

Santa Rosa Junior College

Program Resource Planning Process

Public Relations 2023

1.1a Mission

1.1a

The Office of Marketing & Communication's mission is to promote the advantages, benefits, offerings, and services of SRJC as the region's finest educational asset through strategic, integrated marketing and communications 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
-
- Develop financial resources
-
- Improve institutional effectiveness
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Marketing & Communications (MarCom) aligns with the District's mission and goals by accomplishing the following:

1. Provide 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, enhancing retention and completion.
- 2.
3. Create and disseminate online, print, videos, 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. These products invite student engagement in an educational environment conducive to learning, emphasizing faculty and staff committed to academic excellence, student success, and equity.
4. Design products for new and returning students with messages of inclusion, equity, affordability, and open access. MarCom uses an integrated approach intended for multiple audiences, including underserved populations.

5. Ensure that college communication channels meet high standards through regular review of communication products created by MarCom and other departments.
- 6.
7. Model professional communication skills and advises others (including the President and members of the Board of Trustees, and all other departments) on communications issues.
- 8.
9. 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.
- 10.
11. Regularly assesses MarCom 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 the Office of Marketing & Communications (MarCom) services and activities is District-wide. It includes communicating to both internal and external audiences through key strategies and services, including marketing, advertising, social media, media relations, graphic design, writing, editing, major event coordination, public information, website development, community relations, and publication development.

MarCom collaborates closely with the President, Vice Presidents, and the SRJC Foundation, top leadership in all departments, and staff members across the district to develop messages that reflect the college vision, mission, values, goals and activities. MarCom frequently interfaces with numerous college departments and programs to develop online, print, and broadcast campaigns and products.

MarCom is in charge of the graphic standards (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 marketing & communications functions for quality control and consistent messaging, while supporting individual departmental initiatives. This approach is required by the large size of the College and the small MarCom staff.

MarCom staff members undertake varied communication methods, services, and activities. In addition to the items below, it is MarCom's job to look at the "big picture," analyzing what's 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.

These include:

- 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, CE, online, international, and lifelong learner students. Analyze ads for effectiveness and modify based on available metrics.
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- Create, develop, and manage all promotional support and asset development for all departments to support outreach, engagement, events, and retention efforts.
- Collaborate with IT to provide leadership of website 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, Instagram, YouTube, and Hulu to increase student engagement and support enrollment growth through outreach to the greater community.
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- Manage external communications through news releases, story, and article development to print and broadcast media outlets and social media.
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- Manage internal communications through posting important messages by email, writing "Employee of the Month" summaries, taking and sharing photos, and supporting the online Calendar of Events.
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- Provide professional graphic design services for all college departments, from creative development through final publication (print, digital, audio).
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- Provide professional writing and editorial services
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- Consolidate and provide reporting of news that includes 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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- Provide communications, graphic design, and photography support for the the President, Board of Trustees and the SRJC Foundation with major events like the President’s Address, commencement, dedications and recognition events.
- Provide a variety of support and coordination of major college events and open houses
- 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 website.

1.1d Hours of Office Operation and Service by Location

1.1d

Classified staff are scheduled 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 MarCom 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 graphics for public information, marketing, and advertising purposes
3. Use of a unified, integrated design standards across all SRJC websites
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 MarCom staff, college staff, faculty, and administration

2.1a Budget Needs

2.1a

2021/22 MarCom Budget/Expenditures:

MarCom had a total adopted budget of \$789,376, which was 0.47% of the total District expenditures.

Classified Payroll was \$268,082, which was 0.96% of the total District expenditures for Classified Payroll.

Management payroll was \$137,184, which was 1% of the District total budget for Management Payroll.

The Services Budget (5000's – which covers all district marketing and public relations expenditures) was \$121,320, which was a 16% decrease from 2020/21 when the Services budget was \$144,820.00

MarCom staff members support the entire District: all locations, programs, events, marketing, and communications.

Needs/Requests:

The MarCom budget has a history of being inconsistently funded. MarCom requests a continued commitment to a 5% annual increase to the 5000 budget code. This augmentation will continue to allow for multi-year strategic marketing planning and will accommodate annual cost increases for media buys.

The MarCom is in need of permanent photographer/videographer in a classified position (full time or part time) to support the requirements of the department and the needs of the District.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	00	04	\$40,000.00	Annual cost for an email & text marketing system (to replace Regroup & enhance communications to past and current students)
0001	ALL	00	03	\$9,000.00	Ongoing annual marketing budget augmentation of 5% (approximately \$9,000). This will stabilize the budget, allowing for multi-year strategic planning and more effective enrollment campaigns, with the goal of increased enrollment and retention.
0001	ALL	02	03	\$25,000.00	Annual cost for a DAM - digital asset management system. This system would be open to users across the college to review and select photos for their own use, as well as streamline and improve the services MarCom provides. This would also significantly free up the Coordinator's time to work on additional projects focused on enrollment marketing and strategies.

