

Administrative Units Program Review Year Five Update - Media & Marketing Department/PIO Latest Version

This cycle is for Administrative Units to complete the Year Five Update of the Program Review cycle.

Administrative Units Program Review Year Five Update

1. Program Update : Version by Schall, John on 01/12/2022 21:14

1a. Describe any important changes or updates within your program since the 2019-2020 Program Review Year 3 Update. (staffing changes, program changes, etc.)

No Value
 1b. Provide a brief update on the timeline for your program's goals as listed in your Program Review Year Three Update. If your program's goals are in progress or modified, please be sure to include action steps and responsible parties.

- Goal 1: Eliminate implicit bias in marketing communications. This is an ongoing goal. Our action steps have been to examine our past work and review effectiveness and get feedback from the Office of Equity and Inclusion and Student Services. With this feedback, we adjust our projects to reflect the elimination of implicit bias.
- Goal 2: Evaluate existing web content and adjust as needed for accuracy, usability, & accessibility. This is an ongoing goal. Our action steps have been to use software, such as OmniUpdate and SiteImprove to identify problems, create score cards and adjust the content.
- Goal 3: Explore, evaluate and update social media platforms. This is an ongoing goal. Our action steps have been based on the Media Prefs survey results, where we should focus attention in the various social media platforms.
- Goal 4: New Search engine, integrated online catalog and schedule. We have optimized and implemented the new search engine. The online catalog and schedules are on hold until the district office decides what platform will be used.
- Goal 5: Pilot a CTE video series for each department highlighting the student's interests and skills. This is an ongoing goal. Progress had been paused due to COVID restrictions. We are hoping to continue this effort when it is safe to do so.

Goals and Objectives			Modified	In Progress	Abandoned	Completed
Goal 1. Strengthen a culture of equity, diversity, inclusion, and racial justice. (District #2 and #4)						
Recommended Actions	Goal 1: Eliminate implicit bias in marketing communications	0 linked SLOs 0 resource requests				
Goal 2. Increase and maximize equitable opportunities for students to successfully complete courses and programs. (District #1 and #2)						
Recommended Actions	Goal 2: Evaluate existing web content and adjust as needed for accuracy, usability, & accessibility	0 linked SLOs 0 resource requests				
Goal 3. Increase opportunities that will prepare students to enter high-demand and living-wage occupational fields. (District #3)						
Recommended Actions	Goal 5: Pilot a CTE video series for each department highlighting the student's interests and skills	0 linked SLOs 0 resource requests				
Goal 4. To better support students in accomplishing their academic and career goals – from entry to completion/transition – and to enhance course-level and program-level achievement, expand and deepen educational, workforce, and community partnerships. (District #3)						
Goal 5: Effectively utilize institutional resources to meet the needs critical to the College mission. (District #4 and #5)						
Recommended Actions	Goal 3: Explore, evaluate and update social media platforms.	0 linked SLOs 0 resource requests				
	Goal 4: New Search engine, integrated online catalog and schedule	0 linked SLOs 0 resource requests				

2. Vision for Success Goals Update : Version by Schall, John on 01/12/2022 21:21

2a. The following table lists the Vision for Success indicators that we must align to as a College and as a District. Please look at your program data (Tableau) for each of the following Vision for Success indicators. Please address all indicators that are relevant to your program and provide a status update on your program goals from your Program

Review Year Three Update. Please include action steps if your goal(s) has been modified and an explanation if your goal(s) has been abandoned. *

**NOTE - Please copy and paste the table below in your response and complete accordingly.*

Vision for Success Indicators and ACCJC Indicator	Program Set Goals (from PR Year 3 Update)	Status (Indicate Modified, Completed, or Abandoned)	Timeline	Responsible Parties	Action Steps/ Explanation
Course Success					
Degrees (AA, AS, ADT)					
Certificates of Achievement					
Unit Reduction					
CTE Jobs					

Vision for Success Indicators and ACCJC Indicator	Program Set Goals (from PR Year 3 Update)	Status (Indicate Modified, Completed, or Abandoned)	Timeline	Responsible Parties	Action Steps/ Explanation
Course Success	75.5%	72.8%			Creating awareness for students, using marketing resources for student services
Degrees (AA, AS, ADT)	1640	1490			Marketing publications that highlight degrees and job opportunities
Certificates of Achievement	841	773			Marketing publications that highlight certificates and job opportunities
Unit Reduction	79	94			
CTE Jobs					Marketing publications that job opportunities

2b. The *Vision for Success Goal 5 - Equity* is designed to reduce the equity achievement gap on course success for disproportionately impacted (DI) student populations. The College has identified the following three disproportionately impacted (DI) populations: African-American, economically disadvantage students (low income), and foster youth students.

Please review your program data (Tableau) for each of the aforementioned DI populations, and provide a status update on your program goal(s) for your previously selected DI population(s) in your Program Review Year Three Update. If your goal(s) has been modified please include action steps and if your goal(s) has been abandoned please provide an explanation.*

**NOTE - Please copy and paste the table below in your response and complete accordingly.*

Course Success by DI Population	Program Set Goals (PR Year 3 Update)	Status (Indicate Modified, Completed or Abandoned)	Timeline	Responsible Parties	Action Steps/ Explanation
African American					
Low Income					
Foster Youth					

Course Success by DI Population	Program Set Goals (PR Year 3 Update)	Status (Indicate Modified, Completed or Abandoned)	Timeline	Responsible Parties	Action Steps/ Explanation
African American	65.1%	62.1%			Marketing publications that have a diverse image selection and targets the African American communities using different channels
Low Income	73.5%	72.5%			
Foster Youth	64.7%	58.4%			

Impact of Resource Allocation