

Comprehensive Program Review Report



Program Review - Public Information

Program Summary

2022-2023

Prepared by: Lauren Fishback

What are the strengths of your area?: The Public Information and Marketing Office oversees the District-wide brand, media content, public media content, program specific advertising, enrollment support, student life and engagement communication, website oversight, and general college awareness to target audiences including students, employee, and community constituents. 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 Public Information and Marketing Office 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.

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

The staff supporting this department includes the PIO/Director of Marketing and Public Relations and a Media Content Specialist.

Over the past year the Public Information and Marketing Office completed the following:

- 550 Help Desk Ticket request for Marketing Services were completed with an additional 150 requests that were submitted via email.
- Produced an additional 252 promotional videos over the past year featuring student stories, commercials, social media content, student lift, student engagement, enrollment and registration, program specific content.
- Engaged over 10,536 followers and reached over 30,000 people on Facebook.
- Engaged over 5,100 followers and reached over 12,000 accounts on Instagram
- Engaged over 2,000 followers on twitter.
- Established new TikTok account with 2,000 followers
- Produced Community Report with layout redesign after using previous layout for three years.
- Circulated 10 new television commercials throughout the past two semesters
- Creative revamp of eight billboards within District Boundaries
- Continuous enrollment support specifically promoting low enrolled courses, educating students on what they might learn with

program specific video content, and highlighting registration seasons for spring and fall semesters informing students and employees of important dates/deadlines.

- Established Happening This Week communication that covers events, activities, important dates, and more that is distributed to students through Regroup, to employees through COSeNews, and weekly announcement in Canvas.

- Established Canva training reviewing professional usage of district owned property including Canva space. Canva is a graphic design drag/drop tool that allows programs and departments autonomy in building out marketing flyers or postcards.

- Enhanced stock photo library increasing print ready and edited photos from 30,000 to 51,000.

What improvements are needed?: The Public Information and Marketing Office not only works a traditional 40 hour work week in an office setting but also covers events, activities, athletics, forums, presentations, and more outside of traditional work hours. Additionally, throughout September-October and April-May, there are often multiple events per day, and a department that is operated by two people is not able to cover everything at one time. Please see calendar of events in Documents.

Proposing an additional staff member to support content creation, copy writing/editing, and communication efforts.

Content Creator: 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.: 1. The world of Marketing is always changing and evolving as modes of communication change very quickly. The way different age brackets consume information is also important to consider. Assuring that communication is available to accommodate many demographics often is a challenge or opportunity. Timeliness of events and Athletic games, enough coverage to increase community participation, enough coverage to cover in real time District-wide events.

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

3. During event season exclusively during the Spring Semester, between March and August there are 40 events to promote and capture in real time.

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

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

Overall SAO Achievement: 1. Established, built, and began onboarding with District constituents the new College of the Sequoias App.

2. Outlined the new College of the Sequoias Website timeline with President approval. Website satisfactory survey will launch in January 2022 to gather data and feedback on the overall satisfaction or dissatisfaction regarding the look and navigation elements of the current website.

3. Implemented awareness campaign for each week featuring different departments, programs, important dates/deadlines, events, activities, and Resources. The Happening this Week communication is distributed through COSeNews to employees, Regroup to student emails, and announced in Canvas each week. The awareness campaign started in May 2022.

4. Outlined an awareness campaign featuring the importance of organizational branding and google reviews. At the beginning of each semester going forward branding awareness emails will be shared via COSeNews with resources including letterhead, powerpoint templates, media toolkit, access to branded logos/fonts, and general education on the overall brand of the College.

5. Oversaw the design, ordering, and installation of light pole banners for all three campus locations. Partnering with Facilities and Center Provosts, the Marketing department designed and determined placement of each light pole banner that was installed. 250 throughout all three campuses.

6. Established an awareness campaign, built a website, created promotional postcards/handouts, created and ordered yard-signs/large format signage, produced commercials, radio ads, and print ads outside of work hours in support of Bond Measure C,

bringing a four-year university to Tulare County.

Changes Based on SAO Achievement: 1. College of the Sequoias App: This SAO achievement will need to be adopted by the entire institution in the near future. The tool is essentially a student services resource allowing students access to College information differently than a traditional website. Changes include institutionalizing the app, training of student services employees, and awareness campaign for student usage and engagement.

2. New Website Timeline: The new website timeline includes a launch date of 2026. There is an Accreditation visit in 2025 and the launch will happen after the visit is complete. We will offer a satisfactory survey to students and employees. Shortly after survey results are collected, small focus groups will be pulled together and collected data will be shared directly with Senior Managers. Small website changes will be implemented overtime prior to a formal launch and full turnover to new page layouts.

3. Happening this Week: This concept will continue to evolve and change based on how the District and students prefer to consume information. Starting in January a new format will launch potentially using Constant Contact as the format allowing additional functionality; live links to registration, rsvp links, videos.

