

Santa Rosa Junior College

Program Resource Planning Process

Public Relations 2017

1.1a Mission

The Department of Public Relations mission is to promote the advantages, benefits, offerings, and services of SRJC as the region's finest educational asset through strategic, integrated communications and marketing that raise the visibility of the College, increase student enrollment, strengthen institutional identity, and enhance public awareness about college programs, services, activities, events, and accomplishments.

1.1b Mission Alignment

SRJC's mission is to passionately cultivate learning through the creative, intellectual, physical, social, emotional, aesthetic and ethical development of our diverse community.

- We focus on student learning by preparing students for transfer; by providing responsive career and technical education; and by improving students' foundational skills.
- We provide a comprehensive range of student development programs and services that support student success and enrich student lives.
- We support the economic vitality, social equity and environmental stewardship of our region.
- We promote personal and professional growth and cultivate joy at work and in lifelong learning.
- We foster critical and reflective civic engagement and thoughtful participation in diverse local and global communities.
- We regularly assess, self-reflect, adapt, and continuously improve.

SRJC's goals are:

- Support Student Success
- Foster learning and academic excellence
- Serve our diverse communities
- Improve facilities and technology
- Establish a strong culture of sustainability
- Cultivate a healthy organization
- Develop financial resources
- Improve institutional effectiveness

Public Relations (PR) aligns with the District's mission and goals by accomplishing the following:

- Provides leadership for institutional communications that support student learning both directly and indirectly. Direct support includes disseminating information about departments and opportunities that support student learning. Indirect support includes disseminating information supporting a vibrant college experience that enriches student lives, and enhances retention and completion.
- Creates and disseminates products and information online (on SRJC and external web sites and in social media), in print, on video, and in ads that invite student engagement in an educational environment conducive to learning, emphasizing faculty and staff committed to academic excellence, student success and equity.

- Designs such products for new and returning students with messages of inclusion, equity, affordability and open access. PR uses an integrated approach intended for multiple audiences, including underserved populations, with messaging in Spanish growing steadily.
- Ensures that college communication channels meet high standards through regular review of communication products created by PR and other departments.
- Models professional communication skills and advises others (including the President and members of the Board of Trustees, and all other departments) on communications issues.
- Promotes SRJC's core messages of support for the creative, intellectual, physical, social, emotional, aesthetic and ethical development of our diverse community, frequently and consistently throughout the region.
- Creates and disseminates online, print and video products, and advertising that promotes personal and professional growth for students, faculty, staff and the greater community. These products and ads highlight student achievement, success, and benefits of attending SRJC, and reflect diversity including gender, age, ethnicity and sexual orientation of students, staff and the greater community.
- Regularly assesses PR processes and communication efforts throughout the college, aiming to adapt and continuously improve so as to better support student learning, a positive work environment, and a healthy, vital region.

1.1c Description

1.1c

The scope of Public Relations services and activities is District-wide. It includes communicating to both internal and external audiences through key strategies and services including marketing, social media, advertising, media relations, graphic design, writing, editing, major event coordination, public information, web development, community relations and publication development,.

The Public Relations Department collaborates closely with the President, Vice Presidents and the SRJC Foundation, with top leadership in all departments, and staff members in Academic Affairs, Student Affairs, Admissions and Records, Student Success and Equity, and IT to develop messages that reflect the college vision, mission, values, goals and activities. PR frequently interfaces with numerous college departments and programs to develop online, print, and broadcast campaigns and products.

The PR Department is in charge of branding for the District, providing quality control of the college's identity program.

The District's overall communications and marketing approach is to centralize major PR functions for quality control and consistent messaging, while supporting individual departmental PR initiatives. This approach is required by the large size of the College and the small PR staff.

PR staff members undertake varied communication methods, services, and activities. In addition to the items below, it is the PR Department's job to look at the "big picture," analyzing what is working, what isn't and for whom; to follow trends in rapidly and constantly changing fields of advertising, marketing, social media, and communications (both inside and outside the community college system); and to innovate approaches in these fields.

- **Enrollment marketing and advertising campaigns**, based on the Strategic Enrollment Management Plan (SEMP), with major campaigns each semester. **Using both traditional and digital media outlets, provide messages targeted to students** identified in SEMF such as high school (concurrent and new grads), minorities (with ads in English and Spanish), transfer, basic

skills, CTE, skill builder, online, international, and lifelong learner students. Analyze ads for effectiveness and modify based on available metrics.

