



Position Proposals:
Communications Manager
and
Web & Content Promotions Coordinator

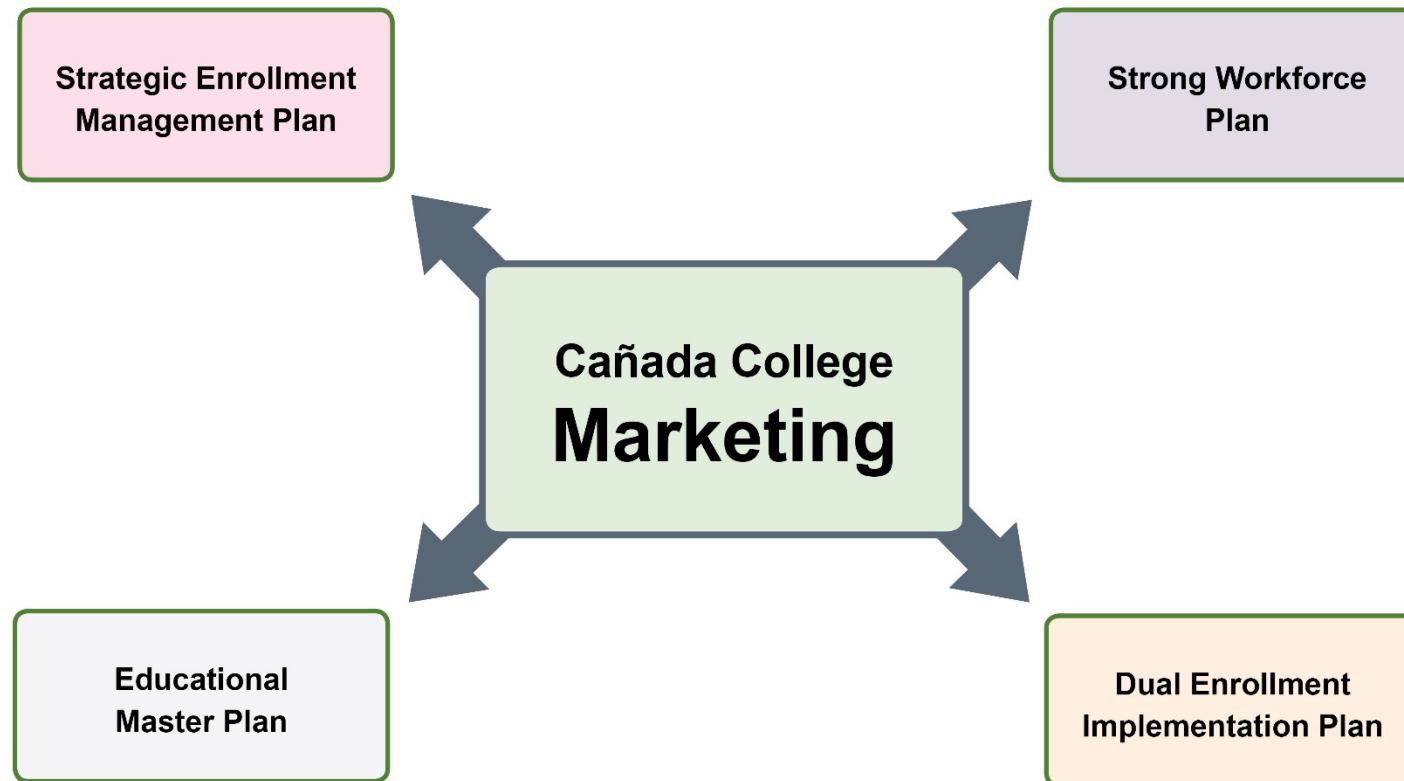
The Need

- Mitigate declining enrollment and support retention efforts
- Tells the story of who we are, how we support community and why to choose Cañada College to achieve your goals
- Responding to pandemic demand for more digital content and media
- Expand digital marketing services to better serve campus community needs
- Supports current and future needs of Cañada's departments, programs, students and college leadership
- Ensures ongoing and effective engagement with our community including prospective students, their parents, businesses, local government leaders and partner high schools

Supporting District/College Goals & Strategic Initiatives

The positions align with and supports...

Collegewide Planning



Supporting District/College Goals & Strategic Initiatives

Positions align with and supports...

SMCCCD Board goals/strategic initiatives and District Strategic Plan

- Free Community College (SB 893)
- Focus on Strategies to Increase: Student Enrollment, Dual Enrollment and Promise Scholars

This is accomplished through...

