

Santa Rosa Junior College

Program Resource Planning Process

Public Relations 2019

1.1a Mission

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

1.1b Mission Alignment

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

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

SRJC's goals are:

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

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

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

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

1.1c Description

1.1c

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

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

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

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

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

- **Enrollment marketing and advertising campaigns**, based on the Strategic Enrollment Management Plan (SEMP), with major campaigns each semester. **Using both traditional and digital media outlets, provide messages targeted to students** identified in 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.

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

1.1d Hours of Office Operation and Service by Location

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

The Director is available 24/7 for emergencies.

1.2 Program/Unit Context and Environmental Scan

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

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

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

2.1a Budget Needs

In 2017/18, PR had a total expenditure of \$610,248, which was .39% of the District total budget.

The total Classified payroll was \$208,149, which was .93% of the District total budget.

The total Management payroll was \$139,562, which was 1.38% of the District total budget.

Public Relations does not have any Faculty payroll.

The total Services budget (5000's – which covers all district marketing and public relations expenditures) was \$99,486, which was a 42.93% decrease from 2016-17.

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

Needs:

In order to stabilize the historically inconsistently funded marketing budget, Public Relations is requesting a permanent budget augmentation of approximately \$66,580, beginning in 2020-21 and increasing by 5% annually. This augmentation will allow for multi-year strategic marketing planning and will accommodate annual cost increases for media buys.

PR also requests an ongoing augmentation of \$18,000 to allow for the hiring of a consultant to provide creative conceptualization of annual enrollment campaigns.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	07	07	\$66,580.00	Marketing budget augmentation beginning in 2020-21 and increasing 5% annually thereafter to accommodate annual media buy cost increases. This will stabilize the budget and allow for multi-year strategic marketing planning and more effective enrollment campaigns, which will provide return to the district in the form of increased enrollment.
0001	ALL	07	07	\$18,000.00	These funds would allow PR to hire a consultant to provide creative conceptualization for enrollment campaigns, based on market research.

					Effective campaigns will improve SRJC's reach and result in increased enrollment.
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2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
FT Coordinator, Communications & Marketing	40.00	12.00	Provides overall coordination of unit operations. Complex media buying for nearly 6 months per year, key participant in creative advertising campaign development. Analyzes and revises ad campaigns, based on results and feedback. Develops and maintains web sites. Provides scheduling support for Director and Senior Designer. Performs research, budgeting, accounting, requisitions. Supervises STNCs and interns. Provides support for public communications during emergencies.
FT Senior Designer	40.00	12.00	Provides strategic planning and creative development, design, production and coordinating production scheduling of all SRJC brand image and communications collateral, including printed and digital material, advertising, signage, electronic presentations, merchandise/memorabilia, other media, and coordination with online efforts. Responsible for upholding consistent branding and evolving the visual guidelines for the college. Includes District's external and internal products; includes production scheduling of hundreds of diverse products annually for units across the District.
FT Coordinator, Marketing & Social Media	40.00	12.00	Provides in-depth strategy, analysis, creative development and implementation of social media and marketing to support the District and all of its departments. Collaborate with IT and Media Services to create impactful social media and website. Create and analyze social media advertising. Create marketing products as needed. Provides major support for public communications during emergencies.
PT Marketing Assistant	20.00	12.00	Assists in developing and implementing the District's marketing activities, and providing marketing support to promote enrollment, student retention and completion for international and American students.

2.2b Current Management/Confidential Positions

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

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Professional Experts, Photographers	10.00	9.00	Take professional photography of students, faculty, staff, alumnae and events to be used to promote college goals, as well as enrollment growth and student retention/completion/success. Photos are

			used college-wide by departments for web sites, print and various promotions, by PR for enrollment advertising, social media, marketing and media relations. Hours vary from 7-20 hours per week depending on semester.
Student Office Assistant	10.00	9.00	Assists with tracking of news coverage on SRJC and compiling monthly emails, writing drafts of press releases, answering phones and working on other projects as assigned.

2.2d Adequacy and Effectiveness of Staffing

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

Since fall 2018, PR has endeavored to provide additional support to various areas of the college, including Petaluma, Financial Aid, Career Education, Distance Education and more. In order 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 seeks an increase in its staff, listed below in order of priority:

1. Administrative Assistant (40hours/week, 45 weeks)
2. Photographer (8 hours/week, 45 weeks)

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, increased ability to utilize analytics produce campaign reports, and increased, better output for current PR staff.

