

# Public Information/External Relations Department

## Annual Unit Plan for Academic Year 2018-2019

October 2017

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### Describe Department/Unit

#### 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 role 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.

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### Report on Improvements Made and Gaps Identified in the Prior Year

#### Student Equity: Actions Taken

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, ethnicities, cultures, etc.

#### Student Equity: Gaps to be Addressed

#### Outcomes Assessment: Actions Taken

##### Actions taken in the prior academic year

The department continues to bring forward best practices in the areas of public relations, marketing, and development. The department seeks to increase brand awareness among prospective students, parents, families, current students, and alumni. Good progress has been made in promoting Cerro Coso Community College as a leader in higher education.

The department developed and implemented a formalized process for requesting publicity and printing that will allow the department to monitor and prioritize projects more efficiently. One of the three year goals identified in the department's program review.

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 department puts a lot of effort into the development and awarding of scholarships that are essential to student recruitment and retention. Progress has been made in matching students to scholarship opportunities resulting in more than a \$10,000 increase in the amount awarded to students in scholarships over the last year, and STEM scholarship awards increased by more than \$28,000. Foundation assets have increased 4.19% in the same time period. Employee Giving is up 7.9% over the

previous year and has increased over 112% over the past five years. Donations to the Foundation came to \$95,942.00 in 2016/2017 representing a 16% increase in the last year.

Foundation priorities shifted from the development of an Alumni Association and President's Circle to the immediate needs of Measure J. The CCCC Foundation played a significant role in the campaign and passage of Measure J in November of 2016 that will provide the college with funding to modernize aging facilities and upgrade instructional technologies. The measure passed by a 65.17% margin, receiving 145,217 yes votes.

Additional assistance is required to move the institution forward and secure the funds needed for success by presenting fundraising initiatives as giving opportunities to prospective donors through a variety of channels including the development of an active and viable alumni engagement program and President's Circle.

## **Outcomes Assessment: Gaps to be Addressed**

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

**Type:**

AUO

**Target Missed/Gap Detected:**

Progress was not made in the development of an Alumni Association and President's Circle as the Foundation's priorities shifted to the campaign and passage of the largest facilities bond, Measure J, passed in the state of California.

**Type of Gap:**

Limited capacity/infrastructure.

**Analysis and Plan for Improvement:**

The Foundation committed to raising \$8 Million dollars to meet Cerro Coso facility needs. Their involvement in the passage of Measure J on behalf of college will result in raising more than \$60 Million dollars for facility repair and improvements. It was not known at the time the 2016/2017 Annual Unit Plan was written that a facilities bond measure would be initiated by the KCCCD Board of Trustees.

Additional assistance is required to move the institution forward and secure the funds needed for success by presenting fundraising initiatives as giving opportunities to prospective donors through a variety of channels including the development of an active and viable alumni engagement program and President's Circle.

**Anticipated Semester for Implementing Planned Improvements:**

Fall 2018

**Anticipated Semester of Next Assessment:**

Spring 2019

## **Program Review: Actions Taken**

### **Public Relations, Marketing, and Development**

**Year of Last Program Review:**

### **Actions Taken in the Prior Year to Address Strategies:**

Progress has been made in the department's identified three-year strategies.

- The department has developed a formalized process for requesting publicity and printing that allows the department to measure and evaluate its effectiveness and efficiency.
- The department's goal to develop, maintain, and continually renew the financial resources necessary to sustain needed resources for the college is an ongoing process through the CCCC Foundation. The Foundation played a significant role in the campaign and passage of Measure J in November of 2016 that provides the college with funding to modernize aging facilities and upgrade instructional technologies. The measure passed by a 65.17% margin, receiving 145,217 yes votes.
- Additional assistance has been hired to assist with the College Promise, and to maintain and increase development and marketing efforts of the CCCC Foundation in support of the college's need for increased human, monetary, and physical resources.

### **Strategies Still to be Addressed:**

- Develop an active alumni program that will increase Cerro Coso's standing as a college of first choice leading to increased enrollments, improved brand promise, and provide valuable human, fiscal, cultural, and physical resources.
- Conduct a website user survey and make improvements to the college website improving the user experience. The public relations, marketing, and development manager will work with the web content editor to accomplish this goal by fall 2017.
- Develop a viable college marketing plan that guides the promotion and growth of the institution. The public relations, marketing, and development manager will work with stakeholder leadership to accomplish this goal for implementation in spring 2018.
- Hire a program Manager for the Foundation with the expertise and skills needed for Institutional Advancement that will move the institution forward and secure the funds needed for success by presenting fundraising initiatives as giving opportunities to prospective donors through a variety of channels including: a sustainable funding mechanism for the Cerro Coso Promise, and development of an active and viable alumni engagement program and President's Circle.

## **Annual Planning: Actions Taken**

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

Measure J and the awarding of a California Community College Chancellor's Office Grant for the establishment of a Cerro Coso Promise shifted the shifted the Foundation's immediate attention away from this initiative. An important component in developing a sustainable funding source for the Cerro Coso Promise this goal will continue to be a goal for the department once a Program Manager for Foundation and Institutional Advancement is hired.

### **Department Effectiveness and Efficiency Measures**

The department has established a formalized process for requesting publicity and printing that allows the department to monitor and prioritize projects more efficiently. The department manager will establish measures and metrics to provide data points for the 2019/2020 annual unit plan and identify trends in the next program review.

