

Public Information/External Relations Department

Mid-Year Progress Report for Academic Year 2014-2015

March 2015

Mid-Year Progress

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Improve public awareness and participation in the college programs, services, and activities

Progress is being made in improving public awareness and participation in college programs, services, and activities.

Marketing campaigns have been completed for:

- Parking
- GradGuru
- Scholarship Opportunities
- OneCard

Campaigns currently in the works include:

- EAB
- ASAP Online registration for community and contract ed
- Boosters

Marketing has been extended into Tehachapi and new Facebook advertising has proved effective. A new college website has been developed and implemented.

Branding - An initial branding survey has been completed to determine if our brand is:

- in sync with our consumers perceptions
- reflects who we are and what we represent
- adequately conveys our brand promise

Currently working with an outside company to develop a strong logo that will resonate with our constituents and improves our identity.

The development of a strategic Marketing Plan was put on hold pending the outcome of the Enrollment Management Task Force report which ties into the strategic goals of the college and would drive the development of a strategic marketing plan to meet desired outcomes. That report was completed recently and the Marketing Committee will now move to develop a Marketing Plan anticipated to be completed this spring that will coordinate marketing activities to create the most impact with available resources.

CCSSE survey completed and initial data point established.

Student Experience survey to be conducted this spring.

Improve alumni base, interactions, and relationships to increase donor receipts by 5 percent during the 2014-2015 school terms. Use data from 2012-2013 as a baseline. By 2015, increase donor receipts by 10 percent.

A donor campaign conducted in Fall 2014 netted a small increase in donations and interest. Another campaign will be piloted following graduation in spring 2015. This is an area with the greatest need and potential, but is severely hindered by lack of staffing

in the department. Additional assistance is required to increase fund raising and marketing goals as well as establish an active alumni program.

Provide vision, leadership, strategic direction and administrative oversight to the Cerro Coso Community College Foundation.

Employee Giving Campaign rolled out in October. Review and updating of scholarships has significantly increased the amount of awards being given to Cerro Coso students over the last year. So much so, the Foundation found it necessary to hold a separate scholarship luncheon to encourage students to apply, and recognize the work of those who received scholarships. The Foundation purchased a program to automate the scholarship application process making it easier for students to apply and will streamline the process for the Financial Aid Department.