- **Collaborate with IT to provide leadership of web site and development**, including convening Ad Hoc Web Site Workgroup, and providing web development and consultation, writing, design, photography, and quality control of sites
- Manage growing **social media presence**, including on **Facebook, Twitter, LinkedIn and Instagram**, to increase student engagement and support enrollment growth through outreach to the greater community
- **External communications** through news releases, story and article development to print and broadcast media outlets and social media tools
- **Internal communications** through writing and designing the *Insider* (20 editions annually), posting important messages to DL.STAFF.ALL, writing "Employee of the Month" summaries monthly and taking photos, supporting the Calendar of Events online
- Professional **graphic design** services from creative development through final publication or broadcast (print, digital, audio).
- Professional **writing and editorial** services
- **Regular media reports** of stories including SRJC
- **Quality control of institutional identity elements** in all external publications, products, and on the web site by developing and consistently applying web, editorial and graphic standards
- Manage **professional photo shoots**, select professional photographers, organize photo shoots across college sites to provide photos (print and digital) and expand digital photo archives
- Co-coordinate major **annual college open house Day Under the Oaks**
- Provide communication, graphic design and photography support for the the President, Board of Trustees and the SRJC Foundation with major events like Circle of Honor, the President's Address, commencement, dedications and recognition events
- Research and write **talking points for college President and Board members** for different audiences
- **Work closely with the President** to write, publish and edit the President's Blog and messages for catalogs, schedules, bulletins and website
- **Create and provide editorial support for videos** that highlight and publicize programs, activities and departments for posting on social media and the college web site

1.1d Hours of Office Operation and Service by Location

Classified staff schedule is Monday through Friday, 8:00 a.m. to 5:00 p.m. Director hours are Monday through Friday, 8:30 a.m. to 5:30 p.m.

The Director is available 24/7 for emergencies.

1.2 Program/Unit Context and Environmental Scan

Communications continues to change rapidly as use of the Internet, smartphones, notebooks, tablets and other technology becomes increasingly commonplace. The college's PR services need to shift continuously, as the department has been doing in recent years, to reflect the change in how the public receives information and advertising. Today's communications are user-centric; any college that fails to understand and respond to these dramatic changes risks losing students, faculty and public support.

To optimally serve the needs of students, staff and the community, now and in the future, the District and, therefore, PR should be expanding in the following areas:

- Use of **broad and frequent social media** for all communications purposes including advertising in English and, where appropriate, Spanish or other languages
- **Video and motion graphics** for public information, marketing and advertising purposes
- Rapid transition to a **unified, integrated design across all SRJC web sites**
- **Involvement in** new social and traditional media outlets
- Support college foundation and alumni relations with **new and emerging communication techniques**
- New and creative interactive **online communications**
- **Analytical tools to provide data-driven decisions** in marketing and advertising
- Support expansion of **community relations activities** on behalf of SRJC to constituent groups
- **Training in digital programs** for PR staff, specifically, as well as college staff, faculty and administration

2.1a Budget Needs

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EXPENDITURES & NEEDS

In 2015/16, PR had total expenditures of \$ \$704,895, which were .49% of the District total. Total Classified payroll was \$178,725, which was .81% of the District total, and total Management payroll was \$110,748, which was 1.13% of the District total. This department does not have Faculty payroll.

Department staff members support the entire District, including the President, Academic Affairs, Student Services (Student Equity, Admissions & Records, etc.) and Human Resources, all campuses, facilities and programs.

Requests for translation services come from throughout the District. PR relies on a contractor for these services. Please see 2.1b Budget Requests.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	03	02	\$2,000.00	Spanish translation services - Support goals of Hispanic Serving Institution and Student Equity

