

Santa Rosa Junior College

Program Resource Planning Process

Public Relations 2014

1.1a Mission

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, through disseminating information about all departments and opportunities that support student learning, and indirectly, through disseminating information that supports a vibrant college experience that enriches student lives.
- Creates and disseminates products and information online (on our 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 and student success.
- Designs such products for new and returning students with messages of inclusion, 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 gender, age, ethnic diversity 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

The scope of PR's services and activities is very broad, with multi-tier projects that focus on communicating to both internal and external audiences through key strategies and services, including: **marketing (including social media), advertising, publication development, graphic design, writing, editing, media relations, major event coordination, public information, Web development, and community relations.**

PR is in charge of branding for the District. That means we provide **quality control of the college's identity program.** Our activities include external communications to the public and internal communications to the college community. PR collaborates closely with the President and Vice Presidents, and with top leadership in all departments, as well as other staff members in Academic Affairs, Student Activities, Admissions and Records, Scheduling, 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.

Our communications and marketing strategy, overall, is to centralize major PR functions for quality control and consistent messaging, while supporting individual departmental PR initiatives. Major functions include development of the current and future brand, media relations, advertising, and social media.

Our varied communication methods, services, and activities include:

- Comprehensive and niche multimedia **enrollment marketing and advertising campaigns** with multiple **publications, promotional products and outlets, both traditional and new media (social media), including Hispanic publications and media**
- **External communications and media relations** 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*, placing e-mail notices to the college community, writing "Employee of the Month" summaries monthly and taking photos, maintaining the Calendar of Events online
- **Web development and consultation**, writing, design, photography, quality control of sites
- Professional **graphic design** services from creative development through final publication or broadcast (print, digital, audio).
- Professional **writing and editorial** services

- **Archiving media articles** and references about 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
- Provide **public information** to constituents about college developments, activities, and issues
- Coordinate professional **photo shoots**, select professional photographers, organize photo shoots across college sites to provide photos for print and Web products and expand digital photo archives
- Co-coordinate major **annual college open house Day Under the Oaks**
- Provide communication, graphic design and photography support to other major events like dedications, recognition events
- Research topical **talking points for college President and Board members** for different audiences
- Write **public speeches and written messages** to college community for **catalogs, schedules and Website**
- Research and implement **social media**, such as **Facebook, Twitter, and mobile device applications**, to reach the greater community
- Create and provide editorial support for videos that highlight and publicize programs, activities and departments for posting on You Tube and college web site

1.1d Hours of Office Operation and Service by Location

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

The Director is available 24/7 for emergencies.

1.2 Program/Unit Context and Environmental Scan

Communications continues to change rapidly as use of the Internet, smartphones, notebooks, tablets and other technology becomes increasingly commonplace. The college's PR services need to shift rapidly, as we have been doing, to reflect the change in how our 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, 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
- **Outreach** to 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

Public Relations activities have grown significantly in 2013/14. With a new District President/Superintendent (2012) and a new Director of the PR Department (2013), we have taken on the challenges of growing enrollment, promoting increased numbers of JC activities, supporting consistent branding for the entire District, and expanding support for outreach (including Spanish language and international students). Working closely with Student Services and Academic Affairs, we significantly expanded advertising (paid), including, for the first time, paid ads in social media and other digital formats.

Please see 5.0 Performance Measures to see the dramatic breadth, as well as depth, of these increased activities. Paid ads: 30% increase in quantity of ads, including digital advertising for the first time; special events: 500% increase (from 10 to 51), including a range of PR/marketing support for such events; social media, now at 5,100+ likes on Facebook, which the College didn't have at all in 2011/12; and many more such measures. All of this was done with no new full-time staff, plus various student and STNC help (all non-permanent), thanks to the support of Dr. Chong.

In order to maintain the high productivity levels that the President and the District require of the Public Relations department, we seek increased staffing based on the success of the limited expansion we had last year.

As can be seen in 5.0 Performance Measures, our activities were not just numerous, but they were highly successful. The home page on our web site saw over 3 million page views. Our Facebook "likes" more than doubled, from 2000 to 5000, in one year. Social media is an important support for student engagement and student life. It helps students feel connected, which can be a challenge at community colleges, and that supports completion. Social media is also an excellent recruitment and community relations tool, giving visitors the flavor of our campus community.

