



2017-2018

Annual Department Review

Marketing and Public Relations

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Section 1: Department Planning:

Internal Analysis

The operational performance of The Marketing Department over the past year has improved. The department continues to make strides to become more effective, efficient, and productive. With the addition of the online Marketing Request system, internal requests for print, design, social media, and website design and changes are starting to become a little more manageable. However, the amount of marketing requests has increased by about 50% making the department more structurally challenged than ever. With the responsibility of marketing the college to gain more enrollment, along with the task of fulfilling the marketing requests of each department, the workload has exceeded the size of the current staff. Plans for restructuring should help members of the department become more equipped to handle this challenge in the coming year. Plans to add resources, modify existing responsibilities of current staff, the addition of a a production/traffic manager, part-time graphic designer, and full-time Social Media coordinator (currently part-time) will free other staff to focus on strategic marketing and planning. This is covered later in this document.

What the department has achieved:

The Print Shop, with the addition of equipment, as well as new and updated equipment has increased its production capabilities by 40%. Also, the department has purchased mailing processing software that will enable in-house mailings for various departments in the college.

This past year, the department created and implemented a consistent Social media plan. As a result of this effort, posts to social media pages have become much more engaging, relevant, and meaningful to students and prospective students. Coastline’s Social Media presence has increased dramatically with very positive results. The number of followers to the Facebook page alone is nearly 3,000 (double the amount we had last year and continues to climb at a rate of over 100 followers each month. Future plans are to increase the involvement in Social Media to grow the number of followers to at least double that number

The college website was redesigned with a new and improved look and feel and infrastructure and is now more engaging and much easier to navigate. The new user-friendly website gives the students and prospective students who visit relevant and timely information with little or no frustration.

All Advertising and Marketing efforts now include a dedicated url or “landing page” on the website enabling the college to track responses to advertising to be tracked in a timely manner.

Survey Results

Students

College Policies and Procedures

Respondents were asked to indicate their degree of familiarity with the college policies and procedures shown in the table below. Of all respondents, 94.7% are at least somewhat **familiar** with the fact that there

are important drop deadline dates that can be seen in the student MyCCC account, while 5.3% of respondents are **not familiar** the availability of such dates. Secondly, 95.0% of all respondents indicated that they are at least somewhat **familiar** with the statement that students may be dropped from courses if registration fees are not paid in a timely manner, and 5.0% said they are **not familiar** with this policy. The specific percentages of respondents' degree of familiarity with these policies and procedures are shown in Table 1 (below).

Table 1. *CCC Policies and Procedures*

Answer Options	Familiar	Somewhat familiar	Not at all familiar	Response Count
There are important drop deadline dates that can be seen in the student MyCCC account.	71.7%	23.0%	5.3%	491
If registration fees are not paid in a timely manner, students may be dropped from courses.	81.2%	13.8%	5.0%	484

CCC Website & Publications

Respondents were asked to indicate whether they agree or disagree with the statements in **Table 2** regarding Coastline's website and publications. The majority of respondents (88.2%) agree that Coastline's **website is easy to navigate**, and 91.8% **agree** that Coastline's **programs and services are well described** online and in printed materials. Finally, 94.2% of respondents **agree** that Coastline's **printed publications are easy to read** and understand.

Table 2. *Coastline's Website and Publications*

Answer Options	Agree	Disagree	Response Count
Coastline's Website (http://www.coastline.edu) is easy to navigate.	88.2%	11.8%	1,329
Coastline's programs and services are well described online and in printed materials.	91.8%	8.2%	1,329
Coastline's printed publications are easy to read and understand.	94.2%	5.8%	1,317

Qualitative Feedback

The overall perception of Coastline's website, as indicated in respondents' qualitative feedback, is that the website is **difficult to navigate** and contains **out of date information**. We have taken this helpful feedback and have developed and launched a new, easier to navigate website as of August 1, 2017.

Social Media Sites

Respondents were asked to indicate their awareness of Coastline's social media sites. The results are shown in Table 3 The majority of respondents (67.9%) are aware of Coastline's **Facebook** page, 40.4% are aware of the **Google+** site, 20.1% are aware of the **Twitter** account, 19.3% are aware of the **YouTube** channel, and 14.2% are aware of the **LinkedIn** page.

