

Public Information/External Relations Department

Annual Planning for Academic Year 2015-2016

Planning Year 2014

Description Of Department/Unit

Mission/Connection to College Mission

The mission of the CCCC Public Relations, Marketing, and Development Department is to support the college mission by enhancing public awareness and participation in the college's many programs, services, and activities. The Department seeks to increase the overall visibility of the college and reinforce its brand and reputation within its diverse communities. Cerro Coso offers academic excellence, responsive student services, advanced technology, community and industry partnerships, and workforce and economic development. The goal of the public information and marketing efforts is to highlight the high-quality education and dynamic services the college provides to its unique rural communities resulting in the college's growth. To effectively communicate and market to existing and prospective students, Cerro Coso Community College must use of a variety of strategies, based on target audience communication styles, and constantly re-evaluate marketing methods and messages to meet our diverse student populations. The Development Department serves to engage alumni, friends, donors, parents, students, prospective students, faculty, and staff to treasure their association with the College, building relationships and partnerships with community and business leaders that strengthen their support, advancing the college. We strive to inspire those who are not directly connected with the institution to take notice of our academic reputation and contributions to the region and beyond.

Student Equity

Student Equity

Student equity continues to be a high priority for Cerro Coso Community College. In order to positively and accurately reflect Cerro Coso's brand and to leverage our diversity to thrive in a competitive market place, the body of marketing, recruitment, and communications work that is produced strives to accurately reflect the diversity of our workforce, our student population, and the communities we serve. Our marketing efforts convey our value for all students and their unique skills and talents. Marketing, recruitment, and communication efforts overall (including stories and photography) accurately reflect the diversity of our students by actively featuring a variety of classes and activities that highlight our diversity, including showing multiple ages, genders, ethnicities, cultures, etc.

Review And Planning

Progress Made on Program Review

Public Relations, Marketing, and Development Department

Year of Last Program Review:

Not Available

Progress in the last year on Three-Year Strategies:

Previous review not available. Program Review to be completed January 2015.

Progress in the last year on Six-Year Strategies:

Progress Made on Outcome Assessment

70% of students will report a high degree of affinity for Cerro Coso Community College. To be assessed by: * CCSSE - Question 26 - Would you recommend this college to a friend or family member? * CCSSE - Question 27 - How would you evaluate your entire educational experience at this college? * Student Satisfaction Survey Question - I feel proud to be a student at Cerro Coso Community College? * Student Satisfaction Survey Question - Cerro Coso Community College is a

name I trust?

Type:

AUO

Semester Assessed:

Spring 2014/Spring 2015

Target Missed/Gap Detected:

CCSSE Survey completed. 94.5% of students responded 'Yes' they would recommend the college to a friend or family member. 83.8% of students surveyed answered 'good' or 'excellent' in how they would evaluate their entire educational experience at the college.

Student Satisfaction Survey has not been conducted for initial data points.

Analysis and Plan:

It appears that students are reporting a high degree of affinity for Cerro Coso Community College. 94.5% would recommend the college to a friend or family member. This is slightly higher than the rate for medium sized colleges and slightly higher than the entire 2014 national CCSSE cohort. 83.8% of the students surveyed rated their educational experience at Cerro Coso 'good' or 'excellent'. This is slightly below the average for medium sized colleges and the national cohort. The results of the Student Satisfaction Survey may reveal some specific areas where students are experiencing issues that with improvement could increase this rating in future surveys.

Will reassess annually.

70% of students surveyed will report that they were aware of college programs, services, and activities. To be assessed by a Marketing Survey Question - Information on the college website is accurate and timely? Question - It is easy to find information I am looking for on the college website? Question - Information in print is accurate and timely?

Type:

AUO

Semester Assessed:

Fall 2014

Target Missed/Gap Detected:

Marketing survey not yet completed for initial data points.

Analysis and Plan:

Marketing survey to be completed in the fall of 2014 to establish initial data points.

Once survey is developed, will reassess annually.

Increase monetary donations to the college and/or foundation by 10% every year. Assessed by Foundation and college donation records: Foundation contributions/Donations - General Increased participation in Foundation fundraising activities - Ticket Sales Foundation Net Assets

Type:

AUO

Semester Assessed:

Fall 2014

Target Missed/Gap Detected:

Staff contributions in the Foundation Employee Giving Campaign increased by 42.5% in 2013 over 2012.
Foundation Contributions/General Donations increased from \$5,675 in 2012/2013 to \$64,889.65 in 2013/2014.
Scholarship donations increased from \$4,355.91 in 2012/2013 to \$53,670 in 2013/2014.
Event ticket sales are up from \$5,580 in 2012/2013 to \$8,773 in 2013/2014.
Foundation Net Assets increased 38.78% from \$1,164,186.14 in 2012/2013 to \$1,615,687.74 in 2013/2014.