To enhance SRJC's attractiveness to potential students and their parents, PR needs to continue to respond to increasing growth in social media, video, mobile and interactive technologies. Our competition is doing so. In the digital age, these responses can be very cost-effective, primarily requiring personnel. We need to include diverse populations including local Hispanic students and international students. Other colleges have been successful using web tools to recruit and retain the Hispanic community, and we need to do the same.

PR's budget is inadequate in key areas to meet high volume of requests and expectations that exceed the time and capacity of current staffing and funding.

Among current funding needs are:

- Administrative and graphic design assistance
- Photography and video services for marketing and digital content development
- Digital Asset Management system (costs shared with Media Services, IT and PR) to make easily accessible large quantities of photos, videos, audio files for marketing and communications purposes

- More staff time for medium to large-scale projects beneficial to the college and/or requested by the administration
- Develop new collateral for marketing specific programs and sites, such as Shone Farm, Southwest Center, Petaluma Campus, Public Safety Training Center
- Spanish language outreach
- Continue to pursue new advertising channels, such as electronic digital and social media for reaching students, their parents, adult students and the community.
- Increase communications services for SRJC Foundation and Friends of Petaluma Campus Trust to raise support college programs and activities; products include invitations, programs, flyers, funding appeals.

PR's budget is inadequate in essential areas, if we are to meet the high volume of requests and task expectations. The areas where funds are especially needed are: *staffing (admin, graphic design, photography) and advertising/marketing.*

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	03	02	\$7,500.00	Spanish Translator - Support goals of Hispanic Serving Institution with committed translation services
0002	ALL	08	06	\$2,000.00	Printing for small district-wide projects such as Fast Facts. Will improve efficiency for staff.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Communications & Marketing Specialist	40.00	12.00	Lead PR Assistant who provides overall coordination and support of unit operations and primary assistance to manager through broad range and multilayered tasks, ranging from media buying, advertising scheduling and campaign analysis to purchase orders, research, and budgeting.
FT Senior Designer	40.00	12.00	Provides strategic planning and development, design, production and coordinating production scheduling of all SRJC brand image and communications collateral, including printed and digital material, advertising, signage, electronic presentations, merchandise/memorabilia, other media, and coordination with online efforts. Responsible for upholding consistent branding and evolving the visual guidelines for the college. Includes District's external and internal products; includes production scheduling of hundreds of diverse products annually for units across the District.
FT Coordinator, Marketing & Social Media	40.00	12.00	Provide in-depth strategy, analysis, development and implementation of social media, traditional media and marketing to support the District and all of its departments including the Foundation. Design social media and marketing solutions in order to improve communication with students, donors, alumni, faculty and staff, as well as to increase community engagement and support. (This person to be hired Aug./Sept. 2014; hiring in process) THIS IS A SPLIT POSITION BETWEEN PR AND THE FOUNDATION so it is, in essence, PT for the PR department.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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Director, Communications & Marketing	40.00	12.00	Provides leadership and strategic direction for comprehensive communications, public engagement and branding for the Sonoma County Junior College District that is sensitive to the changing demographics of Sonoma County. Plans, implements, and directs integrated communication, branding and marketing programs including digital and traditional media for both internal and external audiences to raise visibility with the public and support increased enrollment at and community engagement for the college, including financial support.
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2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
STNC Public Relations Assistant	15.00	12.00	Supports communications and marketing campaigns and activities as directed by the Director of Communications & Marketing and the Communications & Marketing Specialist. Includes, but is not limited to, writing and distributing press releases to the media, researching and writing stories for traditional and social media, finding photographs for advertising, District-wide and departmental marketing projects.
STNC Photographer (student)	15.00	12.00	Provides photography for a wide range of District needs, including but not limited to academic and non-academic programs, events, and campus life, across all campuses, sites and facilities.

2.2d Adequacy and Effectiveness of Staffing

The Public Relations staff of SRJC is smaller than most colleges of a similar size and profile. In addition, there has been a dramatically increased workload due to the creative vision and goals of the President, the need for enrollment growth, and rapidly changing and growing social media demands. That requires the small staff to produce a very high volume of work on a constant basis.