Table 3. *Awareness of Social Media Sites*

Answer Options	Aware	Response Count
Facebook	67.9%	515
Google+	40.4%	306
Twitter	20.1%	152
YouTube	19.3%	146

LinkedIn	14.2%	108
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CCC Diversity & Climate

Respondents were instructed to indicate their level of agreement with each of the statements in Table 4 about diversity and climate at CCC. The results show that 96.9% of respondents agree that Coastline acknowledges and supports **diversity**, 96.5% agree that they are treated with **respect** at Coastline, and 96.6% agree that they feel **comfortable** in the Coastline college environment.

Table 4. *Diversity and Climate at Coastline*

Answer Options	Agree	Disagree	Response Count
Coastline acknowledges and supports diversity.	96.9%	3.1%	1,293
I am treated with respect at Coastline.	96.5%	3.5%	1,296
I feel comfortable in the Coastline college environment.	96.6%	3.4%	1,297

Qualitative Feedback

Students primarily reported that because they are taking online courses, they did not have much to say about diversity, comfort, or safety. Those that do attend at a campus report feeling **comfortable** and **safe**.

Directions to CCC Locations

Respondents were asked to select techniques that could be used to find directions to CCC locations. The results (shown below) reveal that the most common response involved doing a **Google search** (60.9% of 532 respondents). Additionally, 54.5% of respondents indicated that they could look in the **online class schedule** for the address, and 51.7% said they could look on the **main college Web page** under “Coastline’s Locations”. Less common responses include using CCC’s free iPhone and Android **mobile application** (14.5%) and **e-mailing** one’s teacher for the address (8.5%).

Table 4. *Directions to CCC Locations*

Answer Options	Response Percent	Response Count
Do a Google search (or other search engine)	60.9%	324
Look in the online class schedule for the address	54.5%	290
Look on the main college Web page under "Coastline's Locations"	51.7%	275
Use CCC's free iPhone and Android mobile application	14.5%	77
E-mail your teacher for the address	8.5%	45

Employees

The majority of respondents (90.5%) expressed overall satisfaction with the services provided by the Department of Marketing, Public Relations, and Print Shop. The level of satisfaction with specific services provided by the department are shown below in Table 5.

Table 5. *Marketing, Public Relations, and Print Shop Services*

Service	Satisfied	Dissatisfied	Respondents
Presentation of information	87.2%	12.8%	94
Consultation	87.2%	12.8%	78
Accuracy of information	83.3%	16.7%	90
Ability to meet your requested deadline	83.1%	16.9%	83
Website content	76.6%	23.4%	94
Website functionality	70.2%	29.8%	94

Respondents who have utilized the department’s service are most satisfied with presentation of information (87.2%) and consultation provided by the department (87.2%). Additionally, of those who utilized the corresponding service, 83.1% are satisfied with accuracy of information and the ability to meet requested deadlines. Respondents are least satisfied with website content (76.6%) and website usability (70.2%). Between 41.1% and 51.6% of all respondents have not utilized the department’s various services.

Qualitative Feedback

Respondents expressed that the performance and the ability of the Marketing Department in meeting deadlines is in need of improvement. Those who provided feedback also expressed that the College should increase its marketing efforts to recruit students and advertise the College. Additionally, respondents feel that the CCC website is needs to be updated as it contains dead links and misinformation.

Service Area Outcome(s)

Summarize SAO findings and dialog from department meetings (SAO information and metrics to be provided by Institutional Effectiveness)

Table 6. SAOs

SAO	ASSESSMENT MEASURE /TARGET
1. Students will report that they are well informed of the college's available programs and services.	Measure: Survey Target: 90% will indicate being well informed.
2. Students will report that the college's printed/electronic publications are informative, with relevant information to their future, as well as being attractive, easy to read and understand, and reflect a consistent message, brand, and level of quality.	Measure: Survey Target: 90% will indicate printed publications are informative with relevant information to their future, as well as attractive, easy to read and understand.
3. Students are engaged in social media platforms.	Measure: Social participation counts base 2,708 annual Target: to increase by 2,000 annually
4. The local community is engaged in accurate and timely public announcements.	Measure: Press release volume baseline is 40 annually Target: to increase to 50 annually
5. New students receive coordinated and targeted advertisements in appropriate media.	Measure: New student enrollment Base 1 Target: to increase by 20%

Progress on Initiative(s)

Progress on Forward Strategy Initiative(s) from 2016/17

Table 1.10 Progress on Forward Strategies

Initiative(s)	Status	Progress Status Description	Outcome(s)
Increase student communication and engagement	Completed Ongoing	Continuing to provide monthly student e-blast communication, and timely advertisements. Social media presence has become steadier and posts have become more interesting, timely, and consistent. Currently, CCC website navigation will be enhanced to be more student-friendly and useful, as well as be ADA compliant and mobile-friendly.	Social Media followers have increased over 10% each month. Also, increase in readership among students through social media has increased by 20%. Open rates of email blasts are increasing as well. Students will be able to gain more valuable information about their college career much more quickly and easily.

