

# Santa Rosa Junior College

## Program Resource Planning Process

### *Public Relations 2022*

#### **1.1a Mission**

##### 1.1a

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**

##### 1.1b

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

1. We focus on student learning by preparing students for transfer; by providing responsive career and technical education; and by improving students' foundational skills.
- 2.
3. We provide a comprehensive range of student development programs and services that support student success and enrich student lives.
- 4.
5. We support the economic vitality, social equity and environmental stewardship of our region.
- 6.
7. We promote personal and professional growth and cultivate joy at work and in lifelong learning.
- 8.
9. We foster critical and reflective civic engagement and thoughtful participation in diverse local and global communities.
- 10.

11. We regularly assess, self-reflect, adapt, and continuously improve.

12.

SRJC's goals are:

- Support Student Success
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- Foster learning and academic excellence
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- Serve our diverse communities
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- Improve facilities and technology
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- Establish a strong culture of sustainability
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- Cultivate a healthy organization
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- Develop financial resources
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- Improve institutional effectiveness
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Public Relations (PR) aligns with the District's mission and goals by accomplishing the following:

1. 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.
- 2.
3. 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.
- 4.
5. 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.

- 6.
7. Ensures that college communication channels meet high standards through regular review of communication products created by PR and other departments.
- 8.
9. Models professional communication skills and advises others (including the President and members of the Board of Trustees, and all other departments) on communications issues.
- 10.
11. 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.
- 12.
13. 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.
- 14.
15. 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 across the district 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 SEMP 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.
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- 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.
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- 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.
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- External communications through news releases, story and article development to print and broadcast media outlets and social media.
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- Internal communications through posting important messages to DL.STAFF.ALL, writing "Employee of the Month" summaries, taking and sharing photos, and supporting the Calendar of Events online.
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- Professional graphic design services from creative development through final publication or broadcast (print, digital, audio).
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- Professional writing and editorial services
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- Regular reporting of stories including SRJC
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- 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.
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- Manage professional photo shoots, select professional photographers, organize photo shoots across college sites to provide photos (print and digital) and expand digital photo archives
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- Coordinate major college open house events, such as Day Under the Oaks and Lumafest
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- 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.
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- Research and write talking points for college President and Board members for a variety of audiences.
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- Work closely with the President to write, publish and edit messages from the President for catalogs, schedules, bulletins and website.
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- 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**

1.1d

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**

1.2

Communications continues to change rapidly as the use of the Internet, smartphones, notebooks, tablets, and other technology becomes increasingly commonplace. The college’s PR services need to shift continuously to reflect the change in how the public receives information and advertising. Today's

communications are user centric. Colleges that fail to understand and respond to these dramatic changes risk losing students, faculty, and public support.

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

## **2.1a Budget Needs**

### 2.1a

In 2021/22, PR had a total expenditure of \$789,369, which was 0.37% of the total district total budget (down from 0.51% in 2019/20)

The total Classified payroll was \$268,081.80, which was 0.12% of the district total budget.

The total Management payroll was \$138,737, which was 0.06% of the district total budget.

The total "Other Services" budget (5000's – which covers all district marketing and public relations expenditures) was \$186,087, which is 24% of the overall PR Budget, and 0.09% of the total district budget.

Public Relations staff members support the entire District, all locations, programs, and events.

### **Needs/Requests:**

To stabilize the historically inconsistently funded marketing budget, Public Relations is requesting a 5% annual increase to the 5000 budget code starting in 2022/23. This augmentation will allow for multi-year strategic marketing planning and will accommodate annual cost increases for media buys.