The increasing needs of the College's departments and administration for more frequent communication products, greater online presence, and increased community involvement have additionally impacted existing staff. Our previous administrative assistant has been reclassified as Communications & Marketing Specialist. The addition of a part-time staff member with general office skills and a part-time production designer, would greatly increase the ability of the department to respond to the evolving needs of the College. The success of the current STNC photographer, for the short-term supported by Cal-Works, makes a convincing argument for a more permanent part-time photographer to effectively support growing demands, as marketing and social media are voracious users of imagery.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	06	N/A	Administrative Assistant I	Classified
0002	Santa Rosa	08	06	none	Photographer	Classified
0003	Santa Rosa	08	06	none	Graphic Production Specialist	Classified
0004	Santa Rosa	08	06	N/A	Videographer	Classified

2.3a Current Contract Faculty Positions

Position	Description
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NA	
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
NA	0.0000	0.0000	0.0000	0.0000	

2.3c Faculty Within Retirement Range

NA

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

NA

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0000	ALL	00	00		

2.4b Rational for Instructional and Non-Instructional Equipment, Technology, and Software

As demands on our graphic design and photography services grow, we need faster equipment to enable our staff to use their time most efficiently. Currently both our graphic designer and STNC photographer, both of whom are highly productive, spend more time than necessary due to old equipment. This leaves them less able to serve as countless departments, like CTE, Theatre Arts, the Foundation, etc. request their services.

We also need a Digital Asset Management System (DAM) to serve the entire District. This is currently in the planning stages as a shared project of Media Services, Public Relations, Information Technology, Arts & Humanities (including the Museum) and other departments. Such a system will store, and make easily retrievable, photos, videos, images (such as digital forms of paintings and other art), and music by any authorized individual. Currently these items are scattered throughout campus, are difficult to find, expensive to store, and impossible to organize. With the growth of the web and digital technology, and the need to serve our students and our community, a centralized system will greatly enhance our effectiveness and productivity as a District.

2.4c Instructional Equipment and Software Requests

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

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	08	06	Digital Asset Management System (shared)	1	\$7,500.00	\$7,500.00	Ellen Maremont Silver	2615	Ellen Maremont Silver

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	08	06	Urgent	Foundation & Public Relations	Public Relations	\$0.00	Likely need for an additional workstation during the coming year. May require walls, sound insulation, reconfiguring other workstations or spaces.

2.5b Analysis of Existing Facilities

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

3.1 Develop Financial Resources

N/A

3.2 Serve our Diverse Communities

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

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

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

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

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

3.3 Cultivate a Healthy Organization

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

3.4 Safety and Emergency Preparedness

4.2b Narrative (Optional)

NA

5.0 Performance Measures

Public Relations achieves essential goals through integrated communications aligning with identity/branding, advertising, marketing, social media, media relations, public information, writing, editing, graphic design, publication and product development, photography, publicity and event coordination.

Measurement of the broad impact of coordinated outreach and external communications is accomplished by increasing public awareness of college offerings and activities.

As can be seen on the attached spreadsheet, nearly every category of activity, with the exception of written and printed materials, has gone up dramatically, with no increase in permanent staff. Most of that increase took place in 2013/14. Please see 2.1a Budget Needs, and 2.1b Budget Requests, for discussion of the implications.

PR Performance for 2011/12 and 2013/14

(There are no figures available for 2012/13)

PR staff created, researched, wrote, edited and/or designed:	2011/12	2013/14
Advertising, Special Events, Projects		
newspaper, magazine, radio, digital ads (paid)	139	182
radio spots (paid)	N/A	1400
special events	10	51
programs for special events	19	28
invitations	20	13
flyers	20	30
posters	91	36
TOTAL SPECIAL EVENTS, PROJECTS, ADS	299	1740
Social Media and Services		
Facebook postings	N/A	650
Twitter postings	N/A	310
Facebook likes	N/A	5,134
Twitter followers	N/A	414
TOTAL SOCIAL MEDIA	n/a	6508
Web Site		
Home page traffic (page views)	N/A	3.6 million
TOTAL WEB SITE	N/A	3.6 million
Photography		