1. Administrative Assistant

As PR has attempted to expand its role into increasing departmental support throughout the district, the Coordinator, Communications & Marketing has had to spend more time on campaign planning, budgeting, analytics analysis and reporting. As a result, the department has greater need for logistical support, including obtaining quotes and overseeing media buys, maintaining campaign calendars, guiding departmental requests for assets, coordinating asset displays with Facilities Operations, website administration, newsletter creation and more. A fulltime assistant would support all areas of the department.

2. Photographer

Web sites are the primary marketing tool of the district. Social media and printed marketing materials are also essential. In recent years, the demand for high quality photography has increased significantly. Student Equity funding that has previously supported photography is more appropriately spent on other marketing that supports Student Equity goals.

High quality photography is imperative for the college to maintain the high level of marketing and outreach products that appeal to students. For “the millennial audience, visual content is ... shown to be 60,000 times more effective than text. This includes photographs, professional images, videos, infographics, or memes.” <http://arnoldstreet.com/visuals-target-millennials-content/>

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	08	06	Administrative Assistant	Administrative Assistant	Classified
0002	Santa Rosa	08	06	Photographer	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

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

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

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

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

Professional: \$9,499 (annual subscription)

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

2.4c Instructional Equipment Requests

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

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

2.5a Minor Facilities Requests

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

Existing facilities currently has a total of 6 workstations. Four are in use 100% time; the other two are in part-time use.

3.1 Develop Financial Resources

Public Relations works closely with all departments at the college to support maximum enrollment 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, 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 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, inclusiveness and equity in all aspects of outreach and promotion, as demonstrated by the personal and professional commitments of our blended multicultural, multi-racial, multi-gender, multi-generational team.

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

3.4 Safety and Emergency Preparedness

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

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

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

The PR Director has extensive experience in emergency preparedness and response. The Director has also recruited backup PIOs to provide support in case of an emergency, including Kerry Loewen, Mike Roth, Genevieve Bertone and Kim Starke.

Building & Area Safety Coordinators are listed below.

Building Safety Coordinator (BSC): Shannon O'Reilly

Area Safety Coordinators (ASC): Corrine Dressler

Building: Bailey Hall

Department: Public Relations

3.5 Establish a Culture of Sustainability

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

- digitally creating, distributing and archiving press releases, the Insider, photographs and other marketing and communications materials
- emailing PDF documents and links to documents instead of printing paper copies whenever possible
- recycling discarded paper products
- minimizing water waste
- staff members walk to meetings rather than driving whenever possible
- one staff member car pools to and from work.

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

N/A

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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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

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

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

For the PR department, 2018/19 included important growth in some areas (Website traffic and Facebook Videos), with reduction in others. Reductions were a direct result of reduced budget and staffing.

PR Projects	2017/18	2018/19	% Change
Social Media Followers			
Facebook followers	15,025	16,672	11%
Twitter followers	3,653	3,883	6%
LinkedIn followers	36,130	38,241	6%
Instagram followers	2,809	4,031	44%
Social Media Posts and Services			
Facebook posts	364	399	10%
Facebook Live Broadcasts	7	4	-43%
Facebook Videos (produced, filmed, edited)	45	48	7%
Twitter posts	507	344	-32%
LinkedIn posts	52	67	29%
Instagram posts	219	242	11%
Social media/web site stories	12	9	-25%
Social media messages answered by PR staff	221	251	14%
Lifetime video views (<i>more than 3 seconds</i>)	77,498	43,242	-44%
Web Site			
Website traffic (top 1000 pages)	13,910,000	13,775,000	-1%
Home Page Sliding photos and features	54	64	19%
Photography			
Photo Shoots	182	203	12%
Photos Taken	22,362	19,176	-14%
Photos Taken - social media	3,250	1,847	-43%
Advertising (paid)			

Newspaper insertions	85	36	-58%
Broadcast Radio Spots	403	830	106%
Digital Radio Impressions	904,468	283,912	-69%
Facebook Advertising Campaigns	21	23	10%
Facebook Ads (multiple ads per campaign)	27	31	15%
Google Advertising Campaigns	0	5	

Other Written

Messages written for Dr. Chong	36	47	31%
Employee of the Month profiles	11	10	-9%
Press releases & public service announcements	120	104	-13%
Insiders	10	10	0%