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Communications & Marketing Coordinator	40.00	12.00	Provides overall coordination of unit operations. Complex media buying for nearly 6 months per year, key participant in creative advertising campaign development. Analyzes and revises ad campaigns, based on results and feedback. Develops and maintains web sites. Provides scheduling support for Director and Senior Designer. Performs research, budgeting, accounting, requisitions. Supervises STNCs and interns. Provides support for public communications during emergencies.
FT Senior Designer	40.00	12.00	Provides strategic planning and creative development, design, production and coordinating production scheduling of all SRJC brand image and communications collateral, including printed and digital material, advertising, signage, electronic

			presentations, merchandise/memorabilia, other media, and coordination with online efforts. Responsible for upholding consistent branding and evolving the visual guidelines for the college. Includes District's external and internal products; includes production scheduling of hundreds of diverse products annually for units across the District.
FT Coordinator, Marketing & Social Media	40.00	12.00	Provide in-depth strategy, analysis, creative development and implementation of social media and marketing to support the District and all of its departments. Collaborate with IT and Media Services to create impactful social media and website. Create and analyze social media advertising. Create marketing products as needed. Provides major support for public communications during emergencies.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Director, Communications & Marketing	40.00	12.00	Provides leadership and strategic direction for comprehensive communications, public engagement and branding for the District that is sensitive to the changing demographics of Sonoma County. Plans, implements, directs integrated communication, branding and marketing programs including digital and traditional media for both internal and external audiences to support increased enrollment, retention and completion, student success and community engagement for the college, including financial support. Collaborate with the Superintendent/President, Vice Presidents and department leadership to accomplish SRJC mission, goals and objectives. Provides major support for public communications during emergencies.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Professional Expert, Photographer, Student Equity	10.00	9.00	Takes professional photography of students, faculty, staff, alumnae and events to be used to promote Student Equity goals, as well as enrollment growth and student retention/completion/success. Photos are used college-wide by departments for web sites, print and various promotions, by PR for enrollment advertising, social media, marketing and media relations. Hours vary from 7-15 hours per week depending on semester.

2.2d Adequacy and Effectiveness of Staffing

Since 2013, there has been a significantly increased workload for the Public Relations department each year due to the creative vision and goals of the President, the need for enrollment growth, rapidly growing social media opportunities and requests for promotion, increased numbers of District events, and grants received by the District that require web site, social media, print marketing materials and other communications/marketing support. That requires the small staff to produce a very high volume of work on a constant basis.

With the exception of one position (Social Media and Marketing Coordinator), the Department has not grown since 2007. And with the Spring 2017 cutbacks, PR has lost 40 hours of STNC work per week: a PR Assistant, and a Student Equity Marketing Assistant. Their duties simply cannot be absorbed by current staff, nor easily eliminated. They serve the entire District, maintaining broad public awareness of the college.

In order to meet the competition and the challenges of growing enrollment and supporting retention and completion, and to do so while maintaining the goals of Student Success, Student Equity, and other crucial programs and initiatives, marketing seeks a modest increase in its staff.

PR requests the following additional staff in order of priority:

Marketing Assistant (full- or part-time)

Videographer (25% time)

Photographer (25% time)

or Photographer/Videographer (50% time)

Student worker (if Marketing Assistant is part-time)

100th Anniversary Administrative & Events Assistant (STNC, 2017/18)

Graphic Production Designer (50% time)

The result will be more strategic and successful enrollment advertising (in a wide variety of media, digital and traditional), maintenance of strong imagery, growth of video (essential for growing enrollment among younger students), better promotional support for the District, and increased, better output for current PR staff. Evidence is as follows.

MARKETING ASSISTANT

This position was fully vetted and approved by the President and Vice Presidents in 2017. It was eliminated during the spring 2017 cutbacks before it could be filled.

The current Coordinator, Communications & Marketing position includes a very broad range of duties, and is absorbing significant portions of the eliminated positions. The ad campaigns that PR has run for which responses can be measured, including both digital and print ads, have shown a high rate of response (click-through to selected web pages), in some cases 40-50% above the industry average. However, due to lack of staff time, it is not possible to do frequent, in-depth analytics that would inform advertising strategy and implementation. A Marketing Assistant would free the Communications & Marketing Specialist to do much more in that area.

In 2016/17, Student Equity funds again supported two positions in the PR office: a Marketing Assistant (STNC) and a Student Equity Photographer (Professional Expert). With the elimination of the Marketing Assistant, additional duties are being given to the Senior Designer, who already has a very large workload. The Photographer position remains for the time being but may be terminated. The work of both Student Equity-funded positions has been extremely well-received and noticed.

With large projects such as Student Success, Student Equity and HSI, marketing support for the Foundation and the District related to the 100th Anniversary, and the implementation of Measure H bond funds with concomitant needs for communications to the community, demands on the PR department are expected to continue to increase, without enough staff hours to fulfill them.

