

# **Public Information/External Relations Department**

## **ASP for Academic Year 2025-2026**

**November 2024**

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### **Description Of Section**

#### **Connection to 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.

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### **Review And Planning**

#### **Performance and Equity Gaps Still to be Addressed**

Our marketing efforts tend to be geared more for younger students. With a student population encompassing all ages there is an opportunity to highlight the opportunities available to older students.

The Bishop and Mammoth campuses often have students who are working full-time due to the high cost of living and housing restraints. Providing information about the opportunities available to part-time students could help us better serve this population.

Marketing platforms and strategies are evolving rapidly, and traditional approaches may no longer resonate with younger audiences. Leveraging dynamic content such as videos, reels, and interactive posts on social media platforms like YouTube, Instagram, and Snapchat can greatly improve outreach and engagement. Investing in paid subscription software for video editing and creation could further enhance the quality of our content and strengthen our social media presence thus increasing awareness.

#### **Last Year's Initiatives**

No prior year initiatives to report on.

#### **Initiatives for Next Academic Year**

##### **Video Marketing**

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

No

**Specific Action Steps to be Taken:**

- **Content Creation**

- Develop short-form video content such as student testimonials, campus tours, and program highlights for platforms like YouTube, Instagram Reels.
- Create "Day in the Life" videos featuring current students or staff members.
- Produce promotional videos showcasing special events, scholarships, and unique program offerings.

- **Platform Optimization**

- Establish or enhance institutional profiles on YouTube, Instagram, and possibly Snapchat.
- Tailor content to align with the audience's preferences on each platform (e.g., educational content on YouTube)

- **Student and Staff Collaboration**

- Student workers to create relatable and authentic content.
- Involve faculty and staff in short educational videos or tutorials to showcase their expertise.

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

- Track performance metrics (e.g., views, likes, shares, comments) to identify what resonates with the audience.
- Conduct surveys or collect feedback to assess the effectiveness of the videos.

**Does the department request help developing these instruments?**

Yes

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

- **Enrollment Metrics**

- Year-over-year changes in enrollment numbers (e.g., an increase in applications or admitted students).

- **Engagement and Awareness**

- Social media engagement rates (e.g., likes, shares, comments, video views).
- Growth in social media followers or subscribers on platforms like YouTube or Instagram.

**Person Responsible:**

Tera Moorehead (PIO office)

**Unit gap or institutional goals addressed:**

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity

**Launch Marketing for New Tehachapi Campus**

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

No

**Specific Action Steps to be Taken:****• Pre-Launch Awareness Campaign**

- Develop a timeline for pre-launch announcements using email, press releases, and social media.
- Create a countdown campaign on social platforms to build anticipation.
- Collaborate with local media outlets to feature the new campus in articles, TV spots, and radio segments.

**• Content Marketing**

- Produce a video tour of the new campus showcasing facilities, programs, and opportunities.
- Share testimonials from staff, faculty, and prospective students discussing the benefits of the new campus.
- Highlight the community impact through stories or infographics about the campus's expected contributions (e.g., jobs created, accessibility improvements).

**• Community Engagement**

- Host open houses and campus tours for the local community, high schools, and prospective students.

**• Digital and Social Media Outreach**

- Launch targeted ad campaigns across Facebook, Instagram, Google, and YouTube to reach students in the surrounding area.
- Create a dedicated landing page on the institution's website for the new campus with key information.
- Use geotargeting to send mobile ads or notifications to people near the campus location (using an outside organization).

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

**Social Media Performance:** Growth in followers and engagement metrics (likes, shares, views) tied to content about the new campus.

**Increased Interest:** More inquiries about attending/enrolling.

**Does the department request help developing these instruments?**

Yes

**Institutional Performance Data, or "Lag" Measure(s):****• Enrollment Growth:**

- Number of applications and enrollments at the new campus compared to previous years.
- Percentage of first-time applicants drawn by the new campus.

**• Marketing Effectiveness:**

- Conversion rates for ads or campaigns specific to the new campus (e.g., inquiries to applications).

**Person Responsible:**

Tera Moorehead (PIO office)

**Unit gap or institutional goals addressed:**

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity

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## Resource Needs

### Facilities

No Request

### Information Technology

No Request

### Marketing

See other items in Annual Plan and Budget Request worksheet

### Professional Development

Outside training on social media management since Cerro Coso has 4 social media accounts specific to each site. Travel to conferences or online conferences.

Access to various tools to better create marketing, such as video editing programs.

