

Public Information/External Relations Department

Annual Unit Plan for Academic Year 2016-2017

October 2015

Describe 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 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 a variety of strategies, based on target audience communication styles, and constantly re-evaluate marketing methods and messages to meet diverse student populations. Development efforts serve 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. The department strives to inspire those who are not directly connected with the institution to take notice of the college's academic reputation and contributions to the region and beyond.

Report on Improvements Made and Gaps Identified in the Prior Year

Student Equity

None

Population:

Ethnicity: Unknown

Analysis and Plan:

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 its 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 the workforce, student population, and communities served. Marketing efforts convey 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 students by actively featuring a variety of classes and activities that highlight the college's diversity, including showing multiple ages, genders, ethnicity's, cultures, etc.

Outcomes Assessment: Overall Report

The department is consistently bringing forward best practices in the areas of public relations, marketing, and development. Good progress has been made in promoting Cerro Coso Community College as a leader in higher education. Students are reporting a high affinity for the college. Advertising has been expanded into digital realms, and the department recently initiated a comprehensive rebranding of the college to include fresh new logos and shift in messaging to better communicate a relevant brand promise that improves the institution's standing as a college of first choice.

Development efforts ensure educational opportunities and academic development through financial and other forms of support. Established scholarship programs and services benefit students; and fundraising initiatives support the programs and services of the college. The need for support is greater than ever. The department puts a lot of effort into the development and awarding of

scholarships that are essential to student recruitment and retention.

The CCCC Foundation has been restructured to increase the amount of work being accomplished. Donations have increased substantially, employee giving has steadily increased over the past five years, and the dollar amount awarded to students in scholarships increased 123% in the last year.

The department does need to be more calculated in planning and measure for effectiveness. A tangible strategic marketing plan will drive collaboration among all stakeholders and help align the department's various functions. The expectations and staffing of the department need to be reviewed and addressed.

Outcomes Assessment: Gaps Identified in Prior Year's Assessments

Fiscal Gap

Type:

AUO

Target Missed/Gap Detected:

Students in online classes represents 55% of the college's total enrollment and CC Online is treated as a virtual instructional campus of the college; yet, currently, no budget is allocated for the promotion of online classes and programs. Digital marketing is expensive and any attempt to increase enrollment in the online environment through advertising will result in the need to create a budget for the promotion of Distance Education (DE) classes and programs.

Type of Gap:

Need to improve customer service.

Analysis and Plan:

Distance Education is currently working with the marketing manager on the development of a marketing plan for DE that will include a required budget to accomplish desired outcomes.

Progress Made on Program Review

Public Relations, Marketing, and Development

Year of Last Program Review:

Not Available

Progress in the last year on two-year strategies:

This department is currently conducting it's first comprehensive program review.

Progress in the last year on five-year strategies:

Program review in progress. First review by committee planned for November 2015.

Progress Made on Prior Year Initiatives

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

A branding survey was completed and provided valuable information about the college's brand awareness that led the charge for

new logos and messaging. The department completed a comprehensive rebranding of the college that include fresh new logos and a shift in messaging to better communicate a relevant brand promise that improves the institution's position of being a college of first choice in its service area.

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.

The spring 2015 campaign yielded an increase in alumni donations over the previous year's donations. Anything over nothing is something, but the return really didn't pay for the campaign resulting in a loss to the association. The action plan to achieve the desired outcome have been revised in this year's annual unit plan.

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

The CCCC Foundation has been working very well under a new structure and bylaws, which has resulted in a tremendous increase in the amount of work being accomplished. The foundation's net assets increased in 2013/2014 and remained stable in 2014/2015. Fluctuation in the investment market at the end of the fiscal quarter didn't result in any losses in net assets for the foundation, and scholarships awarded to students increased 130% in 2014/2015. The foundation awarded an unprecedented \$69,025 in scholarships to CCCC students in 2014/15. Employee giving has steadily increased annually up 5.73% in 2014. Since 2010 employee giving is up 123%. Donations to the foundation have also increased. In 2013/2014 the foundation was the recipient of a one-time generous donation of \$56,000 from the Hirsch Estate. A gift of that size is out of the norm for the foundation and tips the numbers tremendously. If you remove the one time estate donation from the calculation than the increase in contributions to the foundation increased 69.74% in 2013/14 and 357.64% in 2014/15.

Plan Initiatives for Next Year

Initiatives for Next Academic Year

Improve alumni base, interactions, and relationships to increase donor receipts by 5% during the 2016/2017 academic year.

Action Plan:

1. Form an alumni committee or task force within the CCCC Foundation board
2. Establish an active Alumni Association Board of Directors
3. Develop a three year strategic plan for alumni engagement

Measure of Success:

CCCC Foundation alumni committee or task force formed. Active alumni board of directors established. Three year strategic plan for alumni engagement developed.

Person Responsible:

Development Manager

It directly addresses a college Strategic Goal or Objective

Objective 6 - Generate Revenue

Strategy - Improve alumni base, interactions, and relationships.

Action - Host two donor campaigns a year. Build alumni volunteer database.

Department Effectiveness and Efficiency Measures

Action Plan:

Identify and develop useful measures and metrics for evaluating the department's effectiveness and efficiency.

Measure of Success:

Measures and metrics identified and implemented.

Person Responsible:

Department Manager

It addresses a program review strategy

Part 5 - Action Plans

1. Effectiveness and Efficiency

Provide vision, leadership, strategic direction, and administrative oversight to the CCCC Foundation.

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 in donations to CCCC foundation and scholarship award amounts.

Person Responsible:

Public Relations, Marketing, and Development Manager.

It directly addresses a college Strategic Goal or Objective

CCCC Strategic Goal 5: Strengthen Organization Effectiveness. Objective 6 - Generate Revenue. Improve alumni base, interactions, and relationships.

Goal 3: Ensure Student Access. Objective 1 - Optimize student enrollment.

Evaluate Resource Needs

Facilities

Facilities adequately meet the needs of the department at this time.

Information Technology

Computer monitors will need to be replaced between the graphic designer, web content editor, and manager that deliver consistent images, extreme performance, with high resolution, and are equipped with the latest connectivity options. Software needs to be updated regularly. Adobe, windows, chrome, etc.

Marketing

Additional funding will be requested to increase digital marketing and billboard advertising along the service area. Funding will also be requested to improve signage around the various campuses. Marketing kits need to be updated to include sure shot cameras and small handle held video cameras for each campus. The department will ask for an additional \$5,000 to replace the existing Rise LED Ticker Display located in the Learning Resource Center with an integrated digital sign solution that can be utilized throughout the Ridgecrest campus.

Professional Development

Additional professional development funds will be requested for support staff. Manager will continue to attend annual Community College Public Relations Officers (CCPRO) Conference and Campus Safety Notification Workshop to keep up with best practices.

Staffing Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff

To be determined

Location:

Ridgecrest/IWV

Salary Grade:

??

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

??

Justification:

Additional assistance may be needed to maintain and increase development and marketing efforts in support of the college's need for increased human, monetary, and physical resources. The expectations and staffing of the department need to be reviewed. The addition of a Department Assistant II will provide some much needed relief to the department.