Increase college marketing and branding efforts (digital and video included)	Completed Ongoing	The creation of new brochures for Coastline departments and programs has better established the branding for the college, as well as has increased marketing and student recruitment efforts.	Coastline outreach materials are improving, which improves the student recruitment efforts.
Increase efficiency and job output for interdepartmental marketing material design, production, and dissemination	Completed Ongoing	Development of an online system to manage and track production requests is underway and should be completed and in use by mid-October.	Team members will be able to operate more efficiently and take less time to complete projects for clients, enabling them to increase the quality and accuracy of the projects. Also, tracking and documentation of projects will provide valuable data for future planning purposes.
Utilize information from data analytics to best determine catalyst for increased operational performance (FTES/enrollment increase).	Completed Ongoing	Continuing to review analytics from student email blasts, Google Analytics from the website, and digital marketing efforts.	The PIO office is continuing to improve communication to students and the community based on findings from analytics.
Advance the printing capabilities of the department	Completed Ongoing	New equipment has been purchased to increase capabilities like envelope printing, and to keep current with printing industry standards.	By increasing capabilities of internal print jobs, cost efficiencies will increase. The Marketing department will continue to review methods and types of printing to enhance capabilities for the college by provide more efficient printing services and minimize outsourcing, thus reducing costs.

Response to Program/Department Committee Recommendation(s)

Table 8. *Progress on Recommendations*

Recommendation(s)	Status	Response Summary
1. The Committee recommends that the department provide more detailed information on marketing efforts and the assessment of the strategies to determine the sustainability of projects.	Addressed	The department is using Google analytics of the website to monitor marketing strategies.
2. The Committee recommends that the department strengthen the Service Area Outcomes assessment process and reports data on timely basis.	Addressed	The SAOs have been modified to include all areas of the department and are reviewed annually.
3. The Committee recommends that the department discuss the use of Service Area Outcomes and summarizes the ongoing dialog of outcome and achievement data.	Addressed	SAOs are discussed annually and recording in the department reviews.
4. The Committee recommends that the department discuss their strategies for maintaining ADA compliance with graphics and web content.	Addressed	The compliance has been addressed through the district. Additional efforts will be implemented within the college.

Department Planning and Communication Strategies

- Weekly production meetings occur to help plan and manage the workload and prioritization of print, design, social media, and web jobs.
- Impromptu design, social media, and website meetings occur when needed to discuss design goals
- Collaboration in Department Review process

Section 2: Human Capital Planning

Staffing

Table 9. Staffing Plan

Year	Administrator	Management	F/T Faculty	P/T Faculty	Classified	Hourly
Previous year 2016-17	Marketing & PR Director (1)	None	None	None	Graphic Designer (2), Offset Press Operator 3 (2), Webmaster (1)	Social Media/Marketing Coordinator (1)
Current year 2017-18	Marketing & PR Director (1)	Production Manager (1)	None	None	Graphic Designer (2), Offset Press Operator 3 (2), Webmaster (1) Public Information Assistant 1	Graphic Designer (1)
1 year 2018-19	Marketing & PR Director (1)	Production Manager (1)	None	None	Graphic Designer (2), Offset Press Operator 3 (2), Webmaster (1) Public Information Assistant 1	Graphic Designer (1)
2 years 2019-2020	Marketing & PR Director (1)	Production Manager (1)	None	None	Graphic Designer (2), Offset Press Operator 3 (2), Webmaster (1) Public Information Assistant 1	Graphic Designer (1)
3 years 2020-2021	Marketing & PR Director (1)	Production Manager (1)	None	None	Graphic Designer (2), Offset Press Operator 3 (2), Webmaster (1) Public Information Assistant 1	Graphic Designer (1)

The marketing department is somewhat structurally challenged. The two main responsibilities they have are 1) marketing the college to increase enrollment and brand awareness, and 2) to fulfill the marketing requests of each individual department in the college. The marketing department would be more effective if additional resources were allocated and existing responsibilities were modified.