### Other Needs

None

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## Staffing Requests Not Already Listed In Unit Plans

### 1000 Category - Certificated Positions

### 2000 Category - Classified Staff

#### Web Content Editor

##### Location:

Ridgecrest/IWV

##### Salary Grade:

46.5

##### Number of Months:

12

##### Number of Hours per Week:

40

##### Salary Amount:

68,472

**Justification:**

The workload on our current graphic designer has grown significantly due to the increasing demands of supporting a growing number of programs, initiatives like Zero Cost Books, and a rise in requests for printing, curriculum material development, and marketing materials. These tasks are essential for meeting classroom needs and effectively promoting the college, yet the current volume far exceeds what one individual can manage.

Similarly, our web developer is experiencing a substantial increase in workload due to ongoing website development and the creation of new pages for programs and initiatives. This has resulted in longer wait times for completing requests, impacting the timely rollout of critical content.

Additionally, the demand for social media marketing has surged, driven by the need for more engaging and diverse content to reach a broader audience. To address these demands and maintain the quality and efficiency of our services, hiring an additional full-time team member with expertise in graphic design, web development, and social media management is crucial.

Currently, there is no temporary staff assisting with these tasks. As a result, we have faced delays, missed deadlines, and, in some cases, have been unable to fulfill requests. To compensate, the Director has taken on responsibilities such as creating marketing materials and managing four social media pages. While this ensures some tasks are completed, it diverts time and attention away from strategic planning and other high-priority marketing and public relations efforts. Outsourcing work has also been necessary, but this approach is neither cost-effective nor sustainable in the long term.

Without additional support, we risk further delays in meeting deadlines, missed opportunities to fulfill requests, and a diminished ability to showcase the college's offerings. Expanding the team is critical to maintaining high-quality and timely services, enhancing dynamic marketing efforts, and ultimately improving enrollment, retention, and awareness of all that Cerro Coso has to offer.