The PR department is also in need of permanent videography and photography support and requests staffing to address this need.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	07	07	\$9,000.00	<p>Ongoing annual marketing budget augmentation of 5%. (approximately \$9000)</p> <p>This will provide stability, allow for multi-year strategic marketing planning, and more effective enrollment campaigns - which, in return, will provide increased enrollment and retention.</p>

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Coordinator, Communications & Marketing	40.00	12.00	<p>Provides overall coordination of unit operations. Complex campaign development and media buying throughout the year, key participant in creative advertising campaign development. Analyzes and revises ad campaigns based on results and feedback. Develops and maintains websites. Handles research, budgeting, accounting, requisitions, and invoices. Supervises student employees and STNCs. Provides support for public communications during emergencies.</p>
FT Senior Designer	40.00	12.00	<p>Provides strategic planning and creative development, design, production 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 design and production scheduling of hundreds of diverse products annually for units across the District.</p>
FT Coordinator, Marketing & Social Media	40.00	12.00	<p>Provides in-depth strategy, analysis, creative development and implementation of social media and marketing to support the District and all its departments. Collaborates with IT and Media Services to create impactful social media and websites. Creates and analyzes social media advertising. Creates marketing products, as needed. Provides major support for public communications during emergencies.</p>

## 2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Director, Strategic Director, Strategic Communi	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. Collaborates with the Superintendent/President, Vice Presidents and department leadership to accomplish SRJC mission, goals and objectives. Provides major support for public communications during emergencies. es.

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Professional Experts, Photographer (Primary)	25.00	12.00	Takes professional photos of events, classes, students, faculty, staff, and alums to be used in the promotion of college goals, including enrollment growth and student retention / completion / success. Photos are used college-wide by departments for websites and various promotions, and by PR for enrollment advertising, social media, and media relations.
Professional Experts, Photographers (Additional)	7.00	12.00	Takes professional photos of events, classes, students, faculty, staff, and alums to be used in the promotion of college goals, including enrollment growth and student retention / completion / success. Photos are used college-wide by departments for websites and various promotions, and by PR for enrollment advertising, social media, and media relations.  Hours vary from 7-20 hours per week depending on semester.
STNC Marketing Coordinator	25.00	12.00	Manages the PR department photobank; organizes photoshoots by coordinating between photographer and college representatives / faculty; provides additional administrative support to the office including writing transcriptions, organizing logistics and other work as assigned.
Student Marketing Assistant	25.00	12.00	Assists with tracking of news coverage on SRJC and compiling monthly emails, writing drafts of press releases, and working on other projects as assigned.

## 2.2d Adequacy and Effectiveness of Staffing



We added a part time PR Marketing Assistant position in fall 2017, but the position was vacated and then cut as part of budget reductions.

Since the fall of 2018, PR has endeavored to provide additional support to various areas of the college, including Petaluma, Financial Aid, Career Education, Distance Education, Music, Dance, Theatre, Student Services, and many more. To facilitate this additional work and 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 needs additional permanent support to fulfill the duties of this office.

To fulfill the needs of the District and the unit, while modernizing the college's communications needs, PR seeks a permanent Photographer/Videographer position, to be filled by an individual who can schedule photo/video shoots, capture content, and organize it within the PR department's shared filing system. The result will be more strategic and successful enrollment advertising (in both digital and traditional media), maintenance and greater consistency of strong imagery, better promotional support for programs throughout the district, and better output for current PR staff.

### **Photographer/Videographer**

Websites are the primary marketing tool of the district. Social media and printed marketing materials are also essential. Videos have become more important every year as well. The demand for high-quality photography and videography has increased significantly over the years. High-quality photography and videography are imperative for SRJC to maintain the high-level of marketing and outreach products that appeal to students and the public. 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/>

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0002	Santa Rosa	08	06	Photographer/Videographer	Photographer	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**

### 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
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### 2.4f Instructional/Non-Instructional Software 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 7 workstations. Four are in use 100% time; the other three are in part-time use. Offices have been consolidated into Bailey Hall, allowing the department better access and ease of communication.

## 3.1 Develop Financial Resources

### 3.1

Public Relations works closely with all departments at the college to support maximum enrollment and participation in all programs at all campuses and sites. This includes credit and non-credit classes, Career Education, Financial Aid, Distance Education, Adult Education, Community Education, Summer Repertory Theatre, Theatre Arts, Music, Older Adults, the Veterans Center, the Welcome & Connect Center, the Sawubona Center for Black Student Success, the Intercultural Center, Student Life & Engagement and more.

