

Public Information/External Relations Department

AUP for Academic Year 2023-2024

October 2022

Describe Department/Unit

Connection to College Mission

The mission of the CCCC Public Relations and Institutional Advancement 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.

Advancement 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

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.

The Department established a targeted marketing strategy in the Distance Education Equity Plan to create an inviting environment for black and Hispanic students (under-represented populations) to increase equity access. This was accomplished through ten marketing campaigns with images of diverse populations in STEM programs. Those campaigns were executed in fall 2021 and spring 2022 registration campaigns. Another goal of this strategy was to establish a collection of photos representing these populations and programs to be utilized in other marketing and outreach efforts.

The effectiveness of the campaigns were hard to establish due to the ongoing effects of the COVID pandemic. Outcomes assessment tools need to be established to determine the effectiveness of these types of campaigns.

Outcomes Assessment: Loop-Back Improvements Made

Actions taken in the prior academic year

A presentation was made to College Council outlining the need for a Marketing Committee that reports out to the College Council consistent with the other resource committees TRT and facilities. The Participatory Governance Model is currently being evaluated and updated for changes.

We have increased the use of QR codes on print advertising campaigns to determine return on investment (ROI). It is not a perfect science but it is better than nothing and COVID has increased the number of people actually using QR codes.

10 Marketing Campaigns featuring black males in STEM areas of study were rolled out in the fall of 2021 and spring 2022 a strategy developed in the Online Diversity and Equity Plan to increase the diversity of students registered in online STEM programs of study. This also allowed us to develop a collection of photos to be used in future campaigns. Because of the instability and ever changing environment due to COVID, it is hard to determine the effectiveness of these campaigns. However, there were no significant changes in the numbers.

Outcomes Assessment: Results of Last Year's Assessments

We have increased the use of QR codes on print advertising campaigns to determine return on investment (ROI). It is not a perfect science but it is better than nothing and COVID has increased the number of people actually using QR codes. This has just been a watch and see year to determine if this is even an effective way to evaluate print marketing.

Target Met?

Yes

A presentation was made to College Council outlining the need for a Marketing Committee that reports out to the College Council consistent with TRT and facilities.

Due to COVID no action was taken. However, the Participatory Governance Model is currently being evaluated and updated for changes.

Target Met?

No

Increasing donations during COVID restrictions and stay-at-home orders was near impossible. Constantly changing circumstances and uncertainty made fundraising and engaging with the community very difficult during the two year pandemic. It will continue to be an ongoing priority of the Foundation. The investment market crash due to COVID did not help this goal along in any way.

Target Met?

No

Conducting a systematic evaluation of the scholarship program was put on hold last year due to COVID. A large sum of COVID relief funds for students and the college diverted time and effort away from Foundation scholarships overwhelming the Financial Aid Department with a substantial increase in workload and short turn around. Other circumstances like false enrollments and financial aid scams taxed the FA Director who retired shortly thereafter, delaying this goal. Will continue to be a goal of the Foundation.

Target Met?

No

Outcomes Assessment: Missed Targets

Increase Foundation donations by 5%.

Type:

AUO

Target Missed/Gap Detected:

100%

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Increase fund and friend-raising to increase donations to the foundation:

- Reinstate President's Circle
- Engage alumni in fundraising activities and events
- Reinstate and increase fundraising and activities during the college's 50th Anniversary.

Anticipated Semester for Implementing Planned Improvements:

Year long efforts.

Anticipated Semester of Next Assessment:

Fall 2023

Increase scholarship awards and amounts to students.

Type:

AUO

Target Missed/Gap Detected:

Investment market crash drastically impacted this goal.

Type of Gap:

Limited capacity/infrastructure.

Analysis and Plan for Improvement:

Conducting a systematic evaluation of the scholarship program.

Anticipated Semester for Implementing Planned Improvements:

Year long efforts.

Anticipated Semester of Next Assessment:

Fall 2023

Outcomes Assessment: Schedule of This Year's Assessments

Marketing Team Established.

Action Plan:

- Team charge, goals, initiatives, strategies, and metrics established
- Team formed

Increase Foundation Fundraising income by 20%

Action Plan:

Fundraising has been difficult following the earthquakes of 2019 and ongoing pandemic of 2021.

- Increase fundraising efforts starting with four smaller fundraisers
- Reinstate major fundraisers like Star Party
- Increase donations by 20% over 2 year period

50th Anniversary Implementation

Action Plan:

- Team has been established
- Anniversary plans and strategies developed
- Plan executed to celebrate College's 50th Anniversary

Program Review

Public Internal/External Relations

Year of Last Program Review:

2015

Actions Taken in the Prior Year to Address Strategies:

Good progress was being made on 2 and 5 year goals established in the Department's Program Review. All of which came to a screeching halt following the earthquakes of 2019 and then two year pandemic. Changes in staffing levels, stock market crash, and uncertainty have negatively effected the department, its goals, outcome.