Analysis and Plan:

Previous year's percentage increase goals were met and exceeded. As the amount donated each year continues to grow those percentage increases will become more difficult to obtain.

Annual Employee Giving Campaign.
Two annual Alumni Campaigns.
Foundation Giving Campaign.

Progress Made on Prior Year Initiatives

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

Progress Made:

Good progress has been made in promoting Cerro Coso Community College as a leader in higher education. A new website was rolled out in the spring of 2014 to create a better first impression of the college, our services, and programs. Advertising has been expanded into Tehachapi, movie theaters, and Facebook. Specialized campaigns were completed for OneCard, Parking, and GradGuru. Ticket sales to events increased by 57%.

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

Progress Made:

Progress in developing an active viable alumni base has been slower than anticipated. Even though the Foundation hired a part-time assistant to help with Foundation correspondence, reports, and documents, an increase in KCCD requirements for the Foundation to complete independent contractor agreements, vendor contracts, vendor applications, volunteer paperwork, liability waivers, and insurance documentation for all Foundation events and functions has increased the workload substantially. Fundraisers, meetings, and activities have increased impacting the workload of the existing part-time employee. An alumni campaign was rolled out in the fall of 2014 and has increased success stories, volunteers, and donations. This is definitely an area where more opportunities exist, however progress will be severely limited without additional staff. It just isn't possible to hold more campaigns, fundraisers, events, recognitions, etc., with the existing staff.

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

Progress Made:

The CCCC Foundation has been working very well under the new structure and bylaws, which has resulted in an tremendous increase in the amount of work being accomplished. The Foundation's net assets have increased 38.78% in 2013/2014 and three new scholarships were established in 2013/2014. Employee giving increased 42.5% and the amount of money given out in scholarships in 2013/2014 is up 31.75% over 2012/ 2013. The Foundation has already awarded more than \$50,000 in scholarships to students in fall 2014. This increase resulted in the need for the Foundation to hold a separate Student Scholarship Awards luncheon in October.

Initiatives for Next Academic Year

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

Strategic Plan Goals Addressed:

Action Plan:

Initiate a comprehensive rebranding of the college to include fresh new logos and a shift in messaging to better communicate a relevant brand promise that improves our position of being the college of first choice in our service areas.

Measure of Success:

Complete a marketing survey in the fall of 2014 that includes college branding strengths and weaknesses for initial data points and reassess after the launch of the new brand.

Expected Completion:

Fall 2015

Person Responsible:

Marketing Manager

Designed:

It is designed to increase student success

Student Experience:

Intake

Improve alumni base, interactions, and relationships to increase donor receipts by 5 percent during the 2014-2015 school year.

Strategic Plan Goals Addressed:

Action Plan:

Host two donor campaigns a year, one in the fall and one in the spring, increase alumni activities, build alumni volunteer database.

Measure of Success:

Increased alumni donations and participation by 10 percent.

Expected Completion:

Fall 2015

Person Responsible:

Development Manager

Designed:

It is designed to increase student success

Student Experience:

Post-Graduation

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

Strategic Plan Goals Addressed:

Action Plan:

Continue to review and update scholarships to increase awards and amounts. Create a program of donor stewardship, recognition, and engagement. Lead Foundation planning efforts that support the college strategic plan.

Measure of Success:

Increase Foundation donations and scholarships awards and amounts.

Expected Completion:

Fall 2015

Person Responsible:

Development Manager

Designed:

It is designed to increase student success

Student Experience:

2nd Year/Program Completion, First Year, Intake, Post-Graduation, Remediation

Resource Needs

Facilities

Desk space will be required for requested full-time Department Assistant II position.

Information Technology

Computer needed to accommodate work of requested full-time Department Assistant II position.

Marketing

Additional funding requested to include billboard advertising along our service area and increased advertising needs in Tehachapi. Ad costs will increase as we move into the color print world.

Professional Development

My professional development goal is to apply, compete, and attend the Asilomar Leadership Skills Seminar this year. This is in addition to attending the annual Community College Public Relations Officers (CCPRO) Conference and a Campus Safety Notification Workshop.

Staffing

The Office of Public Relations, Marketing, and Development needs a full-time Department Assistant II, 12 month/40 hours per week position to maintain and reach its goals. A part-time DA I, 10 month/15 hours per week position was added last year to handle some of the Foundation's administrative office work and currently a Department Assistant III is shared with four other managers. The workload of four full-time Administrators severely limits the assistant's ability to handle much of anything beyond purchasing for PIO. Additional assistance is required to maintain and increase the fundraising and marketing goals of the Department as well as establishing an active alumni program. An active alumni program would include fundraising campaigns and events, cultural events and activities, regular meetings, scholarships and recognition programs, benefits, career services, homecomings and reunions, networking opportunities, etc. Increasing marketing efforts into the digital realm takes time and effort to keep current on emerging technologies and how to utilize them. This position will assist with clerical, communications, reporting, campaign and event planning, data management, and marketing and promotional material, etc. The college once had a thriving alumni program with a staff that included a Director, Coordinator, Department Assistant III, Department Assistant I, and two to three student workers. Not filling the bulk of those positions during severe budget cuts has negatively impacted the program over the last two decades. It will take time,

energy, enthusiasm, and appropriate staffing to rebuild and surpass the previous program.