Section Plan Budget Worksheet for Public Relations - FY25

Fund	Org Description	Account Description	Program Title	Activity	Location	2024		2025		2026	Notes	Increase?	If requesting increase of %5 or more			
						Adopted Budget	Actual Expenses	Adopted Budget					In planning document	Data?	Relevance?	Operational Efficiency?
GU001	Public Information-Extnl Relations	Acad Emp - Non-Inst Non Cont	Community Relations	CI		\$ -	\$ 360.00					no				
GU001	Public Information-Extnl Relations	Non-Inst Students	Community Relations	CI				\$ 3,000.00	\$ 10,500.00		Student worker for Print Shop	yes			Due to increased programs and departments the requests for marketing have increased drastically. Hiring a student worker for the print shop and possibly for public relations can help with the increased requests.	PID would be able to build a better social media and online presence and be able to meet deadlines for requests. Department requests for marketing material and print would be more timely and thus more efficient.
GU001	Public Information-Extnl Relations	Class Non-Inst Overtime	Community Relations	CI		\$ -	\$ 1,632.13	\$ 2,000.00	\$ 2,000.00							
GU001	Public Information-Extnl Relations	Non-Library/Magazines/Bkcr/Pdcds	Community Relations	CM		\$ 100.00	\$ -	\$ 100.00	\$ 100.00							
GU001	Public Information-Extnl Relations	Non-Library/Magazines/Bkcr/Pdcds	Community Relations	CI		\$ 225.00	\$ -	\$ 225.00	\$ 225.00							
GU001	Public Information-Extnl Relations	Non-Inst Supplies & Materials	Community Relations	CT		\$ 500.00	\$ -	\$ 500.00	\$ 525.00							
GU001	Public Information-Extnl Relations	Non-Inst Supplies & Materials	Community Relations	CI		\$ 2,500.00	\$ 761.67	\$ 2,500.00	\$ 2,625.00							
GU001	Public Information-Extnl Relations	Non-Inst Supplies & Materials	Community Relations	CB		\$ 1,200.00	\$ -	\$ 500.00	\$ 525.00							
GU001	Public Information-Extnl Relations	Employee Travel	Community Relations	CI		\$ 2,500.00	\$ -	\$ 2,500.00	\$ 3,500.00		Attend marketing/PIC/social media conferences.	yes	Section		Cerro Coso has 4 official site social media pages that the PID office is responsible for managing. This creates a high demand on social media management. Many organizations have a separate individual responsible for just social media. Having more education on how to streamline the management of multiple social media accounts would be helpful.	Learning about the latest tools and apps that help streamline social media marketing will allow the PID office to create more content and in a more timely manner to bring awareness to Cerro Coso and it's programs.
GU001	Public Information-Extnl Relations	Employee Travel DO	Community Relations	CT		\$ -	\$ 68.29									
GU001	Public Information-Extnl Relations	Employee Travel DO	Community Relations	CB		\$ 100.00	\$ 66.89	\$ 300.00	\$ 300.00							
GU001	Public Information-Extnl Relations	Employee Travel DO	Community Relations	CM		\$ -	\$ 15.67									
GU001	Public Information-Extnl Relations	Food/Meetings	Community Relations	CM		\$ -	\$ 215.40									
GU001	Public Information-Extnl Relations	Food/Meetings	Community Relations	CI		\$ 200.00	\$ 880.03									
GU001	Public Information-Extnl Relations	Food/Meetings	Community Relations	CB		\$ -	\$ 330.51									
GU001	Public Information-Extnl Relations	Food/Meetings	Community Relations	CT		\$ -	\$ 56.40									
GU001	Public Information-Extnl Relations	Institutional Dues/Memberships	Community Relations	CI		\$ 100.00	\$ 59.88	\$ 300.00	\$ 1,000.00		Subscriptions to PIC/Marketing organizations. Subscriptions to video editing software and marketing creation software (such as We Video and Canva).	yes	Section		Continue to learn and gain valuable knowledge about trends in marketing and PID, as well as having access to content creation software to create more dynamic marketing material.	Being able to create marketing content and materials versus having to outsource would be more cost effective and efficient.
GU001	Public Information-Extnl Relations	Software Licensing/Maintenance Svcs	Community Relations	CI		\$ 2,000.00	\$ 2,008.20	\$ 2,100.00	\$ 2,200.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CB		\$ 3,000.00	\$ 4,634.50	\$ 4,000.00	\$ 4,200.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CI		\$ 16,500.00	\$ 18,650.32	\$ 130,000.00	\$ 135,000.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CS		\$ 2,000.00	\$ 2,562.68	\$ 3,000.00	\$ 3,150.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CT		\$ 4,000.00	\$ 960.37	\$ 5,000.00	\$ 5,250.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CK		\$ 1,000.00	\$ -	\$ 1,500.00	\$ 1,575.00							
GU001	Public Information-Extnl Relations	General Advertising Services	Community Relations	CM		\$ 1,000.00	\$ 1,821.48	\$ 3,000.00	\$ 3,150.00							
GU001	Public Information-Extnl Relations	Printing/Duplicating Service	Community Relations	CI		\$ 5,000.00	\$ 7,390.20	\$ 5,000.00	\$ 5,250.00							
GU001	Public Information-Extnl Relations	Sponsorships	Community Relations	CI		\$ 2,000.00	\$ 10,395.00	\$ 20,000.00	\$ 20,000.00							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CI		\$ 7,000.00	\$ 13,571.64	\$ 7,350.00	\$ 7,717.50							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CT		\$ 3,000.00	\$ 2,645.00	\$ 3,175.00	\$ 3,333.75							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CB		\$ 3,000.00	\$ 2,824.00	\$ 3,500.00	\$ 3,675.00							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CK		\$ 1,000.00	\$ 77.00	\$ 1,050.00	\$ 1,100.00							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CS		\$ 3,000.00	\$ 2,218.00	\$ 3,150.00	\$ 3,300.00							
GU001	Public Information-Extnl Relations	Radio/Newspaper Ad Placement	Community Relations	CM		\$ 2,000.00	\$ 82.00	\$ 2,100.00	\$ 2,200.00							
GU001	Public Information-Extnl Relations	Other Services & Expenses	Community Relations	CI		\$ 1,000.00	\$ 332.40	\$ 1,000.00	\$ 1,000.00							
GU001	Print Shop	Non-Inst Supplies & Materials	Reproduction and Printing	CI		\$ 3,000.00	\$ 272.84	\$ 3,000.00	\$ 3,000.00							
LR001	Print Shop	Paper	Reproduction and Printing	CI		\$ 17,400.00	\$ 2,273.26	\$ 17,400.00	\$ 18,270.00							
LR001	Print Shop	Paper	Reproduction and Printing	CT		\$ 5,000.00	\$ -				More print material being requested.	yes			Due to increased requests for printing due to more programs and departments.	Able to provide prints as needed for advertisement and to increase awareness of Cerro Coso and it's programs.
LR001	Print Shop	Paper	Reproduction and Printing	CB		\$ 700.00	\$ -	\$ 700.00	\$ 1,000.00		More print material being requested.	yes			Due to increased requests for printing due to more programs and departments.	Able to provide prints as needed for advertisement and to increase awareness of Cerro Coso and it's programs.
LR001	Print Shop	Paper	Reproduction and Printing	CM		\$ 700.00	\$ -		\$ 1,000.00		More print material being requested.	yes			Due to increased requests for printing due to more programs and departments.	Able to provide prints as needed for advertisement and to increase awareness of Cerro Coso and it's programs.
LR001	Print Shop	Oth Equipment Maint Agreements	Reproduction and Printing	CI		\$ 20,600.00	\$ 14,430.85	\$ 20,600.00	\$ 21,630.00							

Resource Requests		description/explanation	In planning document	Data?	Relevance?	Operational Efficiency?
Type of request	1 time or ongoing?					
Other						