Emergency Response

District emergencies requiring response	2	7	250%
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SENIOR DESIGNER PROJECTS 2018/19

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

LARGE & ONGOING PROJECTS: Art Gallery, Bond (Measure H), Commencement events, Day Under the Oaks, Enrollment Campaigns (Fall, Spring, Summer), Insider, Di De Los Muertos (LumaFest), Foundation (5 major events), Summer Repertory Theatre, Theatre Arts

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

PRODUCTS: The Senior Designer creates many products (depending on department or event parameters), including advertisements, banners (digital, print), digital displays, envelopes, flyers, handbills, images (logos, print, digital for web and social media), invitations, letters, maps, photo editing and selection, posters, programs (printed), promotional cards, signs, t-shirts.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	07	06	Provide leadership in marketing and public relations with effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals for 2018-19	<p>1.1 Revise and implement annual college marketing and advertising plan</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes</p> <p>1.3 Effectively utilize web site and social media to support enrollment, as well as retention, goals</p> <p>1.4 Continue researching the best marketing and communications practices of community colleges</p> <p>1.5 Support departments District-wide in their marketing needs</p>	2018-19	<p>1.1 Current staff has worked collaboratively and has implemented a new marketing plan, which includes updated, digitally integrated campaigns.</p> <p>1.2 PR has partnered with Student Services and Academic Affairs to ensure support and campaigns are in line with the academic calendar and other annual goals.</p> <p>1.3 PR works collaboratively with IT team to ensure the homepage is effectively utilized, including appropriate content and functionality. PR's department page is transitioning to the new version of Drupal and is currently working on modernizing functionality of this new page.</p> <p>1.4 The entire department engages in regular research and professional development in order to ensure all efforts meet contemporary standards for marketing and communications.</p> <p>1.5 PR has greatly increased its department-specific support, provides additional assets for area needs and always attempts to create templates of created assets for future use and updating.</p>
0002	ALL	07	06	Continue planning and implementation for SRJC 100th Anniversary	<p>2.1 Continue leading the 100th Anniversary Leadership Group and Workgroups to implement final events/activities.</p> <p>2.2 Continue working with 100th Anniversary Leadership Group to inspire and motivate others inside and outside of SRJC to participate. The goal is to have broad and creative participation from current students, alumni, current staff, retirees, business, community groups, city and county agencies.</p> <p>2.3 Guide the plan for activities, events and projects to result in a year of celebration, inspiration and fundraising.</p>	August-December, 2018	<p>The 100th Anniversary has concluded and community engagement efforts were successful as a result of the department's efforts, including the efforts of the former Director, Communications & Marketing, who volunteered beyond her time with the district.</p>

0003	ALL	01	06	Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>3.1. Continue to revise and implement an online marketing strategy, aligned with overall marketing goals/efforts, in order to support increased enrollment, retention, success and completion</p> <p>3.2. Use original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support student persistence and student life</p> <p>3.3. Develop social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters, including Hispanic and underserved communities</p> <p>3.4. Use social media outlets to better reach and serve students and the community, by providing reliable customer service and answering questions through social media.</p>	2018-19	<p>3.1 PR partnered with various areas across the district to run primarily digital campaigns, aligning these efforts with the greater marketing plan. These efforts will continue into the coming year as campaigns are reviewed, updated and implemented with improvements.</p> <p>3.2 The Coordinator, Marketing & Social Media aligns strategic social media posts with ongoing campaigns as well as ongoing or upcoming events at the college to maximize visibility and awareness of message and/or event. With the new professional expert photographers and a Marketing Assistant with videography skills, social media has included a great deal more visual engagement, resulting in more followers and greater interaction.</p> <p>3.3 The Coordinator, Marketing & Social Media regularly highlights student success stories on the PR website. These stories have also been integrated into the annual enrollment campaign, highlighting stories from various areas of our diverse community.</p> <p>3.4 The Coordinator, Marketing & Social Media monitors social media comments and messages, responding in a timely manner and providing additional information to students and community members as needed.</p>
0004	ALL	04	06	Support 2030 Plan for Facilities with marketing and communications vision and collaboration	4.1 Collaborate with Director of Capital Projects to update and implement marketing and communications plan	2018-19	4.1 The Director, District & Community Relations continually works in collaboration with the Director, Capital Projects to ensure marketing and communication efforts are in-line with the district's overall marketing plan. Efforts include informing the community about upcoming projects, groundbreakings, construction impacts, sustainability efforts and more. These communications include formal printed reports and mailers to the community, press releases, legal notices, advertisements and other consultation as needed.
0005	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	5.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.	2018-19	5.1 The new Director, District & Community Relations has fostered strong relationships with editors and reporters at local newspapers, including the Press Democrat and its affiliates. She regularly communicates

