

## 2019-20 Administrative Leadership Unit Review of Marketing, Communications, and Public Relations Office

### I.A. Profile: Unit Purpose

What is the purpose of the unit and how does it contribute to the mission of Skyline College?

#### **Narrative**

The purpose of the unit is to communicate accurately and positively about Skyline College with its diverse internal and external audiences, and to support the goals of the college and support staff members by communicating college messages effectively and efficiently.

These goals are accomplished through media relations, publication writing and design, paid advertising, earned media, web development and web design improvements, partnership with other departments, and a variety of work in the community.

Providing organized and effective communication and marketing, design, advertising and public relations ensures a consistent brand and messaging which assists the various departments and college administration in connecting, engaging and creating positive impressions with prospective students and the community. The Marketing, Communications and Public Relations Office serves to bridge the connection between students and the college as well as the community and the college.

The office serves the mission of the district by promoting the college as an open-access, student-centered, rich college in diversity, with the goal of increasing student's cultural competency by assisting departments in creating, executing and promoting events with a global, social justice and equity lens and by actively participating in the social and cultural development of the county.

**I.B. Profile: Programs**

Which programs or functions are contained within the unit?

**Narrative**

The functions contained in the MCPR unit include:

1. Publications/Collateral: Publication and marketing collateral copywriting, graphic design, production and project management.
2. Website: Web programming, design and site maintenance.
3. Internal and external communications on college-wide initiatives, events, etc. Work in this area focuses mainly on supporting the Comprehensive College Redesign and its 3 components, Meta Majors & Guided Pathways, the Promise Scholars Program and Transformative Teaching and Learning.
4. Resource Development: Managing the President's Council's activities, engagement and events, and supporting fundraising efforts for the college by serving as the primary liaison to the SMCC Foundation.
5. Public Relations: Manage all media relations on behalf of the college, serve as the Public Information Officer and related support from the entire team during emergencies and seek earned media to positively influence the perception of the college among community members, elected officials and within the educational industry statewide.
6. Advertising for Enrollment: Plan, book and monitor advertising campaigns 2-3 times per year designed to drive enrollment. Evaluate results including ROI in the appropriate manner for the specific medium.

**I.C. Profile: Service Area Outcomes**

List the current service area outcomes for the unit.

**Narrative**

The divisions/departments of the college are fully supported and resourced by the marketing, graphic design, advertising consultation and management, website development and design as well as public relations services of the department. Internal marketing efforts will be focused on supporting the work of the Comprehensive College Redesign among both faculty and staff in moving the work forward and ensuring access to resources designed to increase student success and completion. The community and media outlets will have an ongoing and positive dialogue with the college. The Skyline College brand will evolve in order to consistently represent the brand in all external college materials. The 50th Anniversary will be celebrated by a regular schedule of events, development of a special anniversary logo, anniversary tagline, website, collateral and more to evoke a sense of pride in faculty, staff, students, administrators and the community in the accomplishments over the last 50 years of Skyline College. A consistent advertising buy schedule will enhance awareness of the college and its excellence throughout the academic year, influence positive impressions of the college and drive enrollment. Underrepresented populations identified in the Student Equity Plan will be focused on when creating promotional plans for general enrollment as well as specific events and/or initiatives which increase access, course and degree completion and transfer rates.

**II.A. Analysis: Unit Effectiveness**

Review data related to the administrative unit and assess the unit's effectiveness at meeting its described purpose. Data should include, but is not limited to, the CPRs/APPs submitted within the last year by programs within the administrative unit.

Describe the unit's effectiveness including identification of achievements and/or areas in which further effort is needed. Comment on progress made towards previously established unit objectives.

**Narrative**

**II.B. Analysis: Progress on Outcomes**

Describe the progress on service area outcomes, conclusions drawn, and expected use of results.

**Narrative**

**II.C. Analysis: Unit Environment**

Describe key factors and changes impacting the unit such as college initiatives, industry needs, regulatory changes, state mandates, grant requirements, personnel changes, demand for classes/services, and other issues.