Resource Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff

Department Assistant II

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

3,4

Salary Grade:

Step 1

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

\$52,000, Ongoing from General Fund.

Detailed Rationale:

Assistance is needed to maintain and increase Development and Marketing efforts in support of the Department's goals to meet college needs for increased human, monetary, and physical resources. Any increased effort to raise more funds, hold more campaigns, activities, events, and establish a dynamic alumni program will require additional assistance. Currently the Department functions with one part-time DA I, 10 month/15 hours per week position, added last year to handle some of the administration office work of the Foundation, and a Department Assistant III that is shared with four other managers. The workload of four full-time Administrators severely limits the assistant's ability to provide clerical support beyond purchasing. An active alumni program would include fundraising campaigns and events, cultural events and activities, regular meetings, scholarships and recognition programs, benefits, career services, homecomings and reunions, networking opportunities, etc. Increasing marketing efforts into the digital realm takes time and effort to keep current on emerging technologies and how to utilize them. This position will assist with clerical, communications, reporting, campaign and event planning, data management, and marketing and promotional material, etc. The college once had a thriving alumni program with a staff that included a Director, Coordinator, Department Assistant III, Department Assistant I, and two to three student workers. Not filling the bulk of those positions during severe budget cuts has negatively impacted the program over the last two decades. It will take time, energy, enthusiasm, and appropriate staffing to rebuild and surpass the previous program.

4000 Category - Supplies and Equipment

Newspaper subscriptions for all campuses

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

1,3,4,5

Estimated Amount of Funding Requested:

\$675, Ongoing from General Fund.

Detailed Rationale:

Newspaper subscriptions to monitor media coverage, currency, and research opportunities. Increased amount to include newspapers in Tehachapi.

Supplies

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

4,5

Estimated Amount of Funding Requested:

\$4,500, Ongoing from General Fund.

Detailed Rationale:

Supplies for both PIO and Web Content Editor and includes name badges for staff and faculty. Increase requested to cover marketing banners and supplies for Tehachapi and includes estimate for rebranding the college.

5000 Category - Service, Utilities, and Operating Expenses

Employee Travel

Location:

Ridgecrest/IWV

Priority:

Medium

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$2,500, Ongoing from General Fund.

Detailed Rationale:

Attend Asilomar Leadership Skills Seminar, Public Relations and Development Conferences to maintain currency in field.

Employee Travel DO

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

1

Estimated Amount of Funding Requested:

\$200, Ongoing from General Fund.

Detailed Rationale:

Attend various meetings and events across the district.

Food/Meetings

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

2

Estimated Amount of Funding Requested:

\$400, Ongoing from General Fund.

Detailed Rationale:

Food for campus receptions, open houses, meetings, and includes marketing events at all campuses.

Institutional Dues and Memberships

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$500, Ongoing from General Fund.

Detailed Rationale:

Memberships to CCPRO, NCMPR, Chamber, and Council for Resource Development

General Advertising

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$34,000, Ongoing from General Fund.

Detailed Rationale:

Advertising for summer/fall/spring and special events including high school year books, athletic calendars, phone books, and maps. Increase requested to add Tehachapi to advertising service area and additional increase due to upgrade ads to full color to make them more eye catching, professional, and appealing.

Printing/Duplicating Services

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$6,500, Ongoing from General Fund.

Detailed Rationale:

Annual Report to the Community, strategic plan, and anticipated expense for rebranding.

Equipment

Location:

College-wide

Priority:

Medium

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$500, Ongoing from General Fund.

Detailed Rationale:

Estimated equipment repair or replacement for cameras, scanners, etc.

Postage

Location:

College-wide

Priority:

High

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$3,000, Ongoing from General Fund.

Detailed Rationale:

Mailing of Annual Community Report, strategic plans, etc.

Other Services and Expenses

Location:

Ridgecrest/IWV

Priority:

High

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$250.00, Ongoing from General Fund.

Detailed Rationale:

SmugMug Account and professional photography, etc.

6000 Category - Capital Outlay

Computer/Technical Equipment

Location:

Ridgecrest/IWV

Priority:

Medium

Strategic Plan Goals Addressed:

3,4

Estimated Amount of Funding Requested:

\$500, Ongoing from General Fund.

Detailed Rationale:

Estimated equipment and scanner repairs or replacement.