



**Administrative Program Review
2013-14 Annual Update**

Program / Department:	Public Affairs and Publications
Date submitted:	5/5/2014
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Outcomes Assessment Report

Revised Plan of Action

The Annual Update is conducted by all programs at the college and consists of an analysis of changes affecting the program as well as significant new funding needs for staff, resources, facilities, and equipment. It should be submitted or renewed every year by June 30 in anticipation of budget planning for the following year, which begins at the planning retreat in November. *Note that if there is no change from the previous year, you may simply resubmit the information in that report (or any portion that remains unchanged) from the prior year as long as it is on the current form and completely responds to each question.

Programs and units should support their planning efforts with quantifiable data, conduct appropriate analyses, and make supportable conclusions.

I. Program Purpose (must align with college mission)

Describe the need that is met by the program or the purpose of the program.

Public Affairs and Publications is a comprehensive college support program that responds to the college's mission of providing quality educational opportunities that enhance student learning and the creative, intellectual, cultural, and economic vitality of our diverse community by providing services to the entire institution and to the public. In its role of institutional advancement, the department supports the college mission as it leads all communication efforts including public information, media relations, advertising, marketing, PR, publications and internal communications.

II. Progress on Comprehensive Program Review Final Plan of Action

Summarize the progress the program has made on recommendations, including the status of any incomplete items.



Maintain effective media relations: Despite the changing landscape of local media and its representatives, the Public Affairs Department maintained, and in fact enhanced, its media relations last year, and in turn, garnered a substantial amount of positive news coverage. This was accomplished through personal contact with reporters, editorial writers and editors; distribution of 211 news releases and media advisories; and prompt response to media calls. Case in point, a 5/29/14 editorial complimentary of the college by Lee Central Coast newspapers was a direct result of keeping the chief editorial writer informed of college accomplishments. In addition, the department's new Public/Sports Information Specialist came to the college directly from television news. His current contacts and existing relationships have resulted in more TV coverage, specifically. The department protocol is to invite new reporters and media representatives for a tour and discussion to acclimate them to the campus. In 2013-14, the college generated 50,964 column inches of coverage through May 2014. If this were translated to paid media, this positive coverage would have cost the college \$1.87 million. Most coverage focused on programs, new facilities, and student and teacher accomplishments. This number does not include radio and television, nor online media coverage. As an example of its effectiveness, the department won a statewide first-place award for its media work about a special visit to campus by Tibetan monks.

Support college-wide efforts to maintain and enhance the learning environment: The PA director participates on various committees and groups that help make decisions about facilities and other efforts to enhance the learning environment, including the Art on Campus subcommittee, which she chaired for several years. Last year the committee completed its guidelines and commissioned and celebrated its first installation. The public art piece is now permanently part of the college's growing public art collection, which also includes new murals and long-term loaned pieces. A ceramic tile wall sculpture is in production. Response to enhancing the environment via art has been positive, including media coverage of the ongoing effort. PA will complete web pages to share the public art effort more broadly.

III. Program Assessment

- Check here if any SAOs have changed since the last comprehensive program review and/or annual update.

What are your program service area outcomes? Which of these have been assessed since the last comprehensive program review and/or annual update? How are they measured? What did the assessment data indicated about the strengths and weaknesses of your program? What changes have you made/do you plan based on these data? *(see Administrative Service Area Outcomes SAOs Assessment Report form on last page)*

See media coverage results. No changes made.



IV. Internal/External Conditions

What external conditions have influenced the program in the past year? Have there been regulatory changes, changes in technology, accreditation recommendations, demographics, labor market, or other changes? Summarize the major trends, challenges, and opportunities that have emerged in the program since the last comprehensive program review and /or annual update.

The economic turnaround means the college can now offer more classes – which requires that PA add new emphasis on marketing and outreach efforts. This includes paid advertising in both traditional and new medias. New campaigns using print, electronic, social and billboard/bus advertising avenues have been launched. Enhanced analytics will help determine effectiveness of the campaigns. Social media, in all of its forms (FB, Instagram, Twitter, etc.) requires more effort and engagement by the PA office.

What internal conditions have influenced the program in the past year? Have there been trends in SAOs/assessment data; changes in technology, budget, staffing or resources; facilities issues; etc.?

New athletic facilities have brought added interest and participation by student athletes. With that comes the need for broader sports information support. This includes the need for more online content and social media interaction.

V. Update to Final Action Plan

If you change or modify a previous recommendation, provide an explanation for the change and a new target date. For new recommendations, provide target dates and data for support. For all items, show how they are related to assessment results where possible and provide approximate costs for resources requested. Resources may include budget, facilities, staffing, research support, professional development, marketing, etc. Not all recommendations will require resources. (Plan may cover period up to the next scheduled comprehensive program review.)

n/a

VI. Revised - Plan of Action (Annual Update)



The last comprehensive program review was completed spring 2010.

The self-study and validation teams developed a final plan of action – post validation based on information in the self-study and the recommendations of the validation team.

(If any plan was made and action not taken, please state the rationale for not pursuing that particular item. If action was delayed or postponed, provide an explanation and a new target date.)

CHANGES AND MODIFICATIONS

<u>RECOMMENDATIONS FROM PLAN OF ACTION</u>	<u>ACTION TAKEN, RESULT AND STATUS</u>
Develop a PA form to assess customer satisfaction with PA support for events	Form completed. Four responses to date. All positive. Process is ongoing.

ADDITIONS

<u>PLAN OF ACTION</u>	<u>TARGET DATE</u>
Complete a web page for art on campus	Spring 2015

RESOURCES NEEDED (Be sure there is sufficient justification and data contained in the narrative to support each of the items on your list.)

<u>TYPE OF RESOURCE</u>	<u>SPECIFIC RESOURCE</u>	<u>APPROXIMATE COST</u>
<u>Facility Needs</u>	Office for full-time sports information specialist Office for full time social media coordinator	unknown
<u>Technology Needs</u>	Computers, etc. for new employees	\$10,000
<u>Staffing Needs</u>	Full time sports information specialist Full time social media coordinator PA clerical support to handle phones, filing, etc.	\$66,000 \$50,000 \$45,000
<u>Equipment (non-technology)</u>	Furniture for three positions	unknown
<u>Other Resources</u>	n/a	



Program Review Annual Update

Administrative Service Area Outcomes (SAOs) Assessment Report

Program / Department: Public Affairs and Publications

Use one row for each SAO

Program Intended Outcomes	Assessment Method(s)	Findings	Action Plan
Increase use and effectiveness of social media to communicate with students, potential students, staff, and the public.	Likes, and real-time interactions and results.	Incorporated live Twitter promotion for commencement. Increased FB posts, Tweets and general engagement.	Audit current social media plan and make adjustments as needed. Work with president to create viable Twitter presence for him and assist in maintaining it. Research best avenues to use social media as a means of communication and community. Hire a social media coordinator.
Participate in any discussions regarding implementation of a district-wide institutional advancement model to include PA as part of that reorganization			When and if the college moves to this new organizational structure, it is important that PA be involved in order to coordinate fund and friend raising across the district.
Expand necessary sports information coverage including online content and social media.	Track number of stories and social media engagement		New online Bulldog newsletter will be launched fall 2014. Hire F/T sports info technician.