LMC Comprehensive Program Review
Administrative Services Units
Fall 2017

The following provides an outline of the required elements for a comprehensive program review for Administrative Services Programs.

1   EVALUATION/ANALYSIS

1.1   ANNUAL REVIEW UPDATE ANALYSIS

Analyze your annual reviews (objectives and improvements) over the past 4 years and respond to the feedback from last year's review.

To consider: Review your data and analyze where performance is declining. Is there a breakdown by gender, age, ethnicity and the populations described in the Student Equity Plan? (Veterans, DSPS, African American, ESL, low income students, Foster Youth) What is you action plan to address success in underperforming areas? What support services do you offer to meet these goals?

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 and our current long-range efforts to move to a responsive, more accessible website continues with great moves forward, and we hope to rollout this new website sometime in 2018.

The large format banner project has been completed in phase 1, with phases 2 and 3 still to come. They have been well received, and improve institutional pride and community awareness.

1.2   PROFESSIONAL DEVELOPMENT

Summarize the past (2 – 5 years) and present professional development activities of your unit/program's members and impact (directly or indirectly) on student success

To consider: Include examples of equity focused professional development that your unit/program has engaged in and opportunities for future equity focused professional development.

Flex workshops on building accessible forms, videos, images, text documents – attended by Eloine Chapman

Accessibility is required for all web materials – for students, employees, and the community.

Public speaking workshops and innovative teaching teaching technique workshops – Attended by Eloine Chapman
These workshops helped Eloine when conducting her own flex workshops.

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 presented a "preview look" at the new content management system and website. When the new website is implemented into the system, there will be another flex workshop as
well as individualized instruction on the new software and continued best practices when
creating web content.

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.

Spring Focused Flex 2017 – Dealing with Implicit Bias – attended by Barbara Cella

Plus other "focused flex" activities focusing on underserved communities.

The LMC Marketing Department has spent the past few years working on diversifying the visual appearance of the college in print and online. As we were easily cognizant of trying to have varied ethnicities, genders and ages; there were nuances that we were unaware of, such as "tones" of skin in various ethnicities, roles for various ethnicities and ages. In an effort to be hip and contemporary, we had inadvertently placed a particular person in a cliché situation and it wasn't a positive one. We are now analyzing our various communications and plan to adjust things to reduce implicit bias.

Video training – attended by John Schall

Several trainings including lighting and sound have enhanced John's ability to capture and manipulate video content to create quality videos. An example of a video series: Why I Teach, tells the stories of LMC's faculty, why they teach and what teaching at LMC means to them. Originally lead by B Cella, John did a brilliant job of filming and editing the final product. The videos create a culture of affinity, inclusion, diversity, learning, respect, pride, understanding, success, dedication and commitment, enthusiasm, and excitement. The audience is the faculty featured, other faculty at/considering the college, staff and administration, current and future students, and the community-at-large.

OmniUpdate – attended by Eloine Chapman

Last year for our new content management system, Eloine attended an intense conference
focused on the new system and how to administrate it in a education-based website.

NCMPR (National Council for Marketing and Public Relations) – attended by Barbara Cella

Barbara has attended several national and regional 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 marketing to underserved communities (especially Hispanic audiences) and use of online (cell phone) marketing – since cell phones are often the main online access and way to reach certain populations. Followup included an email campaign in English and Spanish focused to every Hispanic household in East Contra Costa County.

Followup: Hispanic enrollment continues to increase at LMC to this day.

1.3   COLLABORATION

Describe any current collaboration efforts that are occurring between your unit/program and other units and programs both inside and outside of Student Services, and impact (directly or indirectly) on student success.

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 flyers: Marketing worked with the CTE departments as well as Workforce Development to create and update a series of departmental information flyers. The flyers contain useful information on career expectations, academic completion requirements and valuable department facts. These flyers are crucial for students to explore career path options and their requirements. The departments use them as an important part of recruitment efforts in high schools as well as in the community.

Many Student Services informational flyers and other print pieces, such as: DSPS and Marketing worked together to create a series of banner stands that are used for recruitment at high schools and in the community. They not only inspire pride in the department, but also call to attention the benefits and support that the DSPS department provides. The students that were highlighted in the photography of the graphics were all LMC DSPS students.