4. Brand Awareness Campaign: Changes to the brand might not change a lot in the next year, however new employees are hired each semester and assuring that those new team members are aware of certain brand management concepts will continue. Access to logos, fonts, color codes, professional headshots will continue into the next year and change as needed.

5. Light Pole Banners: Although the light pole project has closed, there are additional projects that represent the overall brand of the college and design will continue to evolve based on individual projects. Design and implementation for four student services outreach van wraps is currently in progress as of October 2022. New digital boards will be installed in the Educational Support Services building, working with facilities on specs, marketing will create the media for that space, this is will be begin in Spring 2023-Summer 2023. Digital content for the remodel and installation of Sequoia Stadium will begin during Summer 2023. Student Services Outreach team will receive a visual revamp with new tablecloths, reorder of branded folders, transition of flyers to postcard format with intentional continuity across all departments of outreach, potential pop-up tent/floor flags, and table top pop-ups creating an inviting and exciting space for visitors. The format will be available to expand to cover four tables or scale back for one table concept.

Outcome cycle evaluation: Through out the past three-year assessment cycle many things have changed. The past three years we moved the entire brand, media, and marketing concepts to a mostly online format during the COVID-19 pandemic. Through that time it was critical to continue to showcase campus and student life as much as possible. During this time 19 billboards were installed, six city buses were wrapped and branded with College fo the Sequoias grads/website information, heavy investment into commercials and social media advertising allowed the District to remind the community that COS is a local true college experience supporting students as they transition into online learning and now back into in-person learning. With the COVID-19 pandemic in mind, the department did not slow down or shut down. Brand awareness was even more important during that time and supporting the student to feel connected to campus life and engagement supported the District to transition back to an in-person environment and assisted in enrollment numbers.

During the past year with mostly all students transitioned back to in-person on all three campuses the demand has been high to make up for lost time and students want to be involved and engaged differently than previous semesters and the department is excited to tell their stories, showcase their accomplishments, and advertise the programs, services, departments, and resources that are FREE and available to them.

Action: 2022-2023.1 District Website Redesign NEW

The College of the Sequoias website will need a redesign that will launch in 2026 after an accreditation visit in 2025. Websites should be updated every five-seven years to assure that the technology, navigation, and overall user experience stays current and up to date with the fast paced changes in technology each year.

Leave Blank:

Implementation Timeline: 2022 - 2023

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): PIO, Webmaster, Technology Services, Senior Managers

Rationale (With supporting data):

Priority: High

Safety Issue: No

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External Mandate: Yes

Safety/Mandate Explanation:

Resources Description

Technology - Additional resources as needed to support redesign change. (Active)

Why is this resource required for this action?:

Notes (optional):

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

Related Documents:

[Website Timeline & Notes.pdf](#)

Action: 2021-2022 COS App - CONTINUED

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

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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.

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

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.

Update on Action

Updates

Update Year: 2022 - 2023

10/15/2022

Status: Continue Action Next Year

The new COS app has been built and now it is time implementation District-wide.

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

Related Documents:

[COSApp Studio Space .png](#)

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: 2022 - 2023

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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): Awareness campaign

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.

Resources Description

Personnel - Classified/Confidential - Content Creator: 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.: 1. The world of Marketing is always changing and evolving as modes of communication change very quickly. The way different age brackets consume information is also important to consider.

Assuring that communication is available to accommodate many demographics often is a challenge or opportunity.

Timeliness of events and Athletic games, enough coverage to increase community participation, enough coverage to cover in real time District-wide events. (Active)

Why is this resource required for this action?: \$76,000

Classified would fall under Column 39 on salary schedule + benefit package

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Notes (optional):

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

Related Documents:

[Content Creator Job Bulletin .pdf](#)

[Happening This Week .jpg](#)

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: 2019-2020.2 - 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: 2022 - 2023

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

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

Rationale (With supporting data): This program review year is the third year featuring the high demand of the PIO/Marketing department. In addition, there has been so much accomplished with only two staff members. Although, two people can accomplish a lot, there are areas the department needs support. When a department is this busy there is a threshold to how well the department can operate and the ability to complete all projects at the highest level is often times not possible.

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.

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Request for one new hire; Content Creator

An area of improvement is district-wide events, activities, student stories/engagement, communication, copy writing/editing, and press release oversight. 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.

1. Content Creator: 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.: The world of Marketing is always changing and evolving as modes of communication change very quickly. The way different age brackets consume information is also important to consider. Assuring that communication is available to accommodate many demographics often is a challenge or opportunity. Timeliness of events and Athletic games, enough coverage to increase community participation, enough coverage to cover in real time District-wide events.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

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

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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: 2019-2020.4 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: 2022 - 2023

Leave Blank:

Leave Blank:

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

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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: 2022 - 2023 Status: Continue Action Next Year This is a continued action into 2022-2023. Impact on District Objectives/Unit Outcomes (Not Required):	10/01/2020

Link Actions to District Objectives

District Objectives: 2018-2021	
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