- Creation of current, engaging and attractive content for the college website, social media channels, multimedia and internal/external college communications

Supporting District/College Goals & Strategic Initiatives

Aligns with several EMP Community Connections goals to strategic initiatives:

1.1 -- Make Registration Easier

3.1 -- Update marketing and outreach to be culturally informed

3.2 -- Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities

3.3 -- Utilize relevant social media and websites to ensure we reach a diverse, inclusive audience

3.4 -- Increase dual enrollment opportunities for high school students

18+ New & Expanded Programs/Services Over 5 Years

- Guided Pathways
- Basic Needs
- SparkPoint
- Promise Scholars Program
- Free College Initiative/SB 893
- CRM
- Strong Workforce
- Career Education
- ESO Adelante
- Umoja
- DREAM Center
- Dual Enrollment
- CARES
- Project Change
- Expansion of services in the Wellness Center
- Expansion of the service in the Learning Center
- New Buildings (B1 & B23) with increased digital technology/wayfinding
- Special event support and marketing-program and collegewide

Increase of Campus Community Service Needs

94% increase in overall marketing requests from **2019 vs 2022**, specifically:

- **121%** increase in **web support**
- **78%** increase in **communications assistance**

LET'S TALK STRATEGY

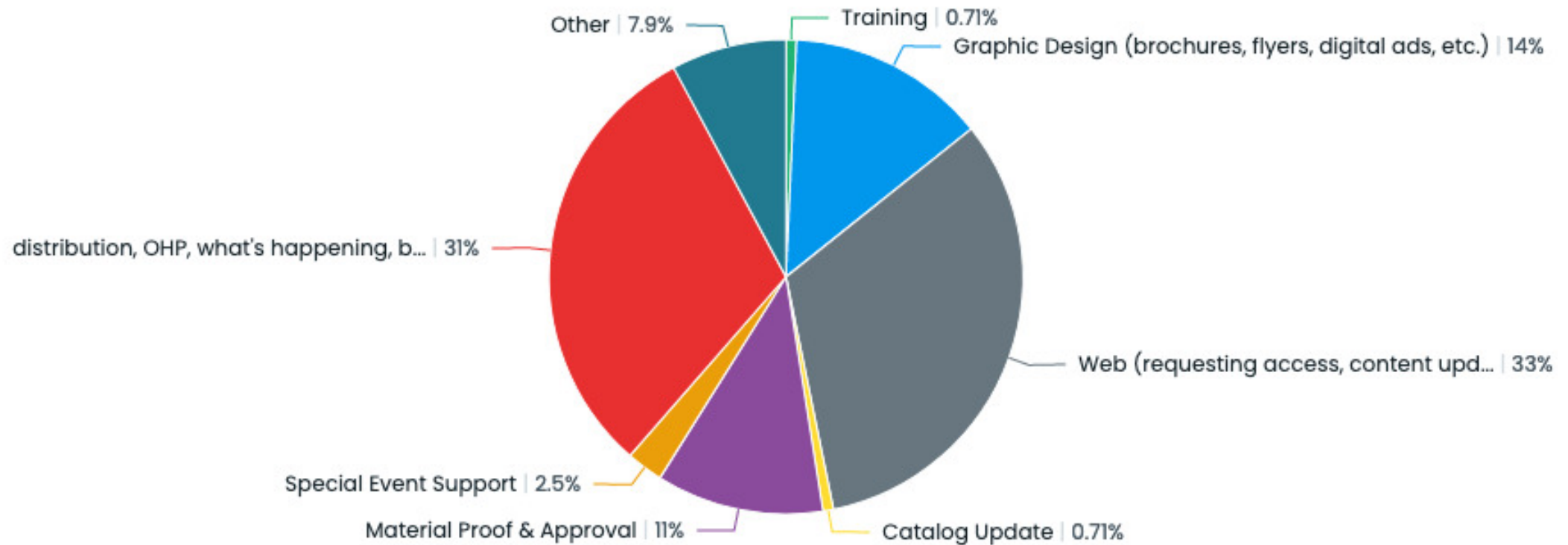


23% of requestors from the college community asked to speak with someone from the Marketing Department regarding their project.

Increase of Campus Community Service Needs

Requests from January 1 – November 1, 2022:

