

# Santa Rosa Junior College

## Program Resource Planning Process

### *Public Relations 2018*

#### **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 SEMB 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, 8:00 a.m. to 5:00 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

### EXPENDITURES & NEEDS

In 2016-17, PR had total expenditures of \$ \$669,451, which were .45% of the District total. Total Classified payroll was \$179,933, which was .78% of the District total, and total Management payroll was \$114,804, which was 1.16% 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 Coordinator, Communications & Marketing	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	Provides 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.
PT Marketing Assistant	20.00	12.00	Assists in developing and implementing the District's marketing activities, and providing marketing support to promote enrollment, student retention and completion for international and American students.

## 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

We added a part time PR Marketing Assistant Position in the fall of 2017 (19 hours per week). This position will be increased to 20 hours per week in the fall of 2018.

In order to continue to meet the needs of the school (with the challenges of growing enrollment and supporting retention and completion, while maintaining the goals of Student Success, Student Equity, and other crucial programs and initiatives) PR seeks a modest increase in its staff, listed below in order of priority:

1. Student worker (25 hours/week, 45 weeks)
2. Photographer (8 hours/week, 45 weeks)
3. Videographer (8 hours/week, 45 weeks)

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

### 1. Student worker

It would take a small amount of funds to have a significant impact in this small department, freeing the Director and Coordinator from entry level administrative tasks such as photo database entry, tagging thousands of photos for efficient retrieval, transcribing interviews, doing photo searches. Public Relations does not have adequate funding for a student worker.

### 2. 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 high quality photography has increased significantly. Student Equity funding that has previously supported photography is more appropriately spent on other marketing that supports Student Equity goals.

High quality photography is imperative for the College to maintain the high level of marketing and outreach products that appeal to students. For “the millennial audience, visual content 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/>

### 3. Videographer

A media production technician (videographer) can significantly impact the success of our enrollment ads, web sites and social media – all essential for recruitment of new students. Video is growing in popularity among college websites because millennials (aged 18-34) “are attracted to online video more than any other medium.” <http://arnoldstreet.com/visuals-target-millennials-content/> A 2018 Pew Research reports that video-sharing site YouTube is now used regularly by 94% of 18- to 24-year-olds.

Pew Research also reports that 78% of Hispanic Americans, 65% of Americans with only high school education, and 74% of those with some college, use YouTube. These are exactly the groups we need to rebuild our enrollment.

SRJC is perfect for video, with interesting subjects, beautiful images and powerful messages. A videographer is needed to shoot and edit them. PR works 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.

If possible, PR would recruit one individual who can do both photography and video.

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	06	Photographer, Student Equity	Photographer, Professional Expert	Classified
0002	Santa Rosa	08	06	N/A	Student Worker	Student
0003	Santa Rosa	08	06	N/A	Videographer, Professional Expert	Classified

## 2.3a Current Contract Faculty Positions

Position	Description
N/A	



**2.3b Full-Time and Part-Time Ratios**

<b>Discipline</b>	<b>FTEF Reg</b>	<b>% Reg Load</b>	<b>FTEF Adj</b>	<b>% Adj Load</b>	<b>Description</b>
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
0000	ALL	00	00		

## **2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software**

The current system of photo and video storage and searching is inefficient, hard to use, and difficult to share. PR is unable to provide fast services to departments or outside agencies who request photo services or specific photo searches.

The best practice is to use a photo management systems known as a Digital Asset Management (DAM). Digital assets may include photos, videos, audio and graphic files. The DAM that PR has researched and wants to use is called Libris.

Features and benefits of Libris include easy set up, high speed uploading of digital assets, centralized digital assets for efficient use and searching (all departments), a secure high speed network. It is a flexible system that will enable effortless sharing of photos with faculty and staff, departments and the press. This will be a huge boost to SRJC social media, websites and digital promotions, which would be seen by prospective students of all ages, parents of younger students. Images could be shared with the press, community partners and others, with suitable permissions. Permissions would be granted by the PR department.

This DAM will enable staff (including student workers) in any department to search and find photos for the web and social media. It puts all the images in one place, PR will tag them, and make them easy to search. This will provide fantastic usability at an extremely reasonable price.