In working with these various areas of the college, PR collaborates with area leadership to leverage categorical funding to support individual campaigns, thereby maximizing general fund dollars for general enrollment campaign efforts.



### **3.2 Serve our Diverse Communities**

The Public Relations department is dedicated 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 is informed by the college's commitment to excellence, inclusivity, 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. Staff always relies on current demographic information to ensure that communication efforts are tailored to the current populations of our college and Sonoma County community as a whole.

In recruiting staff, the PR Director looks for demonstrated sensitivity to the diversity of students and the broader community.

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.

### **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 and funding are the primary limiting factors.

### **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 has also recruited backup PIOs to provide support in case of an emergency, including Sarah Laggos, Kerry Loewen, Breanne Beseda and Kim Starke.

### **3.5 Establish a Culture of Sustainability**

3.5

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

- digitally creating, distributing, and archiving press releases, photography, 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

#### **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

### 5.0

The goal of the Public Relations department is to actualize the promotional and communication goals of the district through integrated communications that tell the SRJC story. Communication tools include press releases, letters, social media, advertising, graphic design, photography, and videography. The district strives for consistency in language and design.

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 development, and social media concepts need to be conceived, developed, and produced.

For the PR department, 2021/22 included important growth in some areas (digital radio impressions and social media followers), with reduction in others (photoshoots, homepage traffic, Facebook Live Broadcasts, etc). Reductions were a direct result of the Covid environment.

<b>PR Projects</b>	<b>2018/19</b>	<b>2021/22</b>	<b>% Change</b>
<b>Social Media</b>			
Facebook followers	16,672	19,622	18%
Twitter followers	3,883	4,460	15%
LinkedIn followers	38,241	44,188	16%
Instagram followers	4,031	6,339	57%
Facebook posts	399	346	-13%
Facebook Impressions (organic posts) *NEW		3,510,000	
Facebook Live Broadcasts	4	2	-50%
Facebook Videos (produced, filmed, edited)	48	88	83%
Lifetime video views (more than 3 seconds)	43,242	32,259	-25%
What's New at SRJC - President's Video Newsletter *NEW		10	

Twitter posts	344	148	-57%
Linkedin posts	67	90	34%
Instagram posts	242	230	-5%
Instagram Impressions (organic posts) *NEW		295,000	
Social media/web site stories	9	5	-44%
Social media messages answered by PR staff ( <i>fewer messages since implementing the SRJC app</i> )	251	116	-54%

### Web Site

Home Page Sliding photos and features ( <i>Covid - fewer photoshoots and students in person</i> )	64	38	-41%
Homepage traffic ("Visits")	1,882,032	1,635,484	-13%
Homepage traffic ("Unique Visitors")	794,050	608,029	-23%

### Photography

Photo Shoots ( <i>Covid - fewer photoshoots and students in person. This will need to drastically increase in 2022/23 in order to refill photo banks and address current need.</i> )	203	109	-46%
Photos Taken	22,362	19,176	-14%

### Advertising (paid)

Newspaper insertions	36	39	8%
Broadcast Radio Spots	830	1100	33%
Digital Radio Spots	1	34	3300%
Digital Radio Impressions	283,912	596,031	110%
Facebook and Instagram Campaigns	23	11	-52%
Facebook and Instagram Ads ( <i>multiple ads per campaign</i> )	31	16	-48%
Facebook and Instagram Ads Impressions	1,259,964	1,929,628	53%
Google Ad Campaigns	5	50	0%
Google Ads Impressions	4,444,707	4,564,037	3%

### Other Written

Messages written for Dr. Chong	47	51	9%
Employee of the Month	10	11	10%
Press releases & public service announcements	104	44	-58%
<b>Emergency Response</b>			
District emergencies requiring response	7	6	-14%

### **Social Media Analytics 2021/22**

We have introduced a new metric, Impressions, offered by Facebook and Instagram – with the corresponding ad systems and by Google Ads. This is relevant to see the number of times our content is shown to the community via social media or digital advertising.