**Narrative**

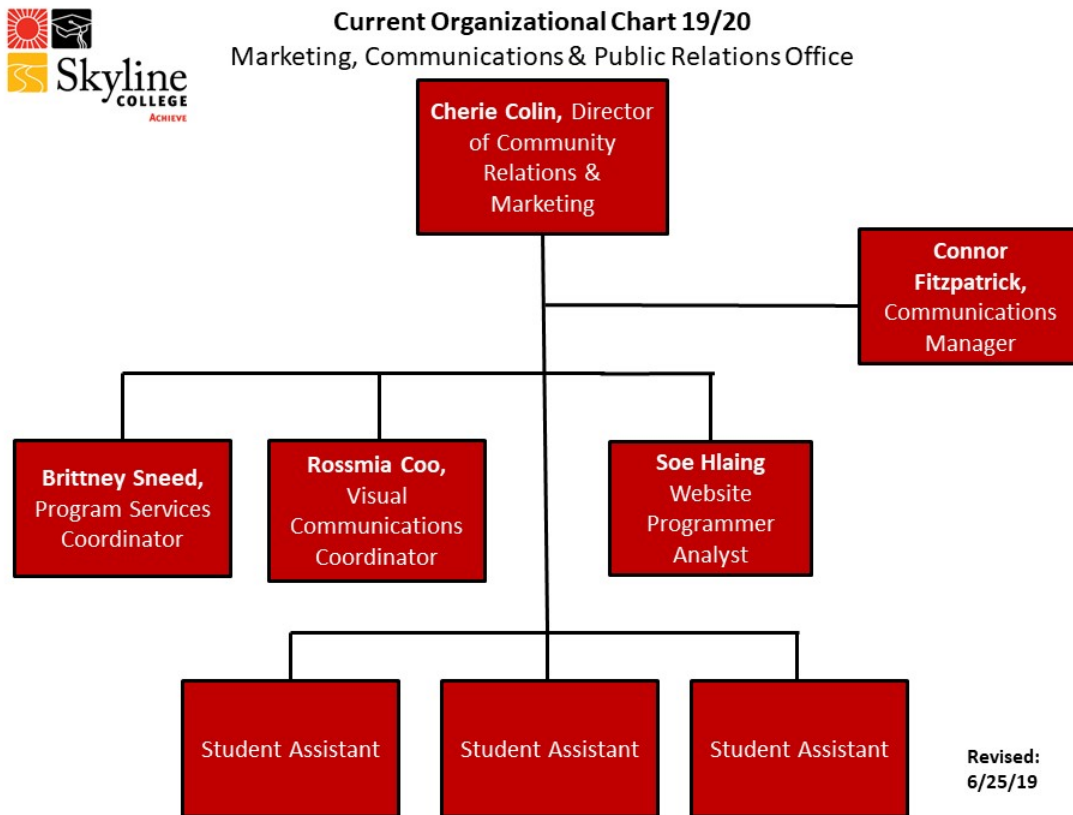
**II.D. Analysis: Unit Personnel**

Describe the current staffing structure of the unit and how it aligns with achieving the purpose of the unit. Attach the current organizational chart (an image of the org chart can be inserted in the box). Provide staffing FTE by category (FT/PT faculty, permanent staff, temporary staff, student workers, administrators).