A Marketing Assistant is needed for a wide variety of marketing tasks to support enrollment marketing, campuses and facilities, departments and programs throughout the District. This position will enable the Communications & Marketing Coordinator to analyze advertising and create much more effective campaigns, to improve office efficiency, and to collaborate more closely with Student Services, Academic Affairs and other departments to serve students and the District better.

If a full-time position is not possible, a 50% position would be an important contribution to PR's ability to support the District.

VIDEOGRAPHER

A media production technician (videographer) can significantly impact traffic on ads, web sites and social media – all essential for recruitment of new students. “Younger demographics are attracted to

online video more than any other medium...Millennials spend 50 percent more time watching online video than TV...eight out of ten millennials found video to be helpful when researching a product or service.” <http://arnoldstreet.com/visuals-target-millennials-content/> SRJC’s “service,” which is education, is perfect for video, with interesting subjects, beautiful images and powerful messages. A videographer is needed to shoot and edit them. We work with Media Services whenever possible. However, they cannot provide videographer services with frequency and quick turnaround that would allow us to significantly grow our video presence on social media.

A 2015 Pew Research report stated that “YouTube is most popular among younger adults, blacks and Hispanics...younger users – 82% of 18- to 29-year-olds used YouTube in 2014, compared with 34% of those 65 and older.” These are exactly the groups we are recruiting.

A 25% videographer will be a steady and regularly available resource to produce and edit videos that are short, impactful and help engage prospective and current students.

STUDENT WORKER

Student workers would accomplish a great many tasks in support of marketing and media relations, increasing productivity and efficiency. These tasks include writing, administrative, website, photography-related and other tasks. Public Relations does not currently have any funding for student workers.

ADMINISTRATIVE & EVENTS ASSISTANT (for 100th Anniversary, STNC, 5-10 hours/week, 2017/18;)

This position will support the 100th Anniversary Leadership Group, its four Workgroups, and the numerous events and activities. Planning is currently in process; events and activities will take place from January through December, 2018. The workload on the Public Relations department has steadily increased as planning proceeds.

PHOTOGRAPHER

Web sites are the primary marketing tool of the District. Social media and printed marketing materials are also essential. In recent years, the demand for photography has increased significantly. If Student Equity funding for the Photographer is eliminated (which may take place in 2017/18), the College will be unable to maintain the high level of marketing and outreach products that appeal to students. In today’s visual world, the demand for fresh images is crucial. For “the millennial audience, visual content is a direct highway to their heart. Not only is it more appealing, but also more effective – in fact, it is shown to be 60,000 times more effective than text. This includes photographs, professional images, videos, infographics, or memes.” <http://arnoldstreet.com/visuals-target-millennials-content/>

GRAPHIC PRODUCTION DESIGNER

The increased demands of promotion in every form, including web sites, social media and print products have resulted in serious capacity challenges for the Senior Graphic Designer. With staff cutbacks in PR, the Senior Designer must do additional photo research and editing. Large grants and projects (e.g. Student Success) and the 100th Anniversary require additional graphic design services. A 50% Graphic Production Designer would be able to handle more basic designs and revisions of more complex projects, enabling the Senior Designer to more effectively serve the numerous creative and branding requirements of the District.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
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0001	Santa Rosa	08	06	N/A	Marketing Assistant	Classified
0002	Santa Rosa	08	06	N/A	Student Worker	Student
0004	Santa Rosa	03	03	N/A	Administrative/Events Asst. (100th Anniversary)	STNC
0005	Santa Rosa	08	06	N/A	Photographer	Classified
0005	Santa Rosa	08	06	N/A	Videographer	Classified
0006	Santa Rosa	08	06	N/A	Graphic Production Designer	Classified

2.3a Current Contract Faculty Positions

Position	Description
N/A	

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
N/A	0.0000	0.0000	0.0000	0.0000	

2.3c Faculty Within Retirement Range

N/A

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

N/A

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
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2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

N/A

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
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2.5b Analysis of Existing Facilities

Existing facilities currently has a total of 6 workstations. They are all in use 60-100% time.

