

Marketing, Public Relations, Graphics, Web, Printing



Team

- Michelle Ma
- George Santoro
- Jeanette Lee
- Kathy Strube
- Peter Maharaj
- Isaiah Aguirre
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Description

[Enter a brief description of your unit, what it does, where it's located, auxilliary sites, how your unit is staffed (positions and hours), resources, and funding (general fund, categorical, grants), etc.]

The Marketing, Public Relations, Graphics and Publications (including Internet Publications) department supports the college's overall mission by creating effective communication tools to be used internally and externally--targeted to students, faculty, staff, the media, and the public.

What we do:

Public Relations/Marketing

- Media Relations
- Press releases
- College news
- College newsletters (internal and external)
- Advertising placement (radio, TV, print)
- Sponsorship inquiries

- Banners
- Giveaways (promotional items)
- Staffing and coordination of outreach and recruitment events (with Outreach Coordinator)
- Photography
- Promotions
- On-campus advertising-- Flyers, posters, TV screens, Kiosk
- Partnerships (sometimes with Foundation involvement)
- Daily Dolphin
- Coastline News (online)
- Coastline Event calendar (online) and master calendar
- Art Director (Director of Marketing and PR) and "keeper of the logo" a.k.a. "weed puller"

Graphics/Printing/Web

print design: production

- book layout, cover designs
- brochures, ads, brochures, newsletters
- identity, logos, branding, collateral
- signs, posters, banners
- invitations, campaign events
- certificates
- vehicle decals
- web banners
- tv banners
- annual reports
- commencement program
- master plan
- presentations
- photography (set up/arrange photos, prompts)

web design: development

- develop web presence supporting college programs and site content
- interface design
- hand code HTML / XHTML
- CSS, CSS2, javascript integration
- cross-browser / platform testing
- accessibility coding
- site architecture development
- forms /cgi
- back end code integration

printing: color/black white copies/bindery

- book layout, cover designs
- brochures, ads, brochures, newsletters
- identity, logos, branding, collateral
- signs, posters, banners
- invitations, campaign events
- certificates
- vehicle decals
- web banners
- tv banners
- annual reports
- commencement program
- master plan

bindery

- paper cutter, envelope press, score, folder

Goals

*[List the unit's primary goals and identify in parentheses the Master Plan Initiative (if applicable) that each goal supports. Note: Goals are **new** things you want or need to do either in terms of expanding or improving services*

1. Graphics/Printing: Establish a photo library tool to index, store and easily find all photos by keyword by JUNE 2011.
2. Graphics/Printing/Web: Put job-submission tool online (submission, assignment, tracking, approval, and billing) by JUNE 2011.
3. Marketing/PR: Secure an intern, a storage closet, and a F&B entertainment budget for media passes and events. :-)
4. Marketing/PR: Support the expansion of the Outreach department (hiring at least two additional hourly Outreach representatives) by JUNE 2011.
5. Web:



Departmental Services Outcomes
Measuring Success to Improve Teaching and Learning

Department/Unit **Marketing, PR, Graphics, Printing, Web**

Team Members Michelle Ma, George Santoro, Tom Nguyen, Diana Ramon, Kathy Strube, Jeanette Lee, Peter Maharaj, Nikoo Malek, Mandana Rahimi

I Expected Outcomes (Student Learning Outcomes, Student Service Outcomes, and/or Service Area Outcomes)	II Assessment Plans (How will you measure your success? Include assessment method and how, what, when, and who)	III Assessment Results (Describe results of the assessment. Include main findings, date, and report author.)	IV Implications and Plans for Improving Results (What operational changes, resources, or modifications to expected outcomes or assessment methods are needed?)
PUBLIC RELATIONS: Generate at least \$50,000 in equivalent advertising value in media placements (articles) per year for the college, it's programs, and it's people.	Media monitoring and value calculations (clip reports)		
MARKETING: Expand Coastline's social media use for low-cost marketing impact.	Monitor followers/users of our social media sites year-upon-year, our number of postings, the number of social sites we're connected to, etc.		
GRAPHICS: Continue to transition materials to new brand. Improve quality/look of all publications. Improve client satisfaction.	Number of publications in new brand. Student, faculty, staff feedback. Awards obtained for work. Implement client survey for feedback.		



Departmental Services Outcomes
Measuring Success to Improve Teaching and Learning

I	II	III	IV
Expected Outcomes (Student Learning Outcomes, Student Service Outcomes, and/or Service Area Outcomes)	Assessment Plans (How will you measure your success? Include assessment method and how, what, when, and who)	Assessment Results (Describe results of the assessment. Include main findings, date, and report author.)	Implications and Plans for Improving Results (What operational changes, resources, or modifications to expected outcomes or assessment methods are needed?)
PRINTING: Improve client satisfaction. Improve efficiency of leased equipment. Keep as much work in-house as possible. Continue to offer greatest print pricing and value.	Implement client survey for feedback. Monitor and adjust leases as necessary. Improved collaboration with other college print shops. Monitor how our prices compare and adjust if possible.		
WEB: Expand integration of online services. Improve navigation, layout, organization and look of website.	Compare number of online services from year-to-year. Survey users on their site experience, compare year-to-year results.		

Service Area Outcomes

Use the attached worksheet to identify the Service Area Outcomes for your unit. Outcomes relate to the standards you have for your unit.

Here are samples of what individual offices might write when preparing their Service Area Outcomes:

Example 1 (for Admissions and Records): Provide efficient, student-friendly application and registration process.

Example 2 (for Fiscal Services): Fiscal resources are managed effectively and timely, accurate information is provided to support planning and delivery of instructional and support services.

Example 3 (for Instructional Research): Meaningful, outcomes-based Program Reviews (instructional, student services, and administrative) are conducted on a regular schedule, and results are used to inform program and college-wide planning and budget.

Generally, you will want to identify only two to four expected outcomes, so think in terms of the big picture rather than tiny pieces. For example, if emergency response planning is in your area of responsibility, instead of listing multiple small tasks (1. Write plan. 2. Revise plan annually. 3. Design training for faculty and staff. 4. Conduct training. 5. Evaluate training. 6. Conduct drills. etc.), create one "robust" outcome statement that conveys the big picture: Ensure that the college has an effective emergency notification and response system that maximizes the safety of students, faculty, and staff.

List your expected Service Area Outcomes in the first column of the DSR Assessment document. In the second column, identify your plans for assessing your unit's performance on the outcome: How will you measure success? When? Who?

The third and fourth columns should be left blank during your initial planning. **After** you've assessed performance, you'll put the assessment results in the third column of the form and then use the fourth column to identify plans for improving performance.