Professional: \$9,499 (annual subscription)

<https://libris.photoshelter.com/>

### 2.4c Instructional Equipment 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 and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	08	06	Libris Digital Asset Management System	1	\$9,499.00	\$9,499.00	Erin Bricker	Public Relations Department	

## 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. Four are in use 100% time; the other two are in part-time use.

## 3.1 Develop Financial Resources

Public Relations works closely with the VP of Student Services and many others to support maximum enrollment in all programs at all campuses and sites. This includes credit and non-credit classes, Adult Education, Community Education, Summer Repertory Theatre, etc.

PR also collaborates 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 2019  
2015/16 information

The Public Relations department is dedicated to to SRJC's culture, mission, and our diverse internal and external community. Communications and marketing efforts are developed 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.

PR staff members produce and manage many bilingual products such as ads (print, digital, radio), brochures, banners, and messages from the President in course schedules. They collaborate closely with the Outreach Director and others to get their input and ensure that messaging is responsive to our diverse communities.

In recruiting staff, the PR Director looks for demonstrated sensitivity to the diversity of students and the broader community. In 2016/17, and 2017/18, current full-time and part-time staff have included lesbian, gay, bisexual and transgender, Latinx, African-American, male and female members.

PR staff frequently discuss issues related to cultural competency and responsiveness. For example, in choosing photos for a course schedule or web image, they discuss the balance of various groups in representing the college. When they were able to hire a Student Equity-funded photographer in 2016, they impressed upon him the importance of seeking such balance in taking photos.

### **3.3 Cultivate a Healthy Organization**

Classified members of the PR team are encouraged to pursue staff development options of interest when available. In regular meetings, as well as annual evaluations, the Director discusses what options besides staff development would be helpful. Workload is the primary limiting factor.

### **3.4 Safety and Emergency Preparedness**

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. The Director recruited 20 people to help the communications response to the October 2017 fires, resulting in very positive response from students and staff. There has been significant improvement in responsiveness from 2016 to 2018.

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**

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 and links to documents instead of printing paper copies whenever possible
- recycling discarded paper products
- minimizing water waste
- staff members walk to meetings rather than driving whenever possible
- one staff member car pools to and from work.

### **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

**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

The goal of the Public Relations department is to achieve 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.

For the PR department, 2017/18 included important growth in some areas (Website traffic and Facebook Videos), with reduction in others. Reductions were a direct result of reduced budget and staffing.

### **PR Performance Measures**      **2016/17**    **2017/18**    **% Change** *Projects and products researched, written, edited and/or designed:*

#### **Social Media Followers**

Facebook likes	13,263	15,025	13%
Twitter followers	3,021	3,653	21%
LinkedIn followers	32,662	36,130	11%
Instagram followers	2,076	2,809	35%
Lifetime video views ( <i>more than 3 seconds</i> )	65,572	77,498	18%
<b>TOTAL SOCIAL MEDIA FOLLOWERS</b>	<b>116,594</b>	<b>57,617</b>	<b>-51%</b>

#### **Social Media Posts and Services**

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Facebook posts	523	364	-30%
Facebook Live Broadcasts (new 2016-17)	3	7	133%

Facebook Videos produced, filmed, edited (new 2016-17)	37	45	22%
Facebook Ads produced, researched, placed, rebidding	23	27	17%
Twitter posts	651	507	-22%
LinkedIn posts	112	52	-54%
Instagram posts	382	219	-43%
Messages to social media answered by PR staff	350	221	-37%
Social media/web site stories	22	12	-45%
TOTAL SOCIAL MEDIA POSTS & RESPONSES TO INQUIRIES	2,103	1,454	-31%

### Web Site

Web site traffic (top 1000 pages)	11,000,000	13,910,000	26%
Home Page Sliding photos and features	61	54	-11%

### Photography

Photo Shoots	196	182	-7%
Photos Taken	25,107	22,362	-11%
Photos Taken - social media	2,844	3,250	14%
Total Photos Taken	27,951	25,612	-8%

### Advertising (paid)

Newspaper insertions	124	85	-31%
Radio spots	1,251	9	-99%
Digital ad campaigns (Facebook)	0	21	
TOTAL INSERTIONS/SPOTS	1,375	104	-92%