				<p>5.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>5.3 Strengthen relationships and partnerships throughout the college including all campuses, sites and programs, to identify compelling stories that will be of interest to the press and the community.</p>		<p>with them on all matters and is a resource to them as needed for media coverage.</p> <p>5.2 Public Relations has increased its efforts to pitch stories and to create engaging content for local media outlets. As a result of improved press releases and greater efforts to share SRJC news, the college has received greater positive news coverage than in the recent past.</p> <p>5.3 PR department staff have engaged in a district wide effort to inform the college as to the many ways to partner with PR and the services available to help market programs. As a result, PR now has "ambassadors" within many departments and at various campuses and sites, who help provide additional content and news stories for promotion.</p>
0006	ALL	08	06	<p>Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness</p>	<p>6.1 Co-lead the Ad Hoc Web Site Workgroup to support updated content, photos and videos for the College's most important marketing instrument</p> <p>6.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>6.3 Update plan for consistent and regular communication by President with all constituents</p> <p>6.4 Improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	<p>2018-19</p> <p>6.1 The Director, District & Community Relations took the lead on the Website Workgroup and helped guide the effort in redesigning the new homepage, which went live on June 24 after much community consultation and input.</p> <p>6.2 The department has engaged in new platforms as they've risen in popularity and has engaged with additional ad platforms as well, such as Google Ads.</p> <p>6.3 The Director, District & Community Relations now sits as a member of Cabinet, which facilitates the prioritization of communication efforts to the college and local community. As a result, the district has been able to provide thorough transparency and improved understanding through improved communication.</p> <p>6.4 While improved efficiency is an ever-present goal, the PR department has made great strides in the last year through mindful and consistent campaign planning, the implementation of graphic standards and the use of template-focused designs.</p>

6.2b PRPP Editor Feedback - Optional

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	07	06	Provide leadership in marketing and public relations with effective, creative and organized campaigns (including paid and unpaid promotion) to help SRJC meet enrollment goals for 2018-19	<p>1.1 Update college marketing and advertising plan to cover multiple years and integrated, targeted campaigns that work synergistically with annual enrollment campaigns.</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes</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</p>	2019-20	<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>
0002	ALL	01	06	Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>3.1. Continue to revise and implement an online marketing strategy, aligned with overall marketing goals/efforts, in order to support increased enrollment, retention, success and completion, and the new funding formula</p> <p>3.2. Use original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support student persistence and student life</p> <p>3.3. Develop social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters, including Latinx and underserved communities</p> <p>3.4. Use social media outlets to better reach and serve students and the community, by providing reliable customer service and answering questions through social media.</p>	2019-20	<p>3.1 Current staff in collaboration with consultant</p> <p>3.2 Current staff</p> <p>3.3 Current staff plus administrative assistant</p> <p>3.4 Current staff</p>
0003	ALL	04	06	Support Bond efforts with marketing and communications vision and collaboration	4.1 Collaborate with Senior Director of Capital Projects to update and implement marketing and communications plan	2019-20	4.1 Current staff; Bond funds may be used for contract writers.
0004	ALL	08	06	Maintain strong levels of coverage by the media for SRJC.	5.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.	2019-20	Current staff

					<p>5.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>5.3 Strengthen relationships and partnerships throughout the college including all campuses, sites and programs, to identify compelling stories that will be of interest to the press and the community.</p>		
0005	ALL	08	06	Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	<p>6.1 Continue to lead the Website Workgroup following the implementation of the new homepage (June 24, 2019) to support updated content, photos and videos for the College's most important marketing instrument</p> <p>6.2 Continue expanding social media platforms, analysis and effectiveness</p> <p>6.3 Update plan for consistent and regular communication by President with all constituents</p> <p>6.4 Continue to improve efficiency in PR office to enable department to serve the District, college departments and initiatives</p>	2019-20	Current staff plus administrative assistant