

# Comprehensive Program Review Report



## Program Review - Public Information

### Program Summary

#### 2023-2024

**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, employees, and community constituents. The District's Marketing & Public Information Office is staffed by one Director and two Media Content Specialist, all 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 two Media Content Specialist.

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

- 600 Help Desk Ticket request for Marketing Services were completed with an additional 250 requests that were submitted via email.
- Produced an additional 236 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 6,300 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 updated layout redesign (year two) after using previous layout for three years.
- Circulated 15 new television commercials throughout the past two semesters
- Creative revamp of 10 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.
- Continued 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.
- Moved Canva graphic design tool on to Single Sign On. Transitioned over 100 employees from the web version of Canva to the SSO version including COS team access including preloaded branding elements (ie Logos, color codes, typography). Training review of 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 51,000 to 65,000
- Implemented PhotoShelter and in the process of moving digital assets to the new platform that is available through Single Sign On.

**What improvements are needed?:** 1. 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. Please see calendar of events in Documents.

Proposing an additional staff member.

Communication 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, and oversee digital assets for COS Visalia Campus marquees and new digital boards in ESS Building.

2. The COS Public facing website is currently out of date and the process will begin to update all page layouts and navigation of the website.

3.

**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. (pending) This tool will require institutional buy-in and support. At this moment in time that buy-in is not available. This project will be revisited with Student Services team in the future.

2. Outlined the new College of the Sequoias Website timeline with President approval. Website satisfactory survey will launched in January 2022 and feedback was gathered. That feedback will be utilized to implement new ideas and navigation tools for an updated website launching in Fall 2026.

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 and has continued each week.

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 brand awareness campaign for Bond Measure C. Created a website, postcards, commercials, and general awareness campaign around Bond Measure C, brining a four-year University Center to the South Valley.

**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.

**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 to back in-person. During this time the Marketing Office has circulated 19 billboards were installed, six city buses wrapped and branded with College fo the Sequoias grads/website information, heavy investment continued 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. Brand awareness continues to be more important as students want to feel connected to campus life and engagement.

## Action: 2022-2023.1 District Website Redesign CONTINUED

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:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**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

**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):**

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

**Related Documents:**

[Website Timeline & Notes.pdf](#)

## 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. Including Happening this Week email communication.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**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

**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

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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.

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

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**External Mandate:** No

**Safety/Mandate Explanation:**

## Link Actions to District Objectives

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

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

## Link Actions to District Objectives

District Objectives: 2018-2021
<b>District Objective 1.1</b> - The District will increase FTES by 1.75% over the three years

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**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: 2021-2022 COS App - PENDING

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.

**Leave Blank:**

**Implementation Timeline:** 2023 - 2024

**Leave Blank:**

**Leave Blank:**

**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.

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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.

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](#)