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

Foundation assets have increased 4.19% in the last year. Employee Giving is up 7.9% over the previous year and has increased over 112% over the past five years. Donations to the Foundation came to \$95,942.00 in 2016/2017 a 16% increase over the previous year. Scholarship awards were up more than \$10,000.

The CCCC Foundation also played a significant role in the campaign and passage of Measure J in November of 2016 that will provide the college with funding to modernize aging facilities and upgrade instructional technologies. The measure passed by a 65.17% margin, receiving 145,217 yes votes.

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## Review of Current Year Initiatives

### Reminder of Initiatives for the Current Year

#### Develop a measure for determining departments efficiency.

Completed.

#### Increase STEM scholarship awards to students.

Progress made continued improvements needed.

#### Implement an active Alumni program and President's Circle

Hiring a Program Manager for Foundation and Institutional Advancement with the desired expertise and skills has proven challenging. Job description was rewritten once to help attract a better qualified pool.

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## Plan Initiatives for Next Year

### Initiatives for Next Academic Year

#### Lead Foundation efforts in developing a sustainable funding source for the Cerro Coso Promise

Is this part of a multiyear initiative?

Yes

#### Specific Action Steps to be Taken:

- Program Manager hired
- Fundraising Calendar of Events established
- Fundraising goals established
- Fundraising goals met

#### Lead Measure of Success:

- Program Manager hired
- Fundraising goals established
- Fundraising calendar of events established

Are any of the lead measures identified above lacking assessment instruments?

No

Does the department request help to develop these instruments?

No

#### Lag Measure of Success:

- Alumni program established
- President's Circle established
- Fundraising goals met

**Person Responsible:**

Public Relations, Marketing, and Development Manager

**It addresses a program review strategy**

Lead CCCC Foundation planning efforts to support college goals, objectives, and strategies. The public relations, marketing, and development manager is responsible for leading foundation planning efforts and will assist the foundation in meeting its three year goals .

**Which strategic goal does this initiative address?**

Goal 1: Maximize Student Success, Goal 2: Advance Student Equity Measures, Goal 3: Ensure Student Access, Goal 4: Enhance Community Connections, Goal 5: Strengthen Organizational Effectiveness

**Improve alumni base, interactions, and relationships to increase donor receipts by 5 percent.**

**Is this part of a multiyear initiative?**

Yes

**Specific Action Steps to be Taken:**

- Strategic plan for alumni engagement written
- Implement plan for alumni engagement
- Increase opportunities for alumni participation and giving

**Lead Measure of Success:**

- Strategic plan written
- Plan for alumni engagement implement

**Are any of the lead measures identified above lacking assessment instruments?**

No

**Does the department request help to develop these instruments?**

**Lag Measure of Success:**

Increase in alumni participation and donations by 5%

**Person Responsible:**

Public Relations, Marketing, and Development Manager

**It addresses a program review strategy**

Develop an active alumni program that will increase Cerro Coso's standing as a college of first choice leading to increased enrollments, improved brand promise, and provide valuable human, fiscal, cultural, and physical resources. The college public relations, marketing, and development manager will be responsible for overseeing the development of an active alumni program. The goal is to develop a plan in the fall of 2017 to begin implementation in the spring of 2018. It will take several years to get this program up and running and fully functioning.

**Which strategic goal does this initiative address?**

Goal 3: Ensure Student Access, Goal 4: Enhance Community Connections, Goal 5: Strengthen Organizational Effectiveness

**Develop and Implement a President's Circle**

**Is this part of a multiyear initiative?**

**Specific Action Steps to be Taken:**

Develop and implement a President's Circle at Cerro Coso Community College to recognizes dedicated friends of the college who support our mission and vision through unrestricted annual gifts of \$1,000 or more.

- Strengthen and enhance student learning opportunities
- Attract and retain world-class faculty
- Fund and support the greatest needs of the college
- Offer financial aid to highly qualified students who need assistance

**Lead Measure of Success:**

President's Circle developed and implemented

**Are any of the lead measures identified above lacking assessment instruments?**

Yes

**Does the department request help to develop these instruments?**

Yes

**Lag Measure of Success:**

Increase in donations to the Foundation by 5%

**Person Responsible:**

**It addresses a program review strategy**

Lead CCCC Foundation planning efforts to support college goals, objectives, and strategies. The public relations, marketing, and development manager is responsible for leading foundation planning efforts and will assist the foundation in meeting it's three year goals .

**Which strategic goal does this initiative address?**

Goal 1: Maximize Student Success, Goal 3: Ensure Student Access, Goal 4: Enhance Community Connections, Goal 5: Strengthen Organizational Effectiveness

## Evaluate Resource Needs

### Facilities

Secure storage will be needed to house fundraising and marketing supplies.

## **Information Technology**

Additional funding is being requested for digital signage to upgrade the existing system with a more current tool that incorporates a calendar option. Video is a proven effective communication tool. The department is requesting additional resources to purchase 4 video cameras for use at all campuses to improve marketing and communication efforts.

## **Marketing**

Additional funding will be requested to improve signage around the various campuses. Marketing kits need to be updated to include small hand held video cameras for each campus. The Department will also increase funding to include two new College Easy Ups for KRV and Tehachapi campus events and activities.

## **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 Council for the Advancement of Secondary Education (CASE) Conference to keep up with best practices and industry trends.

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## **Staffing Requests**

**1000 Category - Certificated Positions**

**2000 Category - Classified Staff**