Currently, the same team is charged with these two similar, yet different set of tasks which often have the same due dates.

The addition of a part-time Graphic Designer would allow more time for the two existing designers to design more thoughtful, strategic, and effective designs in general, as well as improve the the turn-around time of the designs, both for internal departments for program-specific marketing support, and for the marketing department's enrollment and brand awareness campaigns. The approximate cost of adding this position would be \$24,000 annually.

The addition of a Production /Traffic Manager would free the Director’s time to focus on strategic marketing planning and media, and community relations. This addition would also allow the department to be run more efficiently and effectively. The position of production management could also possibly be filled by one of the existing graphic designers as an additional job duty. The cost of the addition of this position would be approximately \$87,000 plus benefits annually.

The addition of a Full-Time Public Information Assistant 1 would also increase the efficiency and effectiveness of Social Media presence, as well as the effectiveness of the department in general. In addition to daily social media marketing and coordination, duties would also include photography of college events when needed, coordination of promotional items, marketing support to the Director, coordination of the President’s Bulletin and other publications, and other duties as assigned. A Coast District position that could be suitable for this position is Public Information Assistant 1, E-42. The additional cost for making this position full-time would be approximately \$34,500 annually.

Professional Development

Table 2.2 *Professional Development*

Luis Morales	Adobe Training Conference, November of 2016	
Chris Johnston	Dev Com Conference June of 2017	

PD for 2017/18

- ☐ **Creating Accessible Designs**
- ☐ Training on Trends in Social Media
- ☐ Training on the latest in graphic design
- ☐ Dev Com
- ☐ Training on New Mailing Software
- ☐ Training on Project Management Software

Section 3: Facilities Planning

Facility Assessment

The current location of the department is on the fourth floor of the College Center. Each staff member has a work space (office cubicles and work stations) in close proximity to the Interim director of marketing which allows for frequent interaction.

The print shop is located on the first floor of the College Center and is separate from the department. The overall work environment of the department is effective and aligns with the goals of Vision 2020: Facilities Master Plan.

Section 4: Technology Planning

Technology Assessment

The marketing and brand management department utilizes Macintosh computers to create, assess, and disseminate a wide variety of graphics products within and throughout the college and to its many vendors. Most salient are the graphic designer workstations, which are 2014 Macintosh computers using versions of Photoshop and Adobe Acrobat from 2014. Currently, the department is undergoing a process of upgrading the designer workstations with Apple Thunderbolt displays and, 2014 edition iMac computer interfaces. Current licensure advances include the utilization and departmental adoption of Adobe Creative Cloud for all designer and print services.

Section 5: New Initiatives

Initiative #1: Increase College, marketing and branding efforts to increase awareness and promote programs and services

Description: The planning and implementation of well-thought out advertising campaigns with a consistent and clear message. These campaigns will focus on 2 goals: 1)Generation reinforcement of general awareness of the college; Generation of inquiries, applications, enrollments.

Tasks: 1)Creation and Implementation of a new branding package; 2) Building an up-to-date photo library; 3)Creation of 2-3 minute videos about individual programs and support services; 4) Increase presence on Social Media and Digitally; 5) Improvement of content on College website by working closely with departments; 6) Establish and Maintain a more consistent presence in the community and the news with the creation and distribution of timely and engaging press releases to gain more awareness for the college, as well as participation in community events.

Describe how the initiative supports the college mission:

Provide an explanation of how the initiative supports the College mission.

What college goal does the initiative support? Select all that apply

Student Success, Completion, and Achievement

Instructional and Programmatic Excellence

Access and Student Support

Student Retention and Persistence

Culture of Evidence, Planning, Innovation, and Change

Partnerships and Community Engagement

Fiscal Stewardship, Scalability, and Sustainability

What Educational Master Plan objective does the initiative support? Select all that apply

Increase student success, retention, and persistence across all instructional delivery modalities with emphasis in distance education.

Provide universal access to student service and support programs.

Strengthen post-Coastline outcomes (e.g., transfer, job placement).

Explore and enter new fields of study (e.g., new programs, bachelor's degrees).

