over the last fiscal year, the Marketing office has accomplished the following:

- Increased the output of monthly help desk ticket requests increased from 22 to 45 projects per month (requests tracked through help desk request; does not include ad hoc email or "walk-in" requests)
- Produced 415 promotional videos featuring student stories and district-wide activities
- Engaged over 10,000 followers and reached over 30,000 people on Facebook.
- Engaged over 4,400 followers and reached over 10,000 account on Instagram
- Engaged over 1900 followers on twitter.
- Redesigned and continuous use of Community Report layout
- Circulated 17 television commercials
- Installation of 19 Billboards
- Supported enrollment efforts during the COVID-19 Pandemic
- Produced registration video series for Student Services
- Coordinated and organized the New Student Handbook for Student Services
- Created user friendly marketing tools for the district

- Created a stock photo library of over 30,000 original photos of COS students, staff and faculty

What improvements are needed?: The District covers three campuses, each with robust programs, priorities and needs. Marketing & Public Information is dedicated to serving the needs of the District, but lacks the resources to support all three campuses comprehensively. As Program Review Action 2016.1, from the 2016 program review year, the office implemented ways to maximize existing resources to cover the District's marketing and communication needs. We still find ourselves over-committed and so will seek more staffing through this year's Program Review.

Request for new hire; Athletics, Communication Specialist and Media Communication Specialist

The demand is increasing rapidly for instant information in real time. The district needs additional support to disseminate information to students, staff, faculty, media, and the surrounding communities quickly and in real time. An area of improvement is Athletics which requires a designated individual to only athletic related activities to cover fall and spring sports and to encourage community members to attend sporting events, feature and highlight student athletes, and create media/press releases on game days.

Another area of improvement is district-wide events, activities and Hanford/Tulare Campus specific highlights. COS has three campuses with annual events, activities, and student resources that are often not communicated to students in a timely manner. Many activities and events are not communicated or promoted in a timely due to limited time and resources. The district requires a Communications Specialist to collect, communicate and disseminate information to students, staff, and faculty through social media platforms, regroup email/text, and live, in real time, coverage of events between Hanford, Tulare, and Visalia.

Specific areas of improvement:

1. Athletic Communications Specialist: Cover all athletic games in real time, promote athletic games in partnership with Marketing Office, run marketing campaigns to promote athletic events in partnership with Marketing, oversee @cosathletics instagram, COS Athletics Facebook page, and to increase attendance to athletic events.
2. Media Communications Specialist: Partner with all three campuses to collect event, activity, and student resource information, oversee the event/activity calendar on the COS website, regroup emails/text to students, prepare social media content for weekly events and activities, student story content, update district-wide signage as needed, and oversee COS Visalia Campus marquee.

Describe any external opportunities or challenges.: Timeliness of events and Athletic games, enough coverage to increase community participation, enough coverage to cover in real time District-wide events.

Over 100 athletic events and activities each academic year, state wide representation, athletic graphics, video, social media, and magazine.

During event season in the Spring, between March and August there are 34 events to promote and capture in real time.

COS' Hanford Educational Center continues to be a focal point due to the competing presence of West Hills Community College District.

COS Tulare College Center covering campus specific and unique features like Agriculture Programs, 4H partnership, events, programs, activities, student resources.

Overall SAO Achievement: Fall of 2020, launched registration video series in partnership with Student Services showcasing "How-to" registration FAQs. The video series included almost 20 videos.

In 2020-2021, 100 video campaigns for the District were complete that high light student success, student resources, and support services. Video campaigns will be distributed through social media platforms, COSeNews, website, and Regroup emails. (Essential for Operation) [Link to view video.](#)

Fall of 2021, launched vaccine survey in partnership with District Web Master, through Sharepoint form on the website to support the District in capturing vaccination status around COVID-19 Pandemic. Over 600 employees completed the survey.

2017-2018 Launched new COS website to better serve students and staff. During the Fall 2018 semester the Marketing Office in partnership with Technology Services is moving content from the old website, building out original stock photos of COS to add to

every page, and meeting with staff. (Essential for Operation). Link to mother load questions about website launch.

Changes Based on SAO Achievement: 2020-2021 student story telling through video campaign - SAO Achievement was considered successful with 100 student centered or district centered video campaigns created. Regroup email workgroup is lead by Dean of Student Services, Matriculation in partnership with Marketing and Technology Services. Enhancing the utilization of the videos, platform (youtube) and accessibility for community, staff, and faculty.

2019 launch of new COS website - SAO Achievement was considered successful with a "go-live" date of March 2019. There are continuous checks, balances, and content updates through out each semester to assure that the site is updated with current and relevant information. Periodic and scheduled content checks for each page of the website.

Outcome cycle evaluation: n/a

Action: 2019-2020.1 Continued

Awareness campaign district-wide of programs, departments, and services; assure website content is updated and relevant; and compile a monthly "GIANT news" section of the website with monthly good news updates.

