

Administrative Unit Program Plan

Name of Unit: Office of Marketing and Communications.

Completed by (Writing Team): Robert Hood.

List of staff/personnel in Unit with titles: Robert Hood, Director of Marketing, Communications & Webmaster .

Unit mission. Describe the purpose of the unit, its objectives, goals and connection to the Mission of Cañada College:

Cañada College Marketing & Communications supports the college mission by working with faculty, staff, and students to develop and implement cost-effective communication and marketing strategies to enhance public awareness of the educational and enrichment opportunities at the college and facilitate campus-wide communication on important issues. This is accomplished through the creative use of websites, social media, internal and external college publications, working with the news media, paid advertising, and special projects.

Explain to what extent your Unit supports other programs and/or units at this institution. Please include any student and/or staff demographics relevant to your unit and its purpose:

The Marketing & Communications Office maintains the college website, an essential communications tool for all staff, faculty, students and prospective students. The site supports an average of 60,000 visits per month and approximately 160,000 page views. The Marketing & Communications Office staff work with personnel around campus to maintain content and develop and maintain new pages on the site. The office assesses the site on a daily basis through the use of Google Analytics. The website is also assessed annually as part of the National Media Preferences Survey, an online student survey, conducted by Interact Communications.

In addition to the website, the Marketing & Communications Office maintains Cañada's primary social media accounts (Facebook, YouTube, LinkedIn, and Twitter). These are an integral communication links with current and prospective students as well as alumni and the general public. The office provides help to other departments developing secondary social media accounts that are program specific.

The office works with departments around campus to distribute e-mail communications to students through GWAMAIL. This includes developing the message and targeting the audience.

Media relations are coordinated by the Director of Marketing & Communications in association with the college administration. This includes writing and distributing news releases and answering media inquiries.

The annual marketing plan for the college is developed, executed, and assessed by the Office of Marketing & Communications at the direction of the President's Cabinet. This includes the website, printed materials including the class schedule and catalog, special event marketing, social media, and outreach. It is the department's goal to coordinate the annual marketing plan to the recently completed Strategic Enrollment Plan and Strategic Engagement Plan.

The Office of Marketing & Communications also produces a news blog that is updated regularly and informs students, staff, faculty and the general public. In addition, a monthly report on the college is provided to the President for distribution at the Board of Trustees meetings.

The department heavily involved in shared governance both on campus and in the District. The Director of Marketing, Communications & Webmaster currently sits on the campus Safety Committee, College Planning & Budget Council, President's Cabinet, Administrative Planning Council, Commencement Committee, District Budget Committee, Student Equity Committee, Student Services Planning Council, and various hiring committees.

Assessment of last year's plan and the impact that your efforts had toward achieving your objectives and outcomes – and ultimately the mission of the institution.

Over the past year, the Office of Marketing & Communications has adjusted its annual plan to meet the changing nature of the college. The Director of Marketing & Communications works directly with President Larry Buckley to execute the college communications strategy. In December, 2013, AdAge Advertising was hired to execute a limited public relations campaign using direct email to local households in and around Redwood City; a cable television advertising campaign; and an online campaign on the popular music streaming service, Pandora. President Buckley worked directly with the Director of Marketing & Communications to develop the advertising scripts and the president served as the central spokesperson in the television advertising campaign.

The goal of the campaign was to deliver more viewers to key pages on the college website, including the Apply Page. During the ad campaign, the number of visitors to the college Apply Page increased from 2,259 to 2,805 compared to the same time the previous year. This was a 24 percent increase. There was also a 6.2 percent increase in the number of applications received by the college. By Jan. 30, a week after the spring semester began, the college saw a slight increase in headcount compared to 2013, despite the county's low unemployment rate.

The Office of Marketing & Communications began examining the college website in more detail in 2011-12 and commissioned a focus group study to review how user groups interact with the site. The information from the focus group study, combined with annual analytics of the site, and results of the Student Media Preferences Survey provided a clear picture of how our site is used and was instrumental in a complete redesign of the site that was completed in June, 2012.

The college continues to maintain a limited presence on radio with a week-long radio campaign was conducted on KGO radio to promote the annual Arts & Olive Festival & Artistry in Fashion, the school's largest public events.

The rise of social networking sites such as Twitter and Facebook have required an increasing number of hours of staff time each day. To be effective, social networking sites need to constantly be updated with relevant information. The Cañada Facebook site doubled in users over the past year and a growing number of students rely on it for information. The college Facebook site is now reaching approximately 10,000 users a week, nearly the same amount of traffic that visits the college website.

Twitter serves a different purpose. While a small number of students use it as a news source, a much larger number of news outlets and government agencies use Twitter to gather information. It has become a crucial tool for disseminating information to the general public about our campus. The college is adding approximately 300 "tweeps" every quarter and sends out about 100 "tweets" per month.

The Office of Marketing & Communications also works with departments to assist them with their own social networking sites.

Identify the sufficiency of the physical, financial and personnel resources available to support your unit this past year.

With the retirement of the college webmaster, Cañada becomes the only school in the district to have one person serving as both the Director of Marketing and Webmaster. There has been no professional development provided to the Director of Marketing during this transition. The lack of personnel creates a situation where only the most pressing web updates are addressed.

Unit Action Plan for 2013/14

The Office of Marketing & Communications will work closely with the college community to implement the recently completed Strategic Enrollment Plan and Strategic Engagement Plan. As those plans are finalized and approved by the college community, the Director of Marketing & Communications will work with the President's Cabinet to develop a short-term and long-term marketing plan for the college.

The office has continued to grow Cañada's social media presence, nearly doubling the number of Facebook site visits over the past two years. This will remain a priority and a significant time commitment for the office.

The Director will continue to serve as Webmaster and work with the college community to update the college website.

Identify anticipated future changes and resource needs necessary to pursue your Action Plan. Respond to each are listed below and include any cost/budget estimates.

Personnel: The office needs a Webmaster. The starting salary would be approximately \$66,000 a year.

Professional Development: The current employees need professional development in advanced web analytics, web page design, and social networking.

Supplies & Equipment: The office has sufficient funding for supplies and equipment.

Facilities: The office has sufficient workspace for two employees.