3.1 Develop Financial Resources

To be revised in 2018
2015/16 information

Public Relations works closely with the SRJC Foundation to support their initiatives to develop financial resources for a wide range of projects and departments, including the 100th Anniversary, alumnae events and department fundraising. The department also supports numerous additional fundraising events such as SRJC Wine Classic.

3.2 Serve our Diverse Communities

To be revised in 2018
2015/16 information

The Public Relations department is dedicated to to SRJC's culture, mission, and our diverse internal and external community. Our communications and marketing efforts are developed to support the Sonoma County Junior College District's learning community with sensitivity to the diverse demographics of our students, faculty, and staff who attend or work at the college.

The important work of the District's communications and marketing staff (AKA Public Relations) is informed by the college's commitment to excellence, inclusiveness and equity in all aspects of outreach and promotion, as demonstrated by the personal and professional commitments of our blended multicultural, multi-racial, multi-gender, multi-generational team.

Our department activities include managing many bilingual products such as ads (print, digital, radio), brochures, banners, and messages from the President in course schedules. We work closely with outreach staff to get their input and ensure that marketing messaging is responsive to our diverse communities.

In recruiting staff, we look for demonstrated sensitivity to the diversity of students and the broader community. Our current full-time and part-time staff of eight (four are FT permanent, 4 are STNC) include LGBT, Latino, African-American, male and female members.

We frequently discuss issues related to cultural competency and responsiveness. For example, in choosing photos for a course schedule or web image, we discuss the balance of various groups in representing the college. When we were able to hire a Student Equity-funded photographer this fall, we impressed upon him the importance of seeking such balance in taking photos.

3.3 Cultivate a Healthy Organization

To be revised in 2018
2015/16 information

Classified members of the team are encouraged to pursue staff development options of interest when available. In regular meetings, as well as annual evaluations, we discuss what options besides staff development would be helpful. The limiting factor is workload.

3.4 Safety and Emergency Preparedness

To be revised in 2018

2015/16 information

The Public Relations Department requires employees to review the Illness and Injury Prevention Program, 6.8.2P, annually.

In and outside of weekly staff meetings, employees are encouraged to bring safety issues to the attention of the Director and other staff members.

The Public Relations Department requires new employee safety training for any new employees.

The PR Director has extensive experience in emergency preparedness and response. In 2015, the department actively supported emergency responses including significant floods in December through social media and media relations. There was significant improvement in responsiveness from 2014 to 2015.

Building & Area Safety Coordinators are listed below.

Building Safety Coordinator (BSC): Tina Laws

Area Safety Coordinators (ASC): Tina Laws

Building: Foundation & Public Relations

Department: Public Relations

3.5 Establish a Culture of Sustainability

To be revised in 2018

2015/16 information

The Public Relations department supports the District's Sustainability Initiative by:

- digitally creating, distributing and archiving press releases, the Insider, photographs and other marketing and communications materials
- emailing PDF documents instead of printing paper copies whenever possible
- recycling the vast majority of discarded paper products

- minimizing water waste
 - walking to meetings rather than driving whenever possible
- Revise if you want; must be revised ni 2018

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

N/A

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
N/A																

4.2b Narrative (Optional)

N/A

5.0 Performance Measures

Public Relations achieves promotional and communication goals of the District through integrated communications that tell the SRJC story. Communications tools include media relations, social media, advertising, writing, editing, graphic design, photography and video. The District strives for consistency in messages, design and intention.

The table below provides a summary of major activities undertaken by Public Relations staff to support the above goals. Below the table, there is a broad summary of large and small projects and the types of products that can be created for any given project. For every campaign to reach prospective students, creative advertising, website and social media concepts need to be conceived, developed and produced.

2016/17 in Public Relations included important growth in some areas, some reduction in others. There also was a significant decrease in STNC staff at the end of Spring, 2017. Please see 2.1a Budget Needs, and 2.1b Budget Requests, for discussion of the implications.