### Other Written

Messages written for Dr. Chong	22	36	64%
Employee of the Month profiles	11	11	0%
Press releases & public service announcements	102	120	18%
Insiders	19	10	-47%
TOTAL WRITTEN/PRINTED	154		-100%

**Emergency Response**

District emergencies requiring response	2	2	0%
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**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:** 100<sup>th</sup> 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 products (depending on department or event parameters), including 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	<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 Public Relations staff, in collaboration VP Student Services and Outreach Director, created a new marketing/advertising plan for each semester.</p> <p>1.2 PR staff collaborated especially closely with Student Services, as well as with Academic Affairs staff, to create effective timelines and themes.</p> <p>1.3 Staff continued to focus on enrollment and retention goals on the website and social media, and welcomed input throughout the year.</p> <p>1.4 Staff researched community college best practices through CCPRO (professional association).</p> <p>1.5 Staff continued to support marketing needs of departments District-wide.</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
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)	<p>2.1 PR Director continued to lead infrastructure and planning of the 100th Anniversary Leadership Group (ALG) and Workgroups.</p> <p>2.2 Worked with 100th ALG to inspire internal and external community. There was excellent participation from current students, alumni, current staff, retirees, business, community groups, city and county agencies. A small number of faculty chose to boycott some 100th anniversary activities. There was an active website, updated frequently, press releases were sent out quarterly, and collaboration with the City of Santa Rosa and others outside the college.</p> <p>2.3 From the opening kick-off in January through the 100th Anniversary Celebration Dinner, six months of celebration, inspiration and fundraising included numerous events, projects and visible evidence of the 100th Anniversary. More events and activities are planned for the summer and fall, 2018. There was excellent media coverage of the 100th anniversary activities to date.</p>



Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
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> <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>	2017-18	<p>3.1 Online marketing strategy was successful in gaining student interest (based on response to digital ads and posts), with creative postings designed to appeal to and reflect a diverse audience of potential, current and past students.</p> <p>3.2 Staff created a great deal of original and paid content, including thousands of photos and creative, dynamic use of new videos on the website and in social media posts, to support student persistence and student life.</p> <p>3.3 Continued active development of social media (Facebook, Twitter, Instagram, LinkedIn, SnapChat) to reach potential students and supporters, including Hispanic and underserved communities.</p> <p>3.4 Successfully used social media outlets to reach and serve students and the community, providing reliable customer service and answering questions through social media over well over 40 hours per week. This was especially important during the October fires.</p>
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 Supported Director of Capital Projects and staff to create a marketing and communications plan.</p> <p>4.2 Researched community college plans for bond communications. Most had minimal or no post-bond plans. Unable to ascertain best practices in this area.</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
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	<p>5.1 Continued nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>5.2 Developed and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>5.3 Strengthened relationships and partnerships throughout the college including all campuses, sites and programs, to identify compelling stories that were of interest to the press and the community.</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>	2017-18	<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 Continued expanding social media platforms, analysis and effectiveness</p> <p>6.3 The President's Communications Plan for consistent and regular communication by President with all constituents was overly ambitious and was scaled back.</p> <p>6.4 Improved efficiency in PR office to enable department to better serve the District, college departments and initiatives</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 2018-19	<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>	2018-19	<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 additional hours from Marketing Assistant and second student worker</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0002	ALL	07	06	Continue planning and implementation for SRJC 100th Anniversary	<p>2.1 Continue leading the 100th Anniversary Leadership Group and Workgroups to implement final events/activities.</p> <p>2.2 Continue working 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>	August-December, 2018	Current staff for marketing/communications support; former Director of Communications & Marketing (volunteer) for leadership

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
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> <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>	2018-19	<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>3.4 Current staff</p>
0004	ALL	04	06	Support 2030 Plan for Facilities with marketing and communications vision and collaboration	4.1 Collaborate with Director of Capital Projects to update and implement marketing and communications plan	2018-19	4.1 Current staff; Bond funds may be used for contract writers.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
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>	2018-19	Current staff
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 Update 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>	2018-19	Current staff



