

LMC Program Review Year 3 Update 2019-2020

Administrative Units

Name: **Marketing**

Introduction

In 2017-2018, all departments/programs completed a Comprehensive Program Review (CPR), in which goals were set for the 2017-2022 program years. Los Medanos College (College) is now in year three of a five-year review cycle. New to this program review cycle is the passage of the State's [*Vision for Success*](#) plan which establishes system-wide goals that can only be attained by each department contributing to college-level goals aligned with the state plan. Toward that end, the [*Contra Costa Community College District Strategic Plan \(CCCD Strategic Plan\)*](#) adopted by the Governing Board at its June 2019, meeting, aligns with the *Vision for Success* and plans are underway to ensure that the *Los Medanos College Educational Master Plan (LMC EMP)* also supports college and state goals. The intent is to direct College efforts toward a singular and coordinated set of goals.

The *Vision for Success* directs each college to increase degree and certificate completion and increase student transfers, improve time to completion, increase job placement in field of study, narrow achievement gaps and establishes targeted goals in five primary areas as follows:

Goal #1 Increase by 20 percent the number of CCC students annually who acquire associates degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job.

Goal #2 Increase by 35 percent the number of CCC students' system-wide transferring annually to a UC or CSU.

GOAL #3 Decrease the average number of units accumulated by CCC students earning associate's degrees, from approximately 87 total units (the most recent system-wide average) to 79 total units—the average among the quintile of colleges showing the strongest performance on this measure

GOAL #4 Increase the percent of exiting CTE students who report being employed in their field of study, from the most recent statewide average of 69 percent to an improved rate of 76 percent—the average among the quintile of colleges showing the strongest performance on this measure in the most recent administration of the CTE Outcomes Survey.

Goal #5 Reduce equity gaps across all of the above measure through faster improvements among traditionally underrepresented groups as identified by the college.

The College can only meet its local and state goals with the contribution of each department's efforts. As noted, the intent is to direct College efforts towards a singular and coordinated set of goals to garner greater efficiencies and avoid duplication of effort.

The *Program Review Year 3 Update* includes six components with specified timeframes (not in chronological order) for draft and completion:

Item 1. Program Update (October 1 – October 31)

Provide an update to the department’s 2017-18 CPR

Item 2. Setting the Vision for Success Goals 2021-22 (November 1 – November 27)

Department/program alignment of goals, action steps, timeline, responsible party and next steps – all tied to the *Vision for Success* indicators. For ease of reference, the *Vision for Success* indicators are included in this section.

Item 3. Resource Needs (February 1 – February 28)

Resource needs to meet goals, if any.

A list of the above components in date order. The intent is to complete sections of Program Review by date to better assess and inform the process.

Date	Program Review Update Component
October 1 – October 31	Item 1. Provide an update to the department’s 2017-18 CPR
November 1 – November 27	Item 2. Department/program alignment of goals, action steps, timeline, responsible party and next steps – aligned with the <i>Vision for Success</i> indicators.
February 1 – February 8	Item 3. Resource Needs

1. Program Update (Oct 1 – Oct 31)

1a. Provide any important changes or updates within your program since your last CPR. (Staffing changes, etc.)

Marketing doesn't have data/performance measurement in an isolated way. We have sought to support other areas of work to improve college-wide performance overall. Because we are intimately connected/entangled in some way to the visual presence/communications of all departments, we are as in "a rising tide raises all boats". We seek continuous improvement in equity/inclusion in all of our work and have made great strides in this area.

The website is always being updated as a responsive, accessible tool for student success. We hope to roll out a new search engine, searchable catalog and schedule in 2021.

The large format pole banner project that was installed in 2017 is being replaced with a new fresh look in spring of 2020.