Service being requested



Proposed Positions

Communications Manager

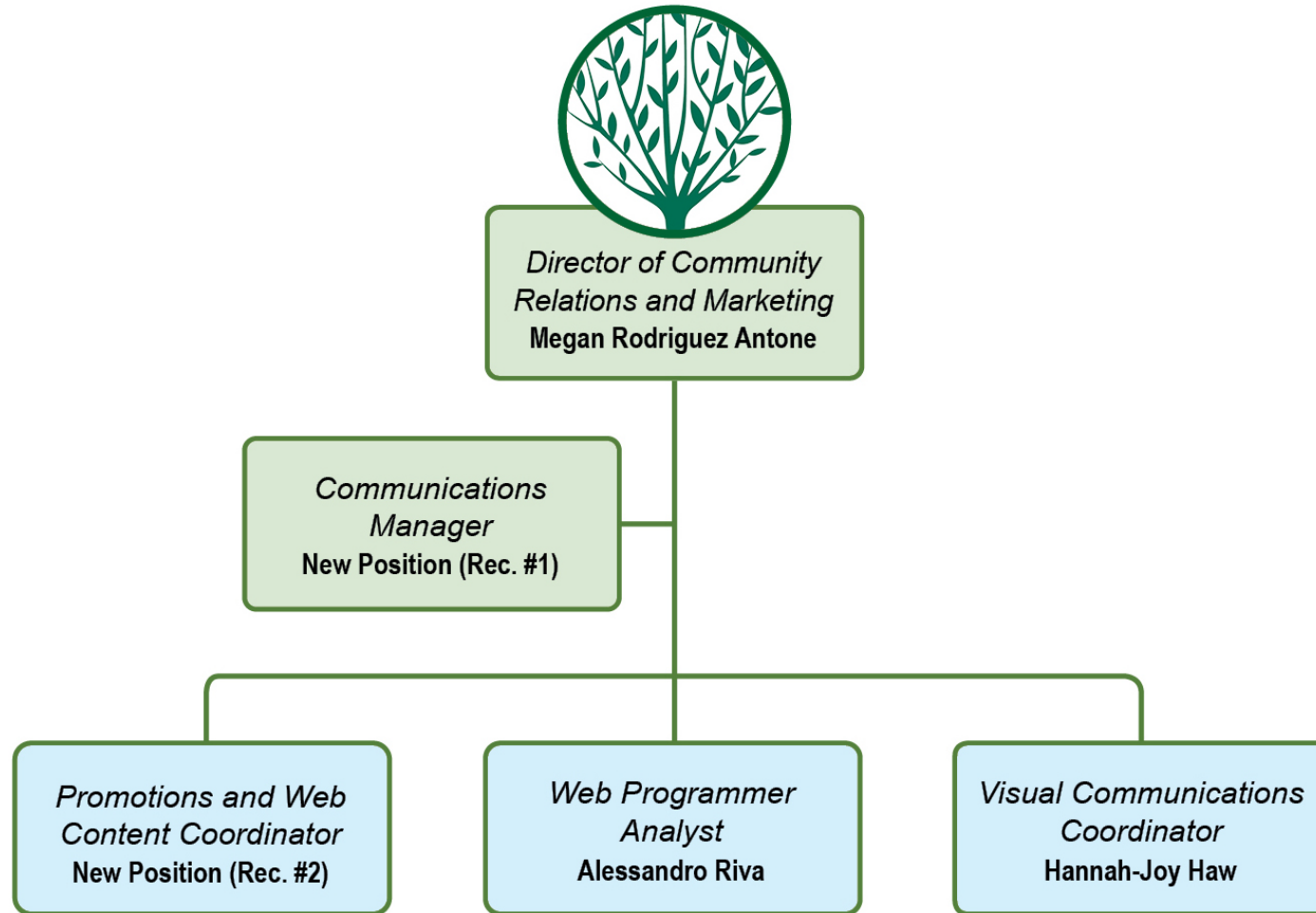
\$91k—116k salary range + benefits

5+ years of experience

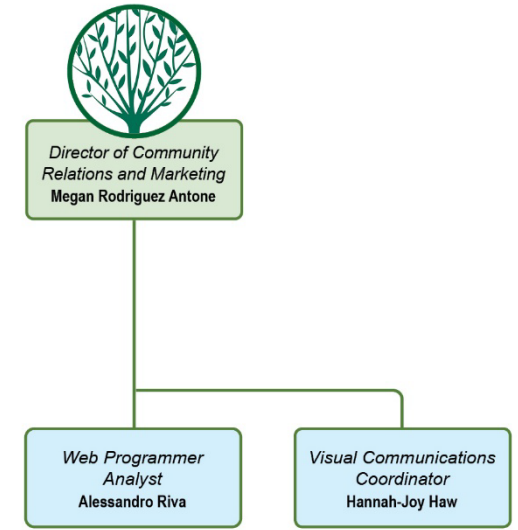
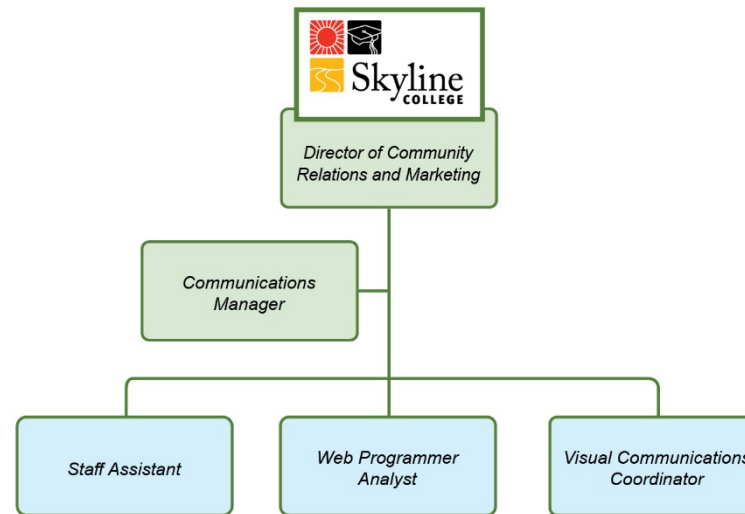
