



## President's Office Administrative Leadership Unit Review (ALUR) for 2023-24

**Date:** 3/29/2023

**Unit:** MCPR

**Unit Leader:** Cherie M. Colin

**Please respond to the following prompts by clicking on the grey box:**

- I. Describe the mission/role of your unit, including a list of areas/functions that fall within your unit.**

Functions of the Division include marketing, graphic design, public relations, community relations and internal and external communications on behalf of the college.

- II. Briefly describe any major changes to the unit's purview, structure and/or staffing during the past year.**

The communications function of the unit has increased as a result of Dr. Melissa Moreno's leadership and guidance to reimagine communications on our campus. The Enrollment Campaigns have become more coordinated and strategic district-wide. In addition, focus is increasing with regard to digital advertising and electronic communications as opposed to print as we are becoming a primarily paperless campus. There were no major changes to structure or staffing in the last year.

- III. Briefly describe the major challenges and achievements for your Division over the past year.**

The major challenge of the past year was embarking on a branding study to explore the possibility of changing the college logo. An achievement would be the process of the branding study to change the logo being smooth so far although it has not concluded. Another achievement was the ramping up of video production to engage our audiences with more video content through social media and the website. Videos produced this year include Barabaring, Promise Program, and President's Breakfast featuring the Skyline View President's Innovation Fund project. Increasing our social media presence across Instagram and Facebook has been an achievement as well. It also remains a challenge with staff workloads to keep up with posting regularly and developing engaging content.

- IV. List and describe the major goals for your unit – What will the unit focus on achieving over the next 1-3 years? How do your unit goals align with the College's [M-V-V](#) and [Education Master Plan](#)?**

The major goals the division will work on over the next 1-3 years include the following:

1. The development of a college seal for branding purposes. (Strategic Goal 7 - Ed Master Plan)



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- 2. The completion of the research and development of a new college logo for consideration by the college community. (Strategic Goal 7 - Ed Master Plan)
- 3. Execute regular and innovative advertising/media campaigns for each semester designed to drive enrollment. (Strategic Goal 7 - Ed Master Plan)
- 4. Transition to a fully paperless office providing digital advertising, communications, and electronic publications. (Sustainability Value)
- 5. Focus on upgrading the homepage and Financial Aid and Admissions & Records webpages for the college. Create splash pages for each advertising campaign to drive students to enroll. (Strategic Goal 7 - Ed Master Plan)
- 6. Develop and execute a social media strategy to be increasingly present on Instagram and Facebook with advertising strategies on SnapChat and TickTock. (Strategic Goal 1, 7 – Ed Master Plan).

V. **Having reviewed the resource requests coming from your unit’s reporting divisions (if any), use the boxes below to list the FY2023-24 resource requests that you are putting forward for consideration should funding become available. Please note that the resource requests should be in declining order of priority, as indicated in the upper left corner of each box.**

Order of Priority	Resource Request Title	Type	Program(s) Impacted	Amount \$
1	Website & Promotions Content Coordinator	Classified Professional FTE	College Website	Salary Schedule 60, 31 (ongoing)
<p><b>Describe how this request impacts operations, and how it will further completion of the unit goals stated above.</b></p>				
<p>The website is more vital than ever in connecting students to the campus in a meaningful way for retention and in recruiting prospective new students. The website is very large with 15,163 pages to maintain. It is impossible for one staff member to effectively maintain that many webpages. In addition, technology is constantly evolving and resdesigns of the website are inevitable every few years. Social media is another area where this position could assist with. There is no one in the office who is solely responsible for social media accounts. It is currently a team effort.</p>				



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2	Website redesign and reconfiguration to improve the user experience	Contract Services	College Website	\$85,000 (one time)
<p><b>Describe how this request impacts operations, and how it will further completion of the unit goals stated above.</b></p> <p>A strategic approach should be taken to developing a new design for the college website which will be designed to last at least 5 years. This involves beginning the process with a close look at the homepage and the new academic pages that have recently been rolled out and coming up with a new wire frame to modernize the site with current technology and user experience strategies. The website was last designed in 2016 and is in need of a complete refresh.</p>				

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3	Videographer/Photographer	Classified Professional FTE	Marketing Content	Salary Schedule 60, 31 (ongoing)
<p><b>Describe how this request impacts operations, and how it will further completion of the unit goals stated above.</b></p> <p>The division frequently hires professional videographers and photographers to perform the work this individual would perform. In addition, we rely on recruiting student assistants with these skills each semester for support in these areas. This leaves us with a noticeable gap in capabilities of our office as video is increasingly important in engaging and connecting with current and prospective students.</p>				

If you have additional resource requests, please copy and paste new boxes below, and be sure to update the priority ranking.