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Implementation Timeline: 2021 - 2022

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Identify related course/program outcomes: Action 1.1.1, 1.1.2, 2.1.2, 2.1.3, 2.1.4, 2.2.3, 2.2.4, 4.2.1, 4.2.2, 4.2.3.

Person(s) Responsible (Name and Position): Lauren Fishback

Rationale (With supporting data): The District covers three campuses, each with robust programs, priorities and needs. Marketing & Public Information is dedicated to serving the needs of the District, but lacks the resources to support all three campuses comprehensively. As Program Review Action 2016.1, the office implemented ways to exhaust existing resources to cover the District's marketing and communication needs. We still find ourselves over-committed and so will seek more staffing through this year's Program Review.

Request for one new hire; an Athletics, Communication Specialist.

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Another area of improvement is district-wide events and activities. COS has three campuses with annual events, activities, and student resources that are often not communicated to students in a timely manner. Many activities and events are not communicated or promoted in a timely due to a skeleton staff. The district requires a Communications Specialist to collect, communicate and disseminate information to students, staff, and faculty through social media platforms, regroup email/text, and live, in real time, coverage of events between Hanford, Tulare, and Visalia.

Career Technical Education has 40-50 programs embedded into the District's departments. There are student success stories, experiences and career success that are generated from CTE almost weekly. Identifying the College to Career experience is critical for our District and for community constituents. Attracting prospective students for these programs is critical for the growth of the programs, enrollment and community partnership.

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3. TV Studio, Sycamore: This space is now available to use for additional recording, interview, and story telling purposes. The

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Marketing Office needs assistance in content creation and using this space to the maximum. PodCasting, Green Screen, Athletic intros, CTE interviews and success stories and more.

Priority: High

Safety Issue: No

External Mandate: Yes

Safety/Mandate Explanation: Media, social, and District-wide activities have a limited time frame. If an event is not promoted, the marketing office can not go back and re-do that promotional engagement.

Update on Action	
<p><i>Updates</i></p> <p>Update Year: 2020 - 2021</p> <p>Status: Continue Action Next Year Continue Action from 2019-2020</p> <p>Impact on District Objectives/Unit Outcomes (Not Required):</p>	10/14/2020

Resources Description

<p>Personnel - Classified/Confidential - Request for two new hires.</p> <p>1. Athletic Communications Specialist: Cover all athletic games in real time, promote athletic games in partnership with Marketing Office, run marketing campaigns to promote athletic events in partnership with Marketing, oversee @cosathletics instagram, and to increase attendance to athletic events.</p> <p>2. Media Communications Specialist: Partner with all three campuses to collect event, activity, and student resource information, oversee the event/activity calendar on the COS website, regroup emails/text to students, prepare social media content for weekly events and activities, student story content, update district-wide signage as needed, and oversee COS Visalia Campus marquee. (Active)</p> <p>Why is this resource required for this action?: \$76,000 Classified would fall under Column 39 on salary schedule + benefit package Split between marketing and athletics department</p> <p>Notes (optional): Please refer to the PIO overview document.</p> <p>Cost of Request (Nothing will be funded over the amount listed.):</p>

Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 1.1 - The District will increase FTES by 1.75% over the three years
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years
District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents
District Objectives: 2021-2025
District Objective 1.1 - The District will increase FTES 2% from 2021 to 2025.
District Objective 2.1 - Increase the number of students who earn an associate degree or certificate (CTE and non-CTE) by 5% from 2021-2025.
District Objective 2.2 - Increase the number of students who are transfer-ready by 15% and students who transfer to four-year institutions by 10% from 2021-2025.
District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous

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improvement across all District units and constituents from 2021-2025.

Action: 2019-2020.2 Continued

2019-2020 Establish and refine workflow for video campaigns, social media content, community report, and improve content for Hanford Campus and Tulare Campus. Establish increased communication with the centers and with Provost approval, have a contact person available with updated event and center information. The goal for this action is to post weekly about center activities and information on social platforms.

Leave Blank:

Implementation Timeline: 2021 - 2022

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Lauren Fishback

Rationale (With supporting data): The District covers three campuses, each with robust programs, priorities and needs.

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3. TV Studio, Sycamore Update: This space has been vacant for over a year and the space is currently being used as storage for Technology Services. Marketing Office would like to use this space in partnership with Technology Services and Athletics to film Athletic Promos, future podcasts, and create content that represents COS Giants district-wide.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

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Updates

Update Year: 2020 - 2021

10/14/2020

Status: Continue Action Next Year

Continued action from 2019-2020

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

District Objectives: 2021-2025

District Objective 1.1 - The District will increase FTES 2% from 2021 to 2025.