PR Performance for 2015/16, 2016-17

PR Performance Measures	2015/16	2016/17	% Change
<i>Projects and products researched, written, edited and/or designed</i>			
Social Media Followers			
Facebook likes	11,201	13,263	18%
Twitter followers	2,391	3,021	26%
LinkedIn followers	28,600	32,662	14%
Instagram followers	1,100	2,076	89%
Lifetime video views (<i>more than 3 seconds</i>)	N/A	65,572	
TOTAL SOCIAL MEDIA FOLLOWERS	43,292	116,594	169%
Social Media Posts and Services			
Facebook posts	733	523	-29%
Facebook Live Broadcasts (new 2016-17)	N/A	3	0%
Facebook Videos produced, filmed, edited (new 2016-17)	N/A	37	0%
Facebook Ads produced, researched, placed, rebidding	N/A	23	0%
Twitter posts	1,005	651	-35%
LinkedIn posts	213	112	-47%
Instagram posts	314	382	22%

Messages to social media answered by PR staff	194	350	80%
Social media/web site stories	19	22	16%
TOTAL SOCIAL MEDIA POSTS & RESPONSES TO INQUIRIES	2,478	2,103	-15%

Web Site

Web site traffic (top 1000 pages)	6,300,000	11,000,000	75%
President's Blog (articles)	2	2	0%
Home Page Sliding photos and features	40	61	53%

Photography

Photo Shoots (not social media)	70	196	180%
Photos Taken (not social media)	15,550	25,107	61%
Photos Taken - social media	0	2,844	
Total Photos Taken	15,550	27,951	80%

Advertising

Newspaper insertions	183	124	-32%
Radio spots (paid)	1,418	1,251	-12%
TOTAL INSERTIONS/SPOTS	1,601	1,375	-14%
Digital ad impressions (paid)	1,751,800	1,568,645	-10%

Other Written

Messages written for Dr. Chong	22	22	0%
Employee of the Month profiles	11	11	0%
Press releases & public service announcements	79	102	29%
Insiders	19	19	0%
TOTAL WRITTEN/PRINTED	131	154	18%

Special Projects

Special Project: Partnership Resource Team (participant)		1	0%
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Emergency Response

District emergencies requiring response 3 2 -33%

N/A - quantities were not collected/available for that given year

SENIOR DESIGNER PROJECTS 2016/17

Examples of projects and products produced by Mike Garcia, Senior Designer. Tasks include creative work, art direction, graphic design, type design, photo editing, photo direction, production arts and print purchasing.

LARGE & ONGOING PROJECTS

100th Anniversary, Art Gallery, Bond (Measure H), Commencement events, Day Under the Oaks, Enrollment Campaigns (Fall, Spring, Summer), Insider, LumaFest, Foundation (5 major events), Summer Repertory Theatre, Theatre Arts

SMALLER PROJECTS

Chamber of Commerce, Circle of Honor, Covers (Catalog, Community Ed, Fact Book, Schedules), HEP, Holiday invites, Intercultural events (e.g. Black History Month), International Student Program, MESA, President's Office (e.g. Asian Pacific Americans in Higher Education Conference), Student Equity (Learning Communities), Student Success, Wine Program

PRODUCTS

The Senior Designer creates many of these products below for any large projects/departments, and one or more for smaller projects and events.

advertisements, banners (digital, print), digital displays, envelopes, flyers, handbills, images (logos, print, digital for web and social media), invitations, letters, maps, photo editing and selection, posters, programs (printed), promotional cards, signs, t-shirts.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	07	06	Provide leadership in marketing and public relations with effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals for 2016-17	1.1 Revise and implement annual college marketing and advertising plan 1.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes	2016-2017	1.1 Advertising plan was significantly revised, working closely with VPSS. Marketing plan to be revised in 17/18 based on Partnership Resource Team (PRT).