Professional Development

- Flex workshops on Guided Pathways and social media trends in the classroom – attended by Eloine Chapman: These workshops provided education and awareness for catalog program mapping and the transfer experience.
- Flex workshops and ongoing one-on-one variable flex sessions on how to create accessible content for the web, use the software, best practices and upcoming trends in design – Presented by Eloine Chapman: Eloine continues ongoing training in the content management system and website. Eloine continues to offer consultation on how the different web-based tools can help the various units from creating a nursing application forms, ordering materials for a workshops, advertising information sessions on social media or newsletters, to advertising the next TEDx, etc.
- Flex workshop on Cooperative Work Experience Education – attended by John Schall: This workshop provided further insight into the management and supervision for departmental student workers and interns who closely with the Marketing team.
- OmniUpdate – attended by Eloine Chapman: Last year for our content management system, Eloine attended an intense conference focused on the new system and how to administrate it as an education-based website.
- NCMPR (National Council for Marketing and Public Relations) – attended by John Schall: John attended the national conferences with this group. This is a national group specifically focusing on community colleges and is by far and away the most worthwhile organization of its kind to affiliate with and utilize as a resource. Conferences include presentations and sharing about a wide variety of marketing and public relations challenges, however new trends & new best practices are often easily adaptable to the LMC environment. Quality vendors have been found at these conferences also, along with an opportunity to reconnect and problem-solve with existing vendors on various projects. Concepts covered have included writing for marketing, marketing for Diversity and Inclusion and the use of online marketing. Follow up included a magazine campaign in English and Spanish for every household in East Contra Costa County with 11-19 year-olds.

Collaboration

The majority of the Marketing Department’s work is collaborative. We market the College globally, and also support the efforts of every area of work and learning institution-wide. We enable and support graphic and digital communications via print materials, digital e-newsletters, the college website, emergency communications. This is integrally connected to ALL of the institution’s student success.

Particular examples:

- Every LMC webpage is a collaboration. They include every LMC department/program/initiative/facility, with training for content managers/editors, continuous support, content and graphic creation, architectural/navigation development and policy, and exceptions – institution-wide.
- College Catalog and Schedules: intensive connection with Office of Instruction and Student Services, production of an annual catalog and 3 class schedules a year. The information of all publications is critical for students to select classes and make decisions about their academic path and beyond. We all insure that the information is accurate and clearly presented and easily to understand.
- CTE Career booklet: Marketing worked with the CTE departments as well as Workforce Development to create a booklet that lists CTE departments and includes a program description and job outlooks. The booklet contains useful information on career expectations, academic completion requirements and valuable department facts. These booklets are crucial for students to explore career path option. The departments use them as an important part of recruitment efforts in high schools as well as in the community.
- DSPS Videos: marketing worked with DESPS to create a series of three videos describing and explaining learning disabilities. After watching the videos, students will have a greater understanding of what learning disabilities are and how to assess and evaluate student success programs.
- KAC and Student Union graphics: Marketing worked with athletics, student life, LMC administration, construction management companies, the architect and faculty and staff to create large format graphics for the the student union and KAC buildings. The graphics instill a sense of campus pride, branding and excitement for the students, staff and faculty.

1b. Provide a brief update of your program’s goals as listed in your **(CPR)** 2017- 2018. Given these goals, please provide a brief update on: (a) Goals completed since their submission in 2018, and the impact of that completion on program effectiveness; (b) Goals abandoned with an explanation of why they were abandoned and (c) Goals still in progress or modified to be achieved by 2021-2022. Please include action steps, timeline, and responsible parties.

Goals	Completed/ Abandoned/ In Progress/ Modified	Impact/ Explain/ Action Steps	Timeline/ Responsible Parties
Goal 1: Eliminate implicit bias in marketing communications	In Progress	The marketing staff has attended PD workshops on eliminating unconscious bias and the staff has used what they have learned to evaluate and produce materials in print and digital media that communicate to a diverse population. This process is listed as	On going

		on going because the marketing department believes this should always be in forefront of our minds and we should continually self-analyze our marketing message in our materials.	
Goal 2: Evaluate existing web content and adjust as needed for accuracy, usability, & accessibility	In Progress	As in the action steps for goal 1, goal 2 also requires ongoing self-evaluation in terms of accuracy, usability and accessibility with digital marketing. This form of communication is an ever evolving platform and requires knowledge refreshers as new technologies, fads and legal requirements change.	On going
Goal 3: Explore, evaluate and update social media platforms.	In progress	This is a new goal that is just being explored as new channels for social media platforms have emerged. We are partnering with different departments to disseminate messaging and exploring media distribution options	On going
Goal 4: New Search engine, integrated online catalog and schedule	In progress	This is a new goal. The search engine is expected to be in place first and the catalog development is expected to come after.	Late 2020 – early 2021
Goal 5: Pilot a CTE video series for each department highlighting the student’s interests and skills	In progress	This is a new goal that is just starting with a pilot video highlighting the PTEC program.	Late 2020 – early 2021

2. Setting Vision for Success Goals for 2021-22 (Nov 1—Nov 27)

The *Vision for Success* directs each college to increase degree and certificate completion and increase student transfers, improve time to completion, increase job placement in field of study, narrow achievement gaps and establishes targeted goals in five primary areas. The College can only meet its local and state goals with the contribution of each department’s efforts. As noted, the intent is to direct College efforts towards a singular and coordinated set of goals to garner greater efficiencies and avoid duplication of effort.