photos taken	2000	4659
specific photo requests from within SRJC community and the public	22	51
photo shoots for campus events and activities	10	29
photo shoots for employee of the month and retirement publication	40	26
TOTAL PHOTO ACTIVITIES	2072	4765
Graphics		
digital banners (Facebook, web site)	N/A	30
logos	41	14
maps	10	10
print (vinyl) banners	6	12
TOTAL GRAPHICS	57	66
Written and/or Printed Materials		
letterheads/envelopes	18	17
brochures	11	6
handbooks	3	1
Employee of the Month profiles	12	12
press releases & public service announcements	73	70
Insiders (employee newsletter)	37	17
Other Newsletters - Insider, Making Tracks, JC Connect	47	18
messages written on behalf of SRJC president	9	16
TOTAL WRITTEN/PRINTED	210	157
Other Services		
responses to calls from the public seeking assistance or SRJC information	160	350
internal and community calendar postings	300	350
TOTAL OTHER	460	700

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

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	01	02	1.0 Social Media Communications Expert	1.1 Develop and implement social media strategy that builds significantly expanded support for student life and enrollment in SRJC	Fall 2013-Spring 2014	Integrated strategy is in development, will be completed by new social media/marketing staff member (to be hired in Fall 2014). With current STNC focused on Facebook, "likes" went from 2000 to 5000, with exceptional "engagement" (involvement) from students and community. Strategy included focus on stories showing students who overcame odds to succeed and interesting, motivating faculty members.
0002	ALL	01	02	2.0 Photographer	2.1 Expand the College's photo library. Provide a steady stream of new photos to support annual report, social media, other projects and departments. Keep images current with changing department cultures (i.e. technologies, equipment, uniforms). 2.2 Support social media effort in order to build support, enrollment and community involvement in SRJC	Fall 2013	2.1 STNC photographer has dramatically expanded new, high quality photos of many departments and activities. 2.2 Social media, currently primarily Facebook, growing steadily, with excellent student engagement. "Likes" have gone from 2000 (Aug. 2013) to 5000 (June 2014). Images are critical to social media success.
0003	ALL	03	02	3.0 Spanish Translator	3.1 Support goals of Hispanic Serving Institution with committed translation services	Fall 2013 - Spring 2014	Steady increase of translated marketing and outreach with current funding.
0004	ALL	08	06	4.0 Redesign home page and web site, moving departments into Drupal system	4.1 Create dynamic, attractive, up-to-date, efficient web site using sophisticated web tools 4.2 Enable departments to manage their own web presence more easily while maintaining unified design/branding 4.3 Enable SRJC web presence to be viewed easily on a variety of devices and in different screen sizes (i.e. smartphones, tablets) 4.4 Bring greater consistency in look, feel and branding to the entire web site	Fall 2014-Fall 2016	Current staff has begun implementing the redesign, training the trainers for department web sites. With current staffing levels, time frame will be from Fall 2014-Fall 2016.
0005	ALL	08	06	5.0 Graphic production assistant	5.1 Enable current Graphic Designer to provide service to many more departments while moving them all toward integrated high quality branding on printed materials, advertising, projects	Spring 2014	This position has not yet been approved.
0006	ALL	08	06	6.0 Digital Asset Management software	6.1 Efficient management, control, and searchability of digital assets (photos, videos, documents). Preferably software that would	Spring 2014	The research for the DAM is being led by IT.

					be shared across departments such as Media Services, Art, and Library Services.		
0007	ALL	08	03	7.0 "We Are SRJC" campaign	<p>7.1 Targeted media campaign featuring personalized student success stories to a wide variety of demographics, with a component of web interactivity.</p> <p>7.2 Campaign goal is to increase the community's feeling of shared identity and stakeholding in SRJC success, and encourage community investment in that success.</p>	Spring 2014	This campaign is on hold (dependent on funding and possible implementation to increase community support for SRJC), but its component of success stories with wide demographics have been successfully implemented in our social media.