District Objective 2.1 - Increase the number of students who earn an associate degree or certificate (CTE and non-CTE) by 5% from 2021-2025.

District Objective 2.2 - Increase the number of students who are transfer-ready by 15% and students who transfer to four-year institutions by 10% from 2021-2025.

District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2019-2020.3 Completed

TV Studio, Sycamore Update: This space has been vacant for over a year and the space is currently being used as storage for Technology Services. Marketing Office would like to use this space in partnership with Technology Services and Athletics to film Athletic Promos, future podcasts, and create content that represents COS Giants district-wide.

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Implementation Timeline: 2020 - 2021

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Lauren Fishback, Marketing Manager; Byron Woods, Dean of Facilities

Rationale (With supporting data): The Marketing Office has created over 79 promotional videos and 7 commercials used for student recruitment and student engagement. The studio can be transformed into another space for content creation, future podcast series hosted by students, athletic promos, and professional student headshots.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2020 - 2021

10/14/2020

Status: Continue Action Next Year

Continued Action from 2019-2020

Impact on District Objectives/Unit Outcomes (Not Required):

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Resources Description

Facilities - After consulting with Byron the TV Studio requires new carpeting, update HVAC venting, deep cleaning, upgraded t-bar LED lighting, and updated shelves for storage. The estimate from Byron is \$35,000. (Active)

Why is this resource required for this action?: This resource allows the space to be cleaned with minimal upgrades to reduce the current smell and create a space for students and marketing to create content.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

Action: 2019-2020.4 Continued

Promote student story telling through video campaigns for the District. Complete ten video campaigns that high light student success, student resources, and support services. Video campaigns will be distributed through social media platforms, COSeNews, website, and Regroup emails.

Leave Blank: Essential for Operation

Implementation Timeline: 2021 - 2022

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Identify related course/program outcomes: District Objectives 4.2.1 and 4.2.2

Person(s) Responsible (Name and Position): Lauren Fishback

Rationale (With supporting data): The video campaign that launched during Summer 2018 and in to the Fall of 2018 increased social followers by 500 followers. The average following on Instagram Stories per day is between 500-700 viewers.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2020 - 2021

10/01/2020

Status: Continue Action Next Year

This is a continued action into 2018-2019.

Impact on District Objectives/Unit Outcomes (Not Required):

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

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District Objective 4.2 - Improve communication practices needed to support organizational effectiveness and continuous improvement across all District units and constituents from 2021-2025.

Action: 2021-2022 COS App

COS uses a multitude of communication channels to engage students in their College experience. Students have requested through Student Services outreach an "app" that houses many of the features in MyGiant Portal. Through Ready Education Campus App COS can provide one space for College.

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Implementation Timeline: 2021 - 2022

Leave Blank:

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): PIO, IT, Student Services

Rationale (With supporting data): Through the app COS can connect through Banner and Canvas pulling in student's class schedule directly into their app homepage. The District can group students based on campus location, student support program, financial aid and more.

Emergency notifications and crime alert communications can be shared via the app and the District can override any "opt-out" preferences to assure all students receive the communication.

Students can engage and communicate through the app similar to Facebook platforms. Specific spaces can be created for students; for example Financial Aid. If I am interested in knowing when my Financial Aid disbursement will be distributed to me I can enter the Financial Aid Message Board and ask questions. Staff can be assigned to those spaces and send students instant messages regarding their Financial Aid .

Student Services can incorporate the app into the onboarding process for new students. The student code of conduct can be added to the login feature for first time users where students would agree to the terms before continuing on to use the app. For first time students the app would showcase instant community and campus life that students can explore from the comfort of their phone discovering resources and connections they might have never found unless they asked or someone else shared with them.

Inappropriate language or threats are automatically flagged by the app. App administrators are notified and students can be tracked or muted through the cloud based portal.

Through the app the District can highlight food services hours of operation on all three campuses, identify through the campus maps feature their exact location on campus and locate classroom spaces as well.

The app would allow for a high level of engagement and reporting allowing the District to determine the highest traffic time when students are most engaged. By identifying the time of day students are on the app most, important reminders or messaging can be preset to be distributed during those times.

Currently the District has a two year contract with Ready Education only utilizing the health and safety measures feature. Students will not download or engage on the app with only this feature available. Students have a need to connect to their College in one location.

Currently the following platforms are used: Remind, Regroup, Facebook, Instagram, Twitter, Website.

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The District would continue to use social platforms but link them through the app. Regroup can email and text students however the reporting is minimal and students can opt-out of that communication channel. Students have to create their own platforms and groups through Facebook to ask questions. In a closed group setting this platform only serves those 1200 students. The questions and information shared by other students in that space would be highly beneficial for all students to scroll through.

Priority: High

Safety Issue: Yes

External Mandate: Yes

Safety/Mandate Explanation: Chief of Police would be able to utilize this app to share crime alerts, emergency information and more.