Foster and sustain industry connections and expand external funding sources (e.g., grants, contracts, and business development opportunities) to facilitate programmatic advancement.

Strengthen community engagement (e.g., student life, alumni relations, industry and academic alliances).

Maintain the College's Asian American and Native American Pacific Islander Serving Institution (AANAPISI) designation and pursue becoming a designated Hispanic Serving Institution (HSI).

What evidence supports this initiative? Select all that apply

Service Outcome (SAO) assessment

Internal Research (Student achievement, program performance)

External Research (Academic literature, market assessment, audit findings, compliance mandates)

Describe how the evidence supports this initiative.

SAO data showed that we need to expand communications and operations to keep up with demand

Recommended resource(s) needed for initiative achievement:

Specify what resource(s) are needed to support the completion of the initiative.

Additional staffing of full-time PIO assistant 1, Production Manager, and Part-time graphic designer

What is the anticipated outcome of completing the initiative? The anticipated outcome of completing this initiative is that we will increase student enrollment and awareness of the college and its brand.

Specify the anticipated result(s) of completing the initiative.

Provide a timeline and timeframe from initiative inception to completion.

Create a timeline and provide a timeframe that can be used to complete the initiative: September, 2017 through June, 2018

Section 6: Prioritization

List and prioritize resource requests which emerge from initiatives

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Increase College, marketing and branding efforts to increase awareness and promote programs and services	PIO Assistant 1 (\$18,000), Part-Time Graphic Designer (\$24,000), Production Manager (\$86,000)	\$138,000	Ongoing	No	SAO	Student Retention & Persistence; Partnerships and Community Engagement; Fiscal Stewardship, Scalability, and Sustainability	2018-19	1

Prioritization Glossary

Initiative:	Provide a short description of the plan
Resource(s):	Describe the resource(s) needed to support the completion of the initiative
Est. Cost:	Estimated financial cost of the resource(s)
Funding Type:	Specify if the resource request is one-time or ongoing
Health, Safety Compliance:	Specify if the request relates to health or safety compliance issue(s)
Evidence:	Specify what data type(s) supported the initiative (Internal research, external research, or service outcomes)
College Goal:	Specify what College goal the initiative aligns with
To be completed by:	Specify year of anticipated completion
Priority:	Specify a numerical rank to the initiative

\$ 34,466 + benefits

JOB SPECIFICATION

PUBLIC INFORMATION ASSISTANT 1

Range: E-42
Job Code: 65277/475
Class: Technical
Date: 6/20/05

\$ 18,000
Hourly \$ 16,000

DEFINITION:

Under general supervision, to prepare a variety of printed material for publication; to compile and prepare events materials; to maintain all mailing lists; and to do related work as required.

EXAMPLES OF DUTIES:

- a. Write copy for marketing materials, news releases, newsletters and other District publications utilizing modern computer software.
- b. Research ideas for news releases and interview persons for articles.
- c. Answer inquiries from the public regarding the District and its activities.
- d. Write brief descriptions and dates for calendar of events to be sent to editors of papers and magazines.
- e. Maintain all mailing, legislative media and database lists for the District.
- f. Use a variety of media in the preparation of printed communication.
- g. Participate in special public relations and marketing events and projects.
- h. Assist the District Marketing Committee.
- i. Read, prepare and distribute clippings of all pertinent news articles.
- j. Take photographs for printed communication.
- k. Edit and proofread copy.
- l. Perform other clerical tasks related to District public information functions.
- m. Prepare purchase order requests and related follow-up materials.

MINIMUM QUALIFICATIONS:

Knowledge of:

- 1. Modern office equipment and procedures, including the ability to operate a computer for word processing, recordkeeping, and desktop publishing.
- 2. Format and operations of local newspapers, radio stations, and television stations.
- 3. Professional Telephone etiquette skills.

Ability to:

- 4. Write news and feature stories.
- 5. Plan and develop layouts.
- 6. Compose and edit copy.
- 7. Maintain records and files.
- 8. Establish and maintain effective relationships with those contacted in the course of work.

Education and Experience:

- 9. Completion of college level course work in journalism, communications, or marketing.
- 10. At least six months of employment or intern experience in public relations and/or marketing.
- 11. Or, any combination of education and experience that would provide the required qualifications.

BOARD APPROVAL DATE: 07/77