					<p>1.3 Effectively utilize web site and social media to support enrollment, as well as retention, goals</p> <p>1.4 Continue researching the best marketing and communications practices of community colleges</p>		<p>1.2 PR has collaborated intensively with VPSS and others in Student Services to create effective timelines and themes, and has collaborated with Academic Affairs to promote departments/classes to help enrollment.</p> <p>1.3 Website and social media were focused on top enrollment priorities and diversity.</p> <p>1.4 Using PRT guidance and reference to other community colleges to upgrade communications including brand guidelines.</p>
0002	ALL	04	06	Support 2030 Plan for Facilities with marketing and communications vision and collaboration	<p>2.1 Collaborate with Director of Capital Projects to create and implement marketing and communications plan</p> <p>2.2 Research best practices in implementation of such a plan at other community colleges</p>	2016-2017	<p>2.1 Collaborated with Director of Capital Projects to create and begin implementation marketing and communications plan.</p> <p>2.2 Researching best practices in implementation of such a plan at other community colleges.</p>
0003	ALL	01	06	Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>3.1. Continue to revise and implement an online marketing strategy, aligned with overall marketing and branding goals/efforts, in order to support increased enrollment, retention, success and completion</p> <p>3.2. Use original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support student persistence and student life</p> <p>3.3. Develop social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters, including Hispanic and underserved communities</p> <p>3.4. Use social media outlets to better reach and serve students and the community, by providing reliable customer service and answering questions through social media.</p>	2016-2017	<p>3.1 Continued implementing the online marketing strategy, aligned with overall marketing and branding goals/efforts, in order to support increased enrollment, success and completion. For social media marketing strategy, includes using both paid and unpaid approaches and incorporating new social media trends and tools.</p> <p>3.2 Increased the amount of original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support enrollment and completion goals via promoting student life and outreach/community activities.</p> <p>3.3 Continued to develop social media outlets used to market SRJC stories and news. Instagram, SRJC's newest outlet, grew 88%. The aim is to reach all potential students and supporters, with focus on Hispanic and underserved communities. Currently developing a Snapchat strategy to reach younger and prospective students.</p> <p>3.4 Continued using social media outlets to provide reliable customer service to students and the community, and direct their questions to appropriate departments.</p>

0004	ALL	07	06	Continue planning process for SRJC 100th Anniversary	<p>4.1 Continue leading the creation of infrastructure with 100th Anniversary Leadership Group and Workgroups</p> <p>4.2 Work with Leadership Group to inspire and motivate others inside and outside of SRJC to participate</p> <p>4.3 Guide the plan for activities, events and projects to result in over a year of celebration, inspiration and fundraising</p>	2016-17	<p>4.1 Infrastructure is in place. Nearly 70 volunteers are leading the 100th Anniversary in the Leadership Group and four Workgroups.</p> <p>4.2 Continued to work with Leadership Group to inspire, motivate and inform others inside and outside the SRJC community. Website, marketing materials and communications are underway.</p> <p>4.3 The PR Director is collaborating with others to lead the overall year of celebration, inspiration and fundraising, running from January through December, 2018.</p>
0005	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	<p>5.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>5.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>5.3 Strengthen relationships and partnerships throughout the college including all campuses, sites and programs, to identify compelling stories that will be of interest to the press and the community.</p>	2016-17	<p>5.1 Continued nurturing relationships with editors, producers, broadcasters and reporters in English and Spanish. Developed relationships with new Press Democrat education reporter and others.</p> <p>5.2 Successful pitches included 30-year-old wrestler/nursing student Kyle Westcott, prestigious Jack Kent Cooke scholarship winner Vanessa Nava, safe haven for undocumented and other vulnerable students, and coverage of Dr. Nancy Chinn's significant concussion research.</p> <p>5.3 Worked with all campuses, sites and programs to identify compelling stories.</p>
0006	ALL	08	06	Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	<p>6.1 Co-lead the Ad Hoc Web Site Workgroup to support updated content, photos and videos for the College's most important marketing instrument</p> <p>6.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>6.3 Develop plan for consistent and regular communication by President with all constituents</p> <p>6.4 Improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	2016-17	<p>6.1 Co-led the Ad Hoc Web Site Workgroup. Due to the group's success, the Web Site Workgroup now meets quarterly instead of monthly. PR staff developed and executed a content & photography strategy for the home page of the website, created news content for the PR, Stories, 100th Anniversary websites, consulted for new department and faculty websites. Responded to feedback (positive and negative) to ensure an effective website.</p> <p>6.2 Continued expanding social media platforms, analysis and effectiveness. Drove Facebook live streams for commencement and Celebrate CTE, collaborating with IT and Media Services. Social media was successful in building student engagement. Traffic increased on all platforms; overall followers increased 170%, thanks to video additions to</p>