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 campaign development and media buying throughout the year, key participant in creative advertising campaign development. Analyzes and revises campaigns based on results and feedback. Develops and maintains websites. Handles research, budgeting, accounting, requisitions, and invoices. Supervises student employees and STNCs. Provides communication support during emergencies.
FT Senior Designer	40.00	12.00	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.
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 its departments. Collaborates with IT and Media Services to create impactful social media, video, and district homepage. Creates and analyzes social media advertising. Creates 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, Strategic Communications, Government	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.

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 MarCom 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 MarCom 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	Provides support for video campaigns, provides additional administrative support to the office including writing transcriptions, organizing logistics and other work as assigned.

2.2d Adequacy and Effectiveness of Staffing

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

Since the fall of 2018, MarCom 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), MarCom needs additional permanent support to fulfill the duties of this office.

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/>

To fulfill the needs of the District and the unit, while modernizing the college’s communications needs, MarCom 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 MarCom 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 MarCom staff.

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

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
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

MarCom has six workstations in Bailey Hall. Four are in use 100% time; the other two are in part-time use.

Maintaining location in Bailey Hall allows MarCom better access and ease of communication.

3.1 Academic Quality

3.1

MarCom 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, MarCom collaborates with area leadership to leverage categorical funding to support individual campaigns, thereby maximizing general fund dollars for general enrollment campaign efforts.

3.2 Student Success and Support

The MarCom 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.

MarCom staff members produce and manage many bilingual products such as ads (print, digital, broadcast radio, digital radio, and video), brochures, banners, and messages from the president. 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 MarCom Director looks for demonstrated sensitivity to the diversity of students and the broader community.

the MarCom 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 Responsiveness to Our Community

Classified members of the MarCom 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 Campus Climate and Culture

The MarCom 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 MarCom department requires safety trainings for new employees.

The MarCom 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 Jeremy Smotherman and Kim Starke.

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

5.0

The goal of the MarCom department is to promote the goals of the district through integrated marketing and communications that tell the SRJC story and offerings.

Platforms include press releases, letters, social media, advertising, graphic design, photography, and videography. The district strives for consistency in language and design.

For every campaign to reach prospective students, creative advertising, website development, and social media concepts need to be conceived, developed, and produced.

The table below provides a summary of major activities undertaken by MarCom staff to support the above goals. Below the table there is a broad summary of large and small projects that the MarCom department worked on in 2022/23.

For the MarCom department, 2022/23 included important growth in some areas (video, digital ad impressions, digital radio impressions, and social media followers) with a reduction in others (homepage traffic).

PR Projects	2021/22	2022/23	% Change
Social Media			
Facebook followers	19,622	20,488	4%
Twitter followers	4,460	4,394	-1%
LinkedIn followers	44,188	46,951	6%
Instagram followers	6,339	7,017	11%
Facebook posts	346	342	-1%
Facebook Impressions (organic posts)	3,510,000	4,259,350	21%
Facebook Live Broadcasts	2	2	0%
Facebook Videos (produced, filmed, edited)	88	103	17%
Lifetime video views (more than 3 seconds)	32,259	36,636	14%

What's New at SRJC - President's Video Newslette	10	10	0%
Twitter posts	148	143	-3%
Linkedin posts	90	47	-48%
Instagram posts	230	257	12%
Instagram Impressions (organic posts)	295,000	344,882	17%
Social media/web site stories	5	1	-80%
Social media messages answered by PR staff (<i>fewer messages since implementing the SRJC app</i>)	116	75	-35%

Web Site

Home Page photos and features	38	40	5%
Homepage traffic ("Visits")	1,635,484	1,401,503	-14%
Homepage traffic ("Unique Visitors")	608,029	553,890	-9%

Photography

Photo Shoots (<i>increased number of photoshoots due to increased opportunities and having a Professional Expert Photographer on staff</i>)	109	159	46%
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Advertising (paid)

Newspaper insertions	39	44	13%
Broadcast Radio Spots	1,100	1,157	5%
Digital Radio Impressions (Pandora/Spotify)	596,031	699,151	17%
Digital Advertising - English	1,793,898	4,771,010	166%
Digital Advertising - Spanish	577,125	1,364,573	136%
Facebook and Instagram Campaigns	11	15	36%
Facebook and Instagram Ads (multiple ads per campaign)	16	16	0%
Facebook and Instagram Ads Impressions	1,929,628	1,870,049	-3%
Google Ad Campaigns	5	11	120%
Google Ads Impressions	4,565,037	4,291,896	-6%
Digital Video Impressions - YouTube (May 3-24 2023)		286,593	<i>new</i>
Digital Video Impressions - Hulu (May 3-24 2023)		106,712	<i>new</i>

