



## Annual Integrated Planning

# Public Information/External Relations for 2026-2027

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## **Describe Department/Unit**

### **Connection to College Mission**

The mission of the CCCC Public Information Office 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

## Student Equity

Marketing and communications have become harder to maintain at the Bishop, Mammoth, and Tehachapi campuses due to limited staff. This creates an equity gap since those campuses don't receive the same level of promotion and communication as the main campus. To address this, we are recommending a dedicated marketing specialist who can focus on outreach in those areas and help ensure all campuses receive equal marketing support and visibility.

## Initiatives for Next Academic Year

### Expand Video Marketing and Digital Storytelling

**Is this a multi-year Initiative?** Y

#### Specific Action Steps to be Taken

- Continue producing short-form videos (student testimonials, campus tours, "Day in the Life" content).
- Launch alumni video series highlighting success stories and post-graduation impact.
- Feature faculty and staff in educational and promotional videos.
- Create updated campus videos.
- Optimize content distribution across YouTube, Instagram, and Google displays.

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

Track engagement metrics (views, shares, likes, comments).

**Do you request help developing these instruments?** Y

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

- Growth in social media engagement and followers.
- Increased event attendance and enrollment inquiries.

**Person Responsible**

Tera Moorehead

**What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

Launch and Promote the Tehachapi Campus and “Coyote Country” Brand Campaign.

**Launch and Promote the Tehachapi Campus**

**Is this a multi-year Initiative?** N

**Specific Action Steps to be Taken**

- Implement a pre-launch awareness campaign across local and digital media.
- Produce a virtual video tour of the new campus.
- Highlight community impact and new opportunities through press releases, social posts, and video features.
- Host open houses and partner with local schools for tours.

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

- Growth in engagement and inquiries related to Tehachapi content.

**Do you request help developing these instruments?** Y

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

- Enrollment and application growth for the Tehachapi Campus.
- Conversion rates from campaigns (inquiries to enrollments)

**Person Responsible**

Tera Moorehead

**What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

## **“Coyote Country” Brand Campaign**

**Is this a multi-year Initiative? Y**

### **Specific Action Steps to be Taken**

- Fully launch the **“Coyote Country”** campaign across all campuses.
- Develop a consistent logo, branding materials, and messaging toolkit.
- Produce videos highlighting each campus as part of the Coyote Country community.
- Distribute branded materials across departments and at community events.

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

- Growth in campus and community engagement with the #CoyoteCountry brand.

### **Do you request help developing these instruments?**

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

- Increased student and staff participation in campus events.
- Measurable improvement in college brand recognition and perception.

### **Person Responsible**

Tera Moorehead

### **What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

## **Campus Visual Marketing and Engagement Displays**

**Is this a multi-year Initiative? N**

### **Specific Action Steps to be Taken**

- Install professional poster holders and wall displays across campus.

- Create and rotate posters that highlight programs, student success stories, and upcoming events.
- Incorporate wall art and “Coyote Country” branding to make campus spaces more vibrant and welcoming.
- Request funding for materials, printing, and installation.

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

- Number of posters and displays installed.
- Student and staff feedback on campus environment and engagement.

### **Do you request help developing these instruments? Y**

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

- Improved campus visit satisfaction and event participation.
- Increased student awareness of programs and services.

### **Person Responsible**

Tera Moorehead

### **What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

### **Requested Resources**

#### **#84 Marketing: Wall art/display**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** 25,000.00

**Is this request supported in your initiatives or elsewhere?** Yes

Initiative 4

### **Description/Explanation**

To enhance campus engagement and visual appeal, the department is requesting \$25,000 to implement a comprehensive Campus Visual

Marketing and Engagement Display project. This initiative will install professional poster holders, wall art, and branded displays throughout the Ridgecrest campus. The goal is to transform bare and uninviting walls into vibrant, informative spaces that highlight academic programs, student life, and the college's "Coyote Country" identity. These displays will promote pride, increase awareness of opportunities, and create a more welcoming environment for current and prospective students. Funding will cover design, printing, materials, and installation costs to ensure high-quality, consistent, and durable displays that reflect Cerro Coso's energy and commitment to student success.

## **Supporting Facts/Data**

- Studies show that students are 60% more likely to engage with content that includes visuals (Higher Ed Marketing Journal, 2023).
- Campuses with consistent branding and dynamic visuals report up to 25% higher event participation and stronger identity recognition.
- Campus tours and community visits are first impressions — currently, blank walls and outdated displays reduce perceived energy and pride.
- Improved visuals can positively affect recruitment, retention, and the college's reputation as a vibrant learning space.