Impressions are defined as the number of times an organic (unpaid) social media post or paid advertising was viewed on a user's Facebook or Instagram timeline or in Google's advertising network. Organic post impressions are reported separately from paid advertising.

PR has started a monthly video newsletter for the President's Office, named What's New at SRJC, with a length that varies between 6-15 minutes monthly. The video newsletter is produced by PR and edited by Media Services. All the filming, editing, and production are done in-house. Collectively, the project sums about 30-40 hours of work monthly, split between all the participants and starting from concept, emails, filming, several rounds of editing, uploading the video, sending the final product. This video is distributed via email, then portions are reused on social media for wider distribution.

For the past two years, all social media outlets are already exclusively using video or are showing videos at the highest rate. The social media consumer trends show short videos being the best reaching posts. Photo and text posts are being rapidly phased out. Having a videographer and editor on staff has become mandatory for all marketing and communication teams.

### **Senior Designer Projects 2021/22**

Examples of projects and products produced by Jesse Hilsenrad, Senior Designer. Tasks include creative work, art direction, graphic design, type design, and production arts.

**LARGE & ONGOING PROJECTS:** Enrollment and other campaigns, Fast-Facts for Future Students, Theatre Postcard, Theatre Arts Street Banner, ISP Fast Facts, SRT Season Brochure and Logo Development, Foundation Annual Report, Women's History Month poster and branding, Fire & EMC Trifolds, Design Standards Booklet and Design Standards Implementation, Commencement Program, Shone Farm 50th Anniversary Pamphlet.

**SMALLER PROJECTS:** Financial Aid Postcard, Free Transit Rack Card, SRJC Covid Building Entry Checklist, Sawubona Logo and Poster, Summer Jazz Dance Poster, Dance Auditions Poster, Petaluma Chamber Directory Ad, Shone Postcard, Fall Virtual Job Fest collateral, Music calendar, Music Postcard, Covid Proper Mask Sign, Spring Back into Action Flyer, EH&S Emergency Guide, SWC Flyer, CubCard Rack Card, Financial Aid Flyer, Winter Dance Gala Poster and Postcard, Student Film Festival Poster, Black History Month Poster and branding, SRT Recruit Poster, Shone Farm Product labels, Fashion Studies Posters and branding, World Language Fair Posters and branding, CalFresh Postcard, Logos for various entities, including Capital Projects, Information Technology, Digital Audio, LGBTQ PAC, Older Adults, Bookstore, Strong Workforce, Sawubona, Avanzando, EOPS, Lanzamiento.