Digital Video Impressions - Spotify (May 3-24 2023)		39,464	<i>new</i>
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Other Written

Employee of the Month profiles	11	10	-9
Press releases & public service announcements	44	43	-2%
Messages written for President/Superintendent	51	65	27%
District Emergency Response	6	5	-17%

FT Marketing Communications Coordinator 2022/23 (Amy)

Develops, coordinates, and implements the District's marketing and communications activities - including campaign management, advertising, press release production and distribution, events promotion, photo coordination, and website development. Provides customer service for general inquiries, and administrative support for the Marketing & Communications (MarCom) department. Manages budget for MarCom department and external funding sources for marketing initiatives (i.e. CE Funding & Enrollment & Retention funds in 2022/23).

Campaigns managed/supported in 2022/23

- AP Summer 2022
- Enrollment Fall 2022 (phase 1)
- AG/Shone
- Enrollment Fall 2022 (phase 2)
- Theater Arts (Stand and Deliver, Sponge Bob, Gloria, Adam's Family)
- Career Education Spring 2023
- Enrollment Spring 2023
- OAP Spring 2023
- Financial Aid
- Career Education Spring 2023 radio
- Adult Education
- Enrollment Summer 2023
- CE Bootcamp

Websites managed/supported in 2022/23

Pr.santarosa.edu

Marcom.santarosa.edu

News.santarosa.edu

Covid.santarosa.edu

Safety.santarosa.eu

Nutrition.santarosa.edu

Pharmacy.santarosa.edu

Music.santarosa.edu

Events.santarosa.edu

Sustainability.santarosa.edu

Housing.santarosa.edu

President.santarosa.edu/presidentsearch

FT Coordinator, Marketing & Social Media (Simona)

Provides in-depth strategy, analysis, creative development, and implementation of social media and marketing to support the District and all of its departments. Collaborates with Media Services to create impactful social media videos and websites. Produces impactful content and photo themes for the homepage of the website and collaborates with the Website Team to implement them. Creates and analyzes social media advertising. Produces video content for social media, for the President's Newsletter, and promotional pieces for the College. Provides major support for public communications during emergencies.

Social Media Analytics 2022/23

During the pandemic, social media marketing saw an uptick in video content and social media outlets dedicated to video content only (Tik-Tok). The demand for video and the consumption of short videos on social media is at an all-time high.

Continuing the department's efforts to promote new identity guidelines for the College, the SM Coordinator produced new promotional videos, in collaboration with the Idea Cooperative, a local video production company. The result was 8 promotional videos, for the District and each campus and center - with two videos for Roseland, in English and Spanish, and two 30-second advertising promos.

The demand for social media campaigns has increased. Every semester there are social media video and photo campaigns, developed in collaboration with Financial Aid, Student Services, Shone Farm, Theatre Arts, Student Health Services, and more.

There is also noticeable a trend to address customer service requests in Spanish, with 30-35% of the inquiries sent via social media in Spanish or for English as a Second Language. Same time, there is an uptick in messages from abroad regarding the International Student Program. These requests are responded to and directed to the appropriate departments for detailed info.

Senior Designer 2022/23 (Jesse)

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.

The Senior Designer creates many products (depending on department or event parameters), including advertisements, social media, banners (digital, print), digital displays, envelopes, 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.

Large/Ongoing Projects in 2022/23:

- Summer/Fall/Spring enrollment campaigns - digital and print assets
- Welcome Back campaign
- Student Support Guide
- Welcome Day campaign
- SRJC Signage manual
- Commencement program
- Celebrate CE marketing
- CE trifold
- Petaluma Foundation Building Futures trifold
- Women's History Month campaign
- SEA Infographic report
- Foundation Annual Report

Agstravaganza booklet and marketing
Theater Arts - season marketing assets and program
Music Department - season posters, branding, and marketing
Measure H - Annual Report to the Community
Fast Facts for Future Students/New Employees/Community/International