Strategies Still to be Addressed:

The Program Review needs to be completely redone. Time and circumstances have changed the focus, progress, and outcomes of the department which has reverted back to 2016 levels. Staffing issues are being addressed in a way that could change the department's overall plan moving forward.

Last Year's Initiatives

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

Due to COVID restricts and stay-at-home orders this was not attempted last funding year. It will continue to be an ongoing priority of the Foundation. The investment market crash due to COVID did not help this goal along in any way. It made fundraising and engaging with the community very difficult.

Increase Scholarship Awards to Students

COVID prevent this goal from being attained as well. A large sum of COVID relief funds for students and the college diverted time and effort away from Foundation scholarships overwhelming the Financial Aid Department with a substantial increase in workload and short turn around. Will continue to be a goal of the Foundation.

Reminder of Initiatives for the Current Year

Reminder of Initiatives for the Current Year

Establish a Marketing Team

Increase Foundation Fundraising income by 20%

50th Anniversary Implementation

Plan Initiatives for Next Year

Initiatives for Next Academic Year

Marketing Campaign that brands CCCC as the "school of choice"

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Create a marketing campaign that brands CCCC as the "school of choice":

- Stress the quality of education at the college as well as its value, and it is highly recommended that faculty be used centrally in the marketing of programs.

Early Observational Data, or "Lead" Measure(s):

Key Performance Indicators: High school yield, adult participation rate increase.

Does the department request help developing these instruments?

Yes

Institutional Performance Data, or "Lag" Measure(s):

Person Responsible:

Director of Communications and Public Relations

Unit gap or institutional goals addressed:

It addresses a Student Equity and Achievement Plan goal

50th Anniversary Activities and Celebration

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Implement 50th Anniversary events and activities:

- Launch President's Circle - January
- Women's History Speaker Series - March
- 50th Anniversary Publication
- 50th Anniversary Graduation Backdrops/Banners/Video/Marketing
- History Wall
- Employee 50th Anniversary Photo
- 50th Anniversary Video

Early Observational Data, or "Lead" Measure(s):

Full implementation of events and activities.

Does the department request help developing these instruments?

Yes

Institutional Performance Data, or "Lag" Measure(s):

Person Responsible:

Foundation CEO/Communication & PR Director

Unit gap or institutional goals addressed:

It addresses a 2- or 5- year program review strategy

Increase scholarship awards to students

Is this part of a multiyear initiative?

Specific Action Steps to be Taken:

Increase Scholarship Awards to Students

Action Plan:

Every year the CCCC Foundation approves a substantial amount of scholarship funds to be awarded to students and routinely a large sum of scholarships continue to go unawarded. A systematic evaluation to include the review of:

- Processing of applications,
- Scholarship Software Management System,
- Individual scholarship criteria,
- Administration and distribution processes

Early Observational Data, or "Lead" Measure(s):

Increase in student awards and funds.

Does the department request help developing these instruments?

No

Institutional Performance Data, or "Lag" Measure(s):

Person Responsible:

Foundation CEO

Unit gap or institutional goals addressed:

It addresses a gap in outcomes assessment, It addresses a Student Equity and Achievement Plan goal

Evaluate Resource Needs

Facilities

Information Technology

Marketing

Professional Development

Other Needs

Staffing Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff

Print Clerk**Location:**

EKC Tehachapi

Salary Grade:

37

Number of Months:

11

Number of Hours per Week:

19

Salary Amount:**Justification:**

Beginning in Fall 2017, we began tracking demand for reproduction work of the Graphics Designer that was related to the college's efforts related to inmate education. Since this was a new program, the reproduction work associated with the program previously did not exist. For Spring 2018, there were 668 copies of textbooks made. In addition, there was approximately 20,000 additional copy pages produced, per month, during the Spring 2018 semester. This increase in demand has resulted in reduced time for the existing Graphic Designer to complete the marketing and design aspect of the position. Prior to the increase in printing work due to our inmate education program, the Graphics Designer position time was split between graphic design work and other printing needs. At the same time that we have seen an increase in printing related to inmate education, there has also been an increase in the demand for marketing materials that support our instructional programs, student support services, and our college events. We have seen an increase in the college-wide documents that require graphic design work including significant work for new programs and statewide initiatives: Navigate, Cerro Coso Promise, branding in Tehachapi, CTE Workforce Development rebranding, FASFA and statewide financial Aide changes, etc. Both the demand increase in graphic design and the increase in inmate education printing, we have experienced the need to either contract out this work or assigned to other employees on a temporary basis while avoiding ongoing reassignment due to employee classification restrictions. The college needs a full-time Graphic Designer. A new high-tech printer was purchased last year for the ISEP program in Tehachapi. It is time that work be shifted from the Graphic Designer at the Ridgecrest Campus and a Print Clerk be hired at the Tehachapi campus to reduce delivery costs and workload on the Graphic Designer.