**PRODUCTS:** The Senior Designer creates many products (depending on department or event parameters), including advertisements, social media, 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 an expansion of effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals.	<p>1.1 Update college marketing and advertising plan to cover multiple years and integrated, targeted campaigns that work synergistically with annual enrollment campaigns, as developed by the enrollment management workgroup.</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to strategically target classes and programs/services that will help meet enrollment goals</p> <p>1.3 Effectively utilize website and social media to support enrollment and 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>	2021/22	<p>1.1 Implemented and use ongoing.</p> <p>1.2 Implemented and use ongoing.</p> <p>1.3 Implemented and use ongoing.</p> <p>1.4 Implemented and use ongoing.</p> <p>1.5 Implemented and use ongoing.</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0002	ALL	01	06	Continue the growth of communication with students, parents, and community through successful web, digital and social media programs	<p>2.1. Utilize an annual online marketing strategy, aligned with overall marketing goals/efforts to support increased enrollment following the pandemic, retention, success and completion, the new funding formula</p> <p>2.2. 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>2.3. Use social media outlets to market SRJC stories and news to reach all potential students and supporters, including Latinx and underserved communities</p> <p>2.4. 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> <p>2.5 Develop new communication strategies to connect with the college and local community while many operations and classes are remote.</p>	2021/22	<p>2.1 Using annual marketing plan and adjusted strategy based on differing student needs and modes of communication following the pandemic. Worked with consultants to develop messaging with student input.</p> <p>2.2 Ongoing.</p> <p>2.3 Ongoing. SRJC's social media presence is thriving, with more followers and engagements than ever before.</p> <p>2.4 Customer support through social media has been invaluable, particularly during emergencies, times of change and throughout the pandemic.</p> <p>2.5 Adjusted communications to better meet the needs of a primarily remote audience. Shifted towards more video production, including monthly district wide video email updates from the president.</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0004	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	<p>3.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>3.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>3.3 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>	2021/22	<p>3.1 Fostered strong connections with the Press Democrat and other local media outlets, including KPIX in SF, resulting in wider and more thorough coverage.</p> <p>3.2 Grew intentional media pitches, resulting in more coverage of “interest” pieces and positive SRJC community and student stories.</p> <p>3.3 Fostered relationships throughout the college and other departments in order to encourage the sharing of positive stories and news. This has resulted in many more press releases, student success stories and social media features.</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0005	ALL	08	06	Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness.	<p>4.1 Continue to lead the Website Workgroup during and following the pandemic to organize the SRJC webpage in a manner that supports effective communication of information and ease of enrollment. Continue to collaborate with Guided Pathways effort to incorporate student-centered journey.</p> <p>4.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>4.3 Maintain consistent and regular communication by President with all constituents</p> <p>4.4 Continue to improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	2021/22	<p>4.1 Continuing to lead the Website Workgroup and participate in the Guided Pathways Web Group, which is working with iFactory to develop the “student journey” section of the website and incorporate into the homepage. That section is scheduled for completion June 2023.</p> <p>4.2 Social media coordinator remains up-to-date on current and new platforms, making regular recommendations for expansion as appropriate.</p> <p>Communications and marketing coordinator provides analytics on all campaigns, which the department evaluates and uses to inform future campaign efforts.</p> <p>4.3 Director serves as member of the President’s Cabinet and manages the communications strategy and implementation for the district in collaboration with the president and VPs.</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 an expansion of effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals	<p>1.1 Support enrollment goals as set by the Enrollment Management Workgroup by developing enrollment campaigns that address the goals as set forth.</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to strategically target classes and programs/services that will help meet enrollment goals</p> <p>1.3 Effectively utilize website 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, including through recurring campaigns</p> <p>1.6 Develop “Welcome Back” campaign in fall 2022 as SRJC returns to more in-person classes</p>	2022/23	<p>1.1 Current staff, in collaboration with outside consultant to engage in market research supporting planning efforts.</p> <p>1.2 Current staff</p> <p>1.3 Current staff plus student worker</p> <p>1.4 Current staff</p> <p>1.5 Current staff plus administrative assistant</p>



Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0002	ALL	01	06	Continued growth and evolution of communication with students, parents, and community through successful web, digital and social media programs	<p>2.1. Utilize an annual online marketing strategy, aligned with overall marketing goals/efforts, in order to support enrollment, retention, success and completion and the new funding formula</p> <p>2.2. 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>2.3. 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 Latinx and underserved communities</p> <p>2.4. 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>	2022/23	<p>2.1 Current staff in collaboration enrollment management workgroup</p> <p>2.2 Current staff plus new photographer/videographer</p> <p>2.3 Current staff plus new photographer/videographer</p> <p>2.4 Current staff</p>

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0004	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	<p>3.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>3.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>3.3 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>	2022/23	Current staff
0005	ALL	08	06	Support the successful implementation of the new SRJC Strategic Plan through improving institutional effectiveness	<p>4.1 Continue to lead the Website Workgroup and continue to collaborate with Guided Pathways effort to incorporate student-centered journey. Develop plan for the next website redesign.</p> <p>4.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>4.3 Maintain consistent and regular communication by President with all constituents</p> <p>4.4 Continue to improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	2022/23	<p>4.1 Current staff plus web design consultant</p> <p>4.2 Current staff plus collaboration with the Office of Institutional Research</p> <p>4.3 Current staff</p> <p>4.4 Current staff</p>