Smaller Projects in 2022/23

Student Film Festival poster and marketing
MENA posters and marketing
Asian Heritage Month flyers and marketing
Dance Choreography and Festival posters
Various Shone Farm flyers
Elsie Allen Exhibit marketing
PDA posters and marketing
NAFSA trifold
Veterans Affairs posters ads and logo
Emergency poster
Transit Training postcard
SWC flyers
Native American Studies flyers, posters, and marketing
STEM Hard Hat Tour postcard
WCC rack card
Vet Tech trifold
Yoga Fitness Pilates flyer
Fashion Studies flyer
Cisco CCNA Networking flyer
Network & Systems Security flyer
Counseling flyer
Tutorial poster
Transfer Calendar poster
Avazando Hope Mesa logo

Petaluma Student Support Center flyer
CBDA Salve labels
Indigenous Peoples' Day flyer
Avanzando rack card
Ethnic Studies rack card
Student Housing flyer
Open Gym flyer
Chong Thank You cards
President Search flyer
Cash for College bus
Financial Aid postcard
MAA Math poster
Nutrition flyer
Suicide Prevention poster
Job Fair poster
Writing Center poster
Celebrate CE poster
Greg Sarris poster
World Languages pposter and marketing
Polynesian flyer
Ruby Ibarra poster
ESL Classes poster
Courageous Leaders Grad program
Clipper Pass rack cards
Second Chance rack card
PSTC Certificates & programs
ESL and C2C graduation programs
DACC logo and marketing

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0000	ALL	02	03	Continued growth and evolution of communication with students, parents, and community through successful web, digital and social media programs	<p>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>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>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>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	ongoing, current staff

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	03	06	Provide leadership in marketing and communications with an expansion of effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals	<p>Support enrollment goals as set by the Strategic Enrollment Management Plan, by developing enrollment campaigns that address the goals as set forth.</p> <p>Collaborate closely with Student Services and Academic Affairs to strategically target classes and programs/services that will help meet enrollment goals</p> <p>Effectively utilize website and social media to support enrollment, as well as retention, goals</p> <p>Continue researching the best marketing and communications practices of community colleges</p> <p>Support departments District-wide in their marketing needs, including through recurring campaigns</p> <p>Develop “Welcome Back” campaign in fall 2022 as SRJC returns to more in-person classes</p>	2022/23	ongoing, current staff

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0002	ALL	02	03	With a focus on our internal community, support all departments and programs with marketing, communications, advertising, promotional assets, photography, and website needs.	<p>Respond to requests for campaign and asset development</p> <p>Implement strategies for effective communication of program and event offerings</p>	2022/23	ongoing, current staff
0004	ALL	03	06	Maintain strong levels of coverage by the media for SRJC.	<p>Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>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	ongoing, current staff

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0005	ALL	04	06	Support the successful implementation of the new SRJC Strategic Plan through improving institutional effectiveness	<p>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>Continue expanding social media platforms, analysis and effectiveness</p> <p>Maintain consistent and regular communication by President with all constituents</p> <p>Continue to improve efficiency in MarCom office to enable department to serve the District, college departments and initiatives</p>	2022/23	ongoing, current staff

6.2b PRPP Editor Feedback - Optional

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0000	ALL	04	08	Continued growth and evolution of communication with students, parents, and community through successful web, digital and social media programs	<p>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>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>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>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	

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	02	03	Provide leadership in marketing and communications with an expansion of effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals	<p>Support enrollment goals as set by the Strategic Enrollment Management Plan, by developing enrollment campaigns that address the goals as set forth.</p> <p>Collaborate closely with Student Services and Academic Affairs to strategically target classes and programs/services that will help meet enrollment goals</p> <p>Effectively utilize video, website, and social media to support enrollment, as well as retention, goals</p> <p>Continue researching the best marketing and communications practices of community colleges</p> <p>Support departments District-wide in their marketing needs, including through recurring campaigns</p> <p>Develop targeted marketing and outreach efforts to specific populations with identified growth potential through video and advertising efforts</p> <p>Build community, belonging, and identity through a rebrand of the SRJC mascot</p>	2022/23	

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0002	ALL	03	06	With a focus on our internal community, support all departments and programs with marketing, communications, advertising, promotional assets, photography, and website needs.	<p>Respond to requests for campaign and asset development</p> <p>Implement strategies for effective communication of program and event offerings</p>	2022/23	
0004	ALL	02	06	Maintain strong levels of coverage by the media for SRJC	<p>Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>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	

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0005	ALL	03	06	Support the successful implementation of the new SRJC Strategic Plan through improving institutional effectiveness	<p>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>Continue expanding social media platforms, analysis and effectiveness</p> <p>Maintain consistent and regular communication by President with all constituents</p> <p>Continue to improve efficiency in MarCom office to enable department to serve the District, college departments and initiatives</p> <p>Develop messaging and talking points to help the community understand find their place within the framework</p>	2022/23	