

Public Information / External Relations Department Annual Report 2024-2025 November 2023

Description of Section

College Mission

The mission of the CCCC Public Relations and Community Relations 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 is to highlight the high-quality education and dynamic services the college provides to its unique rural communities in order to support 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.

Community Relations efforts serve to engage alumni, friends, donors, parents, students, prospective students, faculty, staff, and the community at large in their association with the college, building relationships and partnerships with community and business leaders that strengthen their support of 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.

Review and Planning

Demographic and Equity Gaps Still to be Addressed

Our marketing and community engagement efforts have seen growth in outreach to Hispanic students, but still needs to better reflect our student population. Our Fall 2023 demographic data shows that Hispanic students make up 44% of our student population. It is our largest racial demographic, ahead of Whites who make up 40% of the population. Recent efforts to better reach that student population include Spanish-language marketing campaigns, but there is still room for growth. Our day-to-day marketing needs to reflect our diverse student body, especially our Hispanic population.

Our marketing efforts tend to ignore our older students. In Fall 2023, 31% of our students were 30 years or older. Much of our marketing is geared toward younger students who are just starting their college careers, but not much is directed toward the 30+ group. There is an opportunity to highlight the opportunities for these students, and let our communities know just how normal it is to go back to school later in life.

Our Bishop and Mammoth campuses represent a unique equity challenge. Both are areas with a relatively high cost of living and significant housing restraints. Those obstacles combined mean we have a large population of working students. A focus on full-time students puts college out of reach for many who are unable to balance full-time work, full-time school, and family obligations. By expanding our marketing to include a focus on part-time students, we can better serve this population. 5

Last Year's Initiatives

Establish a Marketing Team

The Marketing Team proposal has been on hold, but conversations have been started to get it moving again in 2024.

Increase Fundraising by 20%

Foundation Fund allocation has been moved out of the Marketing/Communication department.

50th Anniversary Implementation

A team has been established, meetings have been held, and multiple events have been held or have been planned to recognize the 50th. We are enjoying our 50th anniversary very much and in accordance with the board.

Initiatives for Next Academic Year

Increase digital marketing

Is this part of a multi-year initiative?

No

Specific Action Steps to be Taken:

Shift marketing focus from print/radio to digital platforms.

Current budget is roughly 50/50 split between old marketing and new marketing. Will shift to a 60/40 model for 2024/2025.

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

Detailed tracking of pending to enroll in the 60/40 model is being followed.

Does the department request help developing these instruments?

No

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

Comprehensive year-end analysis of all marketing efforts to enroll in marketing dollars are being spent on platforms that will reach target market most effectively.

Person Responsible:

Jeff Lenk

Unmet gap or instructional goals addressed:

It addresses a Strategic Plan goal objective, It addresses a Student Equity and Achievement Plan goal.

Track marketing campaign success

Is this part of a multi-year initiative?

Yes

Specific Action Steps to be Taken: i

Build new feedback platforms to track the success of marketing campaigns.

Utilize unique QR code, feedback survey, click rate, and other tools to track how well marketing campaigns are performing with target audience. i

Early Operational Data, or "Lead" Measure ():

Compile feedback and survey data for early results

Do the department require help developing the new rumen ?

No

Annual Performance Data, or "Lag" Measure ():

Annual review of success rate of marketing campaigns to analyze our success/failure rates and determine which efforts on e which platforms had the greatest success.

Prerequisite:

Understand annual goal address:

It addresses a Strategic Plan goal or objective

Develop Stock Photo Database

Is this part of a multi-year plan ?

No

Specific Action Steps:

Develop a stock photo database for use across campus. Ensure that most imagery coming from our campus features Cero Coso students, classrooms, and campus spaces. This will reduce our reliance on generic stock imagery that does not represent our college.

Work with departments to allow photoshoots during class time in order to build a collection of students in action.

Work with departments to schedule photoshoots outside of normal class time for staged imagery.

Establish a "photo request" system so various departments can let us know what Cero Coso imagery they need so we can add it to that database.

Early Operational Data, or "Lead" Measure ():

Work with graphics department to track incoming requests and ensure we have the photos needed to fulfill them.

Solicit regular feedback from departments on imagery they are using to ensure Cero Coso photos are being used.

Do the department require help developing the new rumen ?

Yes

Annual Performance Data, or "Lag" Measure ():

Annual review of marketing efforts, sorting them by "Cero Coso stock imagery" and "generic stock imagery". Goal is to have at least 85% of imagery used directly from Cero Coso.

Prerequisite: e

Jeff Lenk

U p o r s u o l o l s d d r e s s e d :

It addresses a Strategi Plan goal or obje tive

Resource Needs

F c l e s

No requests

I f o r m a o T e c h o l o y

No requests

M a r k e

Everything, it's what we do

Profess o l Developme

Outside training and development for website management, with a fo us on A essagebility. This in ludes travel to onferen es and attending webinars.

O t h e r N e e d s

None

S f f R e q u e s t s N o A l r e d y L s e d I U P l s

1000 C e o r y - C e r f c e d P o s o s

No e

Loc o :

Jus f c o :

None

2000 C e o r y - C l s s f e d S f f

Web Co e Ed or

Loc o :

Ridge rest/IWV

S l r y G r d e:

Number of Mo hs: c

12

Number of Hours per Week:

40

Salary Amount:

Justification:

We currently only have one full-time web content editor. The workload, especially following the move to our new website, is too great for a single person. We have regular requests coming in for updates to department pages, event pages, academic resources, outreach resources, and more.

Our website is our primary resource for the vast majority of our students, and it is critical to have it functioning properly with up-to-date information for every department on campus.

In order to fulfill that need, we need at least two full-time web editors on campus.

Print Shop Clerk

Location:

Ridgecrest/IWV

Salary Grade:

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

Justification:

Our Print Shop is currently staffed by a single person, our Graphic Designer. With an increase in marketing and graphic design requests being sent to our department, the workload has become increasingly difficult to manage.

By shifting print shop work to a designated clerk, we can free up our Graphic Designer to utilize his skill sets to greatly enhance our marketing.

A designated print shop clerk will also create critical redundancies in that department, so print operations don't shut down when a single person is off campus. c