## **Impact on the Department/Unit**

This initiative/request allows each department to have dedicated display spaces, allowing them to consistently share information, promote programs, and highlight events in an organized and visually appealing way. Over time, this approach helps maintain a consistent and engaging campus environment.

## **Impact on Operational Efficiency**

This initiative/request improves operational efficiency by establishing a standardized, reusable system for on-campus marketing and communication. Professional poster holders and designated display areas streamline updates and improve coordination across departments.

## **#85 Marketing: Coyote Country branding and campaign**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** 10,000.00

**Is this request supported in your initiatives or elsewhere?** Yes

Initiative 4

### **Description/Explanation**

The Marketing Department is requesting \$10,000 to partner with a professional graphics and marketing firm to design and launch the **“Coyote Country”** branding campaign. This project will create a unified visual identity and logo that can be used collegewide to strengthen brand recognition, campus pride, and community connection across all Cerro Coso locations. A professionally developed logo package and campaign will ensure high-quality, consistent branding that can be applied across departments, digital platforms, and print materials. Investing in expert design support will establish a lasting, versatile identity that unites all campuses under one cohesive message — “This is Coyote Country.”

### **Supporting Facts/Data**

This initiative directly supports Strategic Goals 3 and 5 by promoting visibility, belonging, and engagement throughout the college’s service area.

### **Impact on the Department/Unit**

The Coyote Country campaign will provide all departments and campuses with a unified brand identity and set of visual assets that can be used consistently across materials, events, and outreach efforts. This will simplify and strengthen marketing for every unit — from academic programs to student services — by offering ready-to-use templates, logos, and messaging that align with the college’s overall brand.

### **Impact on Operational Efficiency**

The unified brand will help create a stronger sense of community and school pride among students, faculty, and staff across all locations.

## **#90 Marketing: Updated videos for all campuses**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** 15,000.00

**Is this request supported in your initiatives or elsewhere?** Yes

Initiative 4

### **Description/Explanation**

We currently have a video highlighting all campuses but it is getting outdated. We use this video to promote the college locally at high profile events, but also through Youtube and other social media. Having updated videos of each campus ensures that our content stays relevant and engaging.

### **Supporting Facts/Data**

Keeping top of mind is very important. Videos are more engaging than static content and we have been using the same video for several years.

### **Impact on the Department/Unit**

Departments can use the video for recruiting, enrollment, and for presentations.

### **Impact on Operational Efficiency**

Promoting all campuses provides a unified message and cohesiveness that is important for employees and the community.

## **#91 Marketing: Launch and Promote Tehachapi Campus**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** 5000.00

**Is this request supported in your initiatives or elsewhere?** Yes

Initiative

### **Description/Explanation**

Work with marketing agency to create graphics and campaign to build excitement and awareness for the new Tehachapi campus.

## **Supporting Facts/Data**

GradComm has proven effective in being able to build and launch successful campaigns. By working with GradComm we are able to have a very targeted and robust marketing approach.

## **Impact on the Department/Unit**

With limited capacity in the PIO/Marketing department this will allow the Tehachapi new campus launch to be streamlined and robust.

## **Impact on Operational Efficiency**

By promoting the new campus, the hope is to have higher awareness and higher enrollment.

## **Faculty Position Requests**

No requests found.

## **Classified Position Requests**

### **Web Content Editor**

#### **Locations**

Ridgecrest/IWV

#### **Justification**

Cerro Coso's marketing needs have increased significantly as the college continues to grow across multiple campuses, adding more events, programs, and outreach. The current marketing structure does not have the capacity to adequately support the increasing demands of marketing, content creation, and campus-specific engagement. This is especially evident in the Bishop, Mammoth, and Tehachapi campuses, where consistent marketing presence has become increasingly difficult to maintain due to staffing and travel limitations.

A Web Content Editor dedicated to social media and event promotion is needed to provide focused, equitable support across all campuses and strengthen recruitment, retention, and community engagement efforts. This position would be responsible for content

development, social media support, event promotion, and collaboration with academic and student services departments to ensure consistent, high-quality marketing materials.

Adding this role will improve operational efficiency by distributing workload more effectively, ensuring timely and coordinated campaigns, and reducing delays caused by limited staffing. It will also advance equity in marketing and communication by giving each campus — particularly those in remote areas — the consistent visibility and representation they need to attract and retain students.

This position directly supports the college's Strategic Goals 2, 3, and 5 by fostering inclusive communication, promoting new campus development, and elevating Cerro Coso's visibility as a connected, community-driven institution.

**Salary Grade**

46.5

**Number of Months per Year**

12

**Number of Hours per Week**

40

**Salary Amount**

61812.36

Communications and Public Relations ASP Budget Request Worksheet for FY27