						<p>social media. Developed and executed Facebook and Instagram ad campaigns promoting enrollment, events and faculty recruiting. Keeping social media advertising in the house allows us to minimize the cost and maximize the reach of our ads.</p> <p>6.3 The President's Letter will be instituted in Fall, 2017.</p> <p>6.4 PR department evaluating intake ticketing system and working on PR website redesign to improve efficiency.</p>
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6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
Santa Rosa	<p>In reviewing the 2016/17 data (see 5.0 Performance Measures), it is reasonable that the PR Department cannot keep up with the demands placed upon it. Despite the workload for current staff, the department has been successful in achieving the overall goal of high college visibility, while responding to rapid changes in the marketing and social media environment. In 2017/18, the department will continue pushing forward with innovative approaches when possible.</p> <p>In 2017/18, PR staff will continue to work closely with the VPs and departments such as Student Services and Academic Affairs to ensure that marketing efforts support both recruitment and retention/completion. They will collect data, from digital metrics to focus groups and surveys, to support decisions made by the department. They will continue to support effective, and cost-effective, implementation of social media, digital advertising, and other rapidly developing communications/marketing tools, while remaining open and interested in traditional tools that might be effective.</p> <p>The 100th Anniversary of the District is being co-chaired by the Director of Communications & Marketing. This large group of significant events is designed to start drawing community attention and involvement in Fall 2017, while the actual events run throughout 2018. For the past year, it has already increased the workload for the Director and Senior Designer. In 2017/18, that will increase for the entire department which, hopefully, will have the resources and organization to meet all the workload challenges.</p>

6.2b PRPP Editor Feedback - Optional

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	07	06	Provide leadership in marketing and public relations with effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals for 2016-17	<p>1.1 Revise and implement annual college marketing and advertising plan</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes</p> <p>1.3 Effectively utilize web site and social media to support enrollment, as well as retention, goals</p> <p>1.4 Continue researching the best marketing and communications practices of community colleges</p> <p>1.5 Support departments District-wide in their marketing needs</p>	2017-18	<p>1.1 Current staff, in collaboration VP Student Services and the new district Marketing Planning Workgroup (as suggested by the Partnership Resource Team) for creating the plan.</p> <p>1.2 Current staff</p> <p>1.3 Current staff plus student worker</p> <p>1.4 Current staff, in collaboration with the new district Marketing Planning Workgroup (as suggested by the Partnership Resource Team)</p> <p>1.5 Current staff plus Marketing Assistant</p>
0002	ALL	07	06	Continue planning and implementation for SRJC 100th Anniversary	<p>2.1 Continue leading the creation of infrastructure and planning with 100th Anniversary Leadership Group and Workgroups.</p> <p>2.2 Work with 100th Anniversary Leadership Group to inspire and motivate others inside and outside of SRJC to participate. The goal is to have broad and creative participation from current students, alumni, current staff, retirees, business, community groups, city and county agencies.</p> <p>2.3 Guide the plan for activities, events and projects to result in a year of celebration, inspiration and fundraising.</p>	2017-18 (plus Jan.-Dec., 2018)	Current staff plus Admin/Events Assistant, 100th Anniversary (STNC, part-time)
0003	ALL	01	06	Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>3.1. Continue to revise and implement an online marketing strategy, aligned with overall marketing goals/efforts, in order to support increased enrollment, retention, success and completion</p> <p>3.2. Use original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support student persistence and student life</p>	2017-18	<p>3.1 Current staff in collaboration with Student Services staff including Vice President</p> <p>3.2 Current staff plus student worker</p> <p>3.3 Current staff plus student worker</p>

					<p>3.3. Develop social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters, including Hispanic and underserved communities</p> <p>3.4. Use social media outlets to better reach and serve students and the community, by providing reliable customer service and answering questions through social media.</p>		3.4 Current staff
0004	ALL	04	06	Support 2030 Plan for Facilities with marketing and communications vision and collaboration	<p>4.1 Collaborate with Director of Capital Projects to create and implement marketing and communications plan</p> <p>4.2 Research best practices in implementation of such a plan at other community colleges</p>	2017-18	<p>4.1 Current staff; Bond funds will be used for contract writers.</p> <p>4.2 Current staff</p>
0005	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	<p>5.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>5.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>5.3 Strengthen relationships and partnerships throughout the college including all campuses, sites and programs, to identify compelling stories that will be of interest to the press and the community.</p>	2017-18	Current staff plus Marketing Assistant
0006	ALL	08	06	Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	<p>6.1 Co-lead the Ad Hoc Web Site Workgroup to support updated content, photos and videos for the College's most important marketing instrument</p> <p>6.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>6.3 Develop plan for consistent and regular communication by President with all constituents</p> <p>6.4 Improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	2017-18	Current staff plus Marketing Assistant