2a. The following table lists the *Vision for Success* indicator that we must align to as a college and as a district. Please look at your program set goals (Tableau) for each of the following *Vision for Success* indicator. Please pick one or more indicator(s) that are most relevant to your program, set your program goal, indicate the action steps, timeline and responsible parties to achieve program goals.

Vision for Success Indicators and ACCJC Indicator	Program Set Goals for 2021-2022	Action Steps	Timeline	Responsible Parties	Notes
Course Success	75.4%				
Degrees (AA, AS, ADT)					
Certificates of Achievement					
Unit Reduction					
CTE Jobs					

2b. The Vision for Success Goal 5—Equity. The College has identified three disproportionately impacted (DI) populations: African-American, economically disadvantage students (low income), and foster youth students. The College’s goal is to reduce the equity achievement gap on course success for disproportionately impacted (DI) student populations. Please look at your program set goals (Tableau) for each of the following DI population. Please pick one or more DI population that are most relevant to your program, set your program goal, indicate the action steps, timeline and responsible parties to achieve program goals.

Course Success by DI Population	Program Set Goals for 2021-2022	Action Steps	Timeline	Responsible Parties	Notes
African American	65%				
Low Income					
Foster Youth					

Impact of Resource Allocation

If you have received funding via the Resource Allocation Process, you will be asked by the Office of Business Services how the resource helped you in achieving your program goals.

3. Resource Needs (Feb 1 – Feb 28)

Resource needs to meet goals, if any. If there are no requests, this section may be skipped.

Faculty/Staff Resource Request			
Department/Unit Goal - Reference #		Strategic Objective - Reference #	
#1,2,3		3,4,5,6	
Department/Unit Name		Position Name/Classification	FTE
Marketing		Student Worker/Professional Expert	
Position Type	Funding Duration	Funding Source	Est. Salary & Benefits
<input type="checkbox"/> Faculty R/T <input type="checkbox"/> Classified <input type="checkbox"/> Manager <input type="checkbox"/> Student	<input type="checkbox"/> On-going/Permanent <input type="checkbox"/> One-time	<input type="checkbox"/> Operations (Fund 11) <input type="checkbox"/> Other <input type="text"/>	Varies
Justification:			
<p>We lead an ongoing small staff of student workers and professional experts to assist in the production and execution of marketing needs.</p>			

Operating Resource Request	
Department/Unit Goal - Reference #	Strategic Objective - Reference #
1, 2, 3, 4	5, 6
Department/Unit Name	Resource Type
Marketing	<input type="checkbox"/> Equipment <input type="checkbox"/> Supplies <input type="checkbox"/> Service/Contract <input type="checkbox"/> IT Hardware/Software <input type="checkbox"/> Facility Improvement <input type="checkbox"/> Other
General Description	Est. Expense

In the next year, Marketing will need to update the computers for Eloine and John.	\$10,000
Justification:	
Our current computers are 6 years old and will need to be replaced with updated computers, capable of running current software to keep up with industry standards.	

Professional Development Resource Request	
Department/Unit Goal - Reference #	Strategic Objective - Reference #
#2	#1, 2, 4, 5
Department/Unit Name	Resource Type
Marketing & Media Design	<input type="checkbox"/> Conference/Meeting <input type="checkbox"/> Materials/Supplies <input type="checkbox"/> Online Learning <input type="checkbox"/> IT Hardware/Software <input type="checkbox"/> Other
General Description	Est. Expense
1. This is the annual conference/training by OmiUpdate (OU)- this is a focused five-day event where the experts from OU train administrators (ie: Eloine) on how to manage it, how to use existing and new tools, while also networking and hearing success stories from “veteran” administrators from other colleges. It provides Eloine not only with expert guidance, but also connections with other peers daily working with the same content management system (CMS). 2. Annual conference of National Council for Marketing and Public Relations – this is a community college-focused professional organization that John Schall will be attending this year. This is where we learn best practices, new trends and how to address them, share challenges and problem-solving methods. Definitely the best organization to affiliate with for all aspects of community college marketing. The national conference is much more worthy of attending (than the regional version), where world-class presenters and talent present and share.	\$3000 annually \$2000 annually
Justification:	