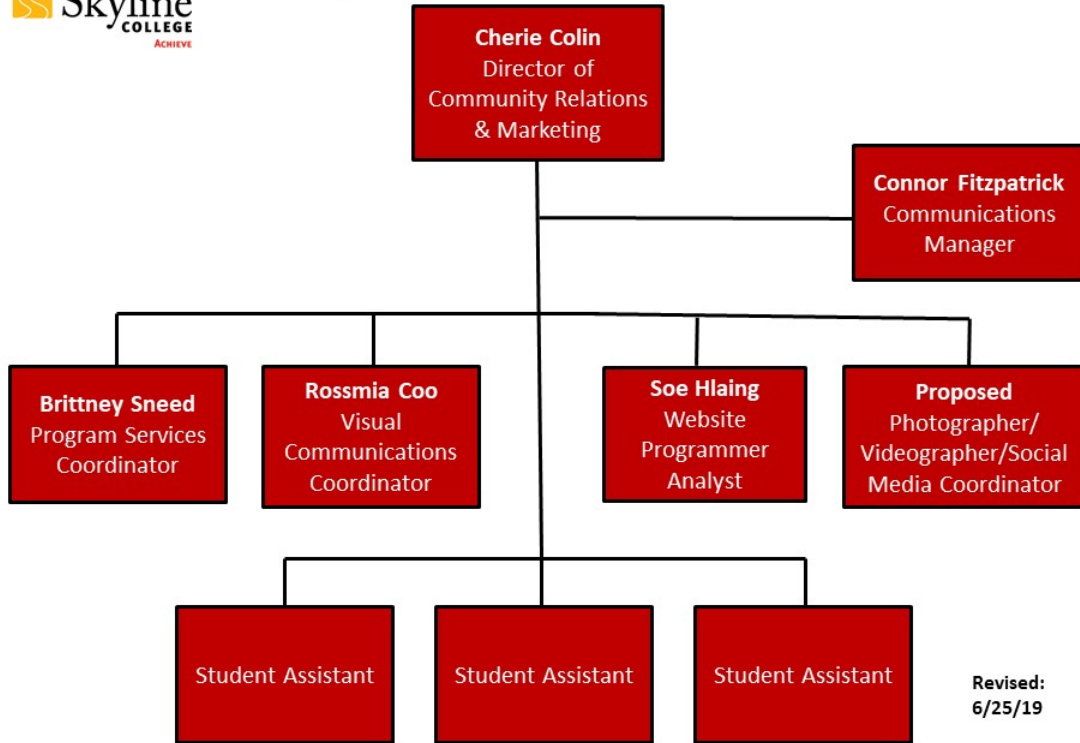
HINT: To display the information in a table, it is easiest to create the table in Word and paste into the narrative box.

**Narrative**

The current organizational chart for the MCPR unit depicts the structure of a team which focuses mostly on print and digital graphic design. Although print is not going to completely disappear, resources are shifting more to digital design and now photography and video production, which support regular posting to encourage engagement and impressions on various social mediums, taking full advantage of free mediums. Given the growing importance of video for web and social media and our current inability to fully service the campus with photography and videography services, the proposed org chart adds a position to address these gaps with the addition of 1 staff member responsible for video production, photography and social media.



**Proposed Organizational Chart 19/20**  
Marketing, Communications & Public Relations Office



Revised:  
6/25/19



### **III.A. Reflection: Considering Key Findings**

Consider the previous analysis, identify unit strengths, challenges, opportunities, concerns, and areas in which further research is needed. Describe how the conclusions drawn can be used to improve the unit's effectiveness in order to promote student learning and achievement.

#### **Narrative**

**III.B. Reflection: Synergy**

Based on the CPRs/APPs for programs within the unit, identify any potential areas of synergy across unit and program activities that may not be easily recognized from within individual programs.

**Narrative**

Not applicable since we are a small unit and all areas of MCPR have synergy and the team works collaboratively on all aspects of the office.

### **III.C. Reflection: Aspirations**

Describe the aspirations of the unit. What is the preferred future of the unit? What long-term results does the unit want to achieve? Strategically thinking about the next 2-5 years, how can resources be leveraged and programs work together to achieve those long-term results?

#### **Narrative**

#### **IV.A. Strategy for Unit Enhancement: Action Plan and Resource Requests**

Based on the reflection, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the ALUR report under this item.

- (1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
- (2) IMPORTANT! Make sure to associate each objective to this standard in the ALUR and link each objective to one or more institutional goals.

Need help? Contact the PRIE Office for further instructions.

#### **Narrative**