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	<p>In reviewing the 2013/14 data (see 5.0 Performance Measures), it is clear why our Department cannot keep up with the demands placed upon it. Despite the workload for current staff, we have been successful at our overall goal of increasing college visibility, as well as responding to rapid changes in the marketing and social media environment. In 2014/15, we will continue pushing forward with innovative approaches.</p> <p>In 2014/15, we will work even more closely with the VPs and departments such as Student Services and Academic Affairs to ensure that our marketing efforts support increased enrollment.</p> <p>We will continue pursuing partnerships that cost-effectively support, even in small ways, our steadily growing workload (for example, working with counseling to find interns or others who can help).</p> <p>We will continue to support effective, and cost-effective, implementation of social media, digital advertising, and other rapidly developing communications/marketing tools.</p> <p>Our web site has been far behind the times and behind many of our competitors. A top goal is to guide our new web site to high standards that bring us up to 2014/15.</p>

6.2b PRPP Editor Feedback - Optional

Public Relations activities, including communications, marketing, advertising, social media, and media relations, are critical to the success of SRJC. In order to meet our goals for more students who enroll, persist and complete transfer and certificate programs, we need PR activities more than ever. These activities are also essential because we are more than a college, we are a community resource and center for Sonoma County and beyond.

SRJC's reputation is very strong. But reputations are not static. We need to keep that reputation growing within a world of communications and marketing that continues shifting the ground rules, the tools, the metrics. In 2013, we hired a new PR Director to manage our own evolving presence within that changing world. This fall we will hire a Social Media and Marketing Coordinator (shared by the PR department and the Foundation) who will further support our goals. But there is much more that needs to be done by the PR staff that cannot adequately be addressed by current personnel.

Demands on the PR office come from every corner of the District and the PR office has been creative in working with students and STNCs. But SRJC requires professional quality in order to maintain our respected brand locally, nationally and internationally. We also require a small amount of additional staff in PR, in order to support our ambitious goals. Based on the success of the limited expansion the PR office had last year, growth in these areas will pay off for all of us. Additional resources for the PR office will support student recruitment, retention and completion, faculty recruitment, all departments from CTE to STEM and the arts, and the Foundation. The resources will enable us to move ahead to be the college we can be.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	04	06	1.0 Ensure successful passage and implementation of SRJC Facilities Bond Measure	<p>1.1 Collaborate with and support consultants' efforts to implement a successful plan, especially in relation to local media, outreach and marketing</p> <p>1.2 Provide counsel to the President in relation to local media, outreach and marketing in support of the Bond measure</p> <p>1.3 Support outreach activities of the President, members of the Cabinet and Board of Trustees in support of the Bond measure</p>	Fall 2014	N/A
0002	ALL	08	06	2.0 Develop marketing plan to support Enrollment Management Plan, and help SRJC meet our enrollment goals for 2014-15	<p>2.1 Provide leadership in marketing and public relations with effective, creative and organized campaigns (including both paid and unpaid promotion)</p> <p>2.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes</p> <p>2.3 Effectively utilize our web site and social media to support enrollment goals</p>	Fall 2014-Spring 2015	<p>Current staff for creating the plan.</p> <p>\$100,000 or more (depending on the plan) to implement the plan; will include paid advertising, other materials</p>
0003	ALL	08	06	3.0 Provide effective communications and marketing support for successful accreditation visit in Spring 2015	<p>3.1 Collaborate with Accreditation leadership to plan effective communications/marketing pieces that are inspiring, organized and clear</p> <p>3.2 Provide advice on the best approaches to achieve the sub-goals of the Accreditation team</p>	Fall 2014-Spring 2015	Current staff
0004	ALL	08	06	4.0 Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	<p>4.1 Work with IT to complete development of new, mobile-friendly, effective web site</p> <p>4.2 Support updated content, photos and videos on new department web sites</p> <p>4.3 Continue expanding social media platforms, analysis and effectiveness</p>	Fall 2014-Summer 2016	Current staff
0005	ALL	07	06	5.0 Intiate planning process for SRJC 100th Anniversary Year	<p>5.1 Working with the President's office, create centennial anniversary committee</p> <p>5.2 Work with committee to develop the plan including vision, mission, purpose of the anniversary activities</p>	Fall 2014-Summer 2015	No additional resources required in 2014/15.

					5.3 Work with committee to develop process for college and community involvement in anniversary activities		
0006	ALL	08	06	6.0 Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>6.1. Create and implement an online marketing strategy, aligned with overall marketing and branding goals/efforts, in order to support increased enrollment, success and completion</p> <p>6.2. 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>6.3. Diversify social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters</p> <p>6.4. 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>	2014-15	\$15,000 for paid ads
0007	ALL	08	06	7.0 Maintain strong levels of coverage by the media for SRJC.	<p>7.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>7.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>7.3 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>	Fall 2014-Spring 2015	Current staff