Articulation Brochure: Marketing worked the student outreach department to create a high impact and visually appealing trifold brochure that would appeal to and inform high school students of articulated classes at LMC. It draws attention to the convenience and financial savings of attending articulated classes at the high school that will lead to the student's success by creating a career and academic pathway.

Sports Logo: Along with the athletic department and student services, marketing created an athletic brand logo to celebrate the spirit, pride and identity of the sports teams and student life. The mark is used on sports uniforms, athletics marketing and communications, gym graphics as well as student life marketing communications to create a college-wide cohesive brand image.

Respect Campaign: Originating in the LMC Marketing Department, the Respect Campaign was a collaboration with the Equity & Inclusion team.

2 LONG TERM GOALS (HOW TO GET THERE)

2.1 LONG TERM (5 YEAR) GOALS TO MEET COLLEGE STRATEGIC PLAN

Consider the College's Strategic Directions along with our Integrated Planning Goals listed here:

College Strategic Directions 2014-2019	Integrated Planning Goals
1. Increase equitable student engagement, learning, and success. 2. Strengthen community engagement and partnerships. 3. Promote innovation, expand organizational capacity, and enhance institutional effectiveness. 4. Invest in technology, fortify infrastructure, and enhance fiscal resources.	1. ACCESS: increase access through enrollment of students currently underserved in our community. 2. IDENTIFYING PATHWAYS: Increase the number of students that define a goal and pathway by the end of their first year. 3. COLLEGE-LEVEL TRANSITION: Increase the number of students successfully transitioning into college level math and English courses. 4. PERSISTENCE & COMPLETION: Increase successful course completions, and term to term persistence. 5. EQUITABLE SUCCESS: Improve the number of LMC students who earn associates degrees, certificates of achievement, transfer, or obtain career employment. 6. LEARNING CULTURE: Enhance staff, faculty and administration's understanding and use of culturally inclusive practices/pedagogy, demonstrating empathy and compassion when working with students.

List 3 – 5 longer term (5 year) new goals for your program. For each goal, pick 1 – 2 College Strategic Directions and/or 1 – 2 Integrated Planning Goals to which your new goal aligns.

Goals	Aligned College Strategic Direction(s)	Aligned Integrated Planning Goal(s)
Goal 1:Eliminate implicit bias in marketing communications	#1	#1,4,6

Goal 2: Evaluate existing web content and adjust as needed for accuracy, usability, & accessibility	#1.2.3.4	#1,2,4,5,6
Goal 3: Explore, evaluate and update social media platforms.	#1,2,3,4	#1,3,4,5,6
Goal 4:		
Goal 5:		

2.2   RESOURCE NEEDS TO MEET FIVE-YEAR GOALS

Faculty/Staff Resource Request

Department/Unit Goal - Reference #	Strategic Objective - Reference #	

Department/Unit Name	Position Name/Classification	FTE

Position Type	Funding Duration	Funding Source	Est. Salary & Benefits
☐ Faculty R/T ☐ Classified ☐ Manager ☐ Student	☐ On-going/Permanent ☐ One-time	☐ Operations (Fund 11) ☐ Other	

Justification:

Operating Resource Request

Department/Unit Goal - Reference #	Strategic Objective - Reference #	

Department/Unit Name	Resource Type	
	☐ Equipment ☐ IT Hardware/Software ☐ Supplies ☐ Facility Improvement ☐ Service/Contract ☐ Other	

General Description	Est. Expense

Justification:

Professional Development Resource Request

Department/Unit Goal - Reference #	Strategic Objective - Reference #
#2	#1, 2, 4, 5

Department/Unit Name	Resource Type
Marketing & Media Design	☐ Conference/Meeting ☐ Materials/Supplies ☐ Online Learning ☐ IT Hardware/Software ☐ 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 (and should annually). 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:

Eloine Chapman needs to consistently attend this conference to keep up best practices and to grow as the software evolves. It is vital that Eloine keeps up with the software. Having comraderie and peer support in problem solving is important for all professionals, but especially when dealing with complex software directed towards a particular audience. This is a rare opportunity not to be missed.

John Schall will benefit greatly by connecting with the "movers and shakers" in community college marketing. The resources and ideas shared are priceless. It also creates connections for later networked problem-solving, vendor recommendations, and general best practice sharing.