

Comprehensive Program Review Report



Program Review - Public Information

Program Summary

2020-2021

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 Manager and one Media Content Specialist, both responsible for the image and brand management, strategic marketing and official external communications of the entire District. The office applies a combination of fresh and familiar expertise to District public relations and marketing.

On the occasion of seeking a new Coordinator, the District chose to reprioritize the office/coordinator title (previously Public Information/Marketing Office and Coordinator) to emphasize the importance of marketing to the college's goals. The 2018-2021 Strategic Plan lists the Coordinator as a Responsible Party for District Actions 4.2.1 and 4.2.2.

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 41.5 projects per month (requests tracked through help desk request; does not include ad hoc email or "walk-in" requests)
- Produced 79 promotional videos featuring student stories and district-wide activities
- Engaged over 2,000 new followers on social platforms
- Issued 37 press releases, redesigned the Community Report layout
- Circulated five television commercials
- Created user friendly marketing tools for the district
- Created a stock photo library of original photos of COS students, staff and faculty

The increase in volume is tied to a successful year of internal office promotion under Program Review Action 2016.3

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, 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.

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. Proposal to split the budget between Marketing and Athletics.

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.

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, 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.

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.

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 events, programs, activities, student resources.

Overall SAO Achievement: In 2019-2020, 85 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.

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: 2019-2020 student story telling through video campaign - SAO Achievement was considered successful with 79 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.

2019-2020 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.

Leave Blank:

Implementation Timeline: 2020 - 2021

Program Review - Public Information

Leave Blank:

Leave Blank:

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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Specific areas of improvement:

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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

Updates

Update Year: 2020 - 2021

10/14/2020

Status: Continue Action Next Year

Continue Action from 2019-2020

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

Resources Description

Personnel - Classified/Confidential - Request for two new hires.

Program Review - Public Information

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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
Notes (optional): Please refer to the PIO overview document.

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: 2019-2020.2 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: 2020 - 2021

Leave Blank:

Leave Blank:

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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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):

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: 2019-2020.3 Continued

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.

Leave Blank:

Implementation Timeline: 2020 - 2021

Leave Blank:

Leave Blank:

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

Program Review - Public Information

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):

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: 2020 - 2021

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:

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

Program Review - Public Information

Action: 2019-2020.1_1

Continue 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.

Leave Blank:

Implementation Timeline: 2019 - 2020

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

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

Rationale (With supporting data): Cut and paste from areas of improvement. New hires.

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 - Request for two new hires.

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

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Notes (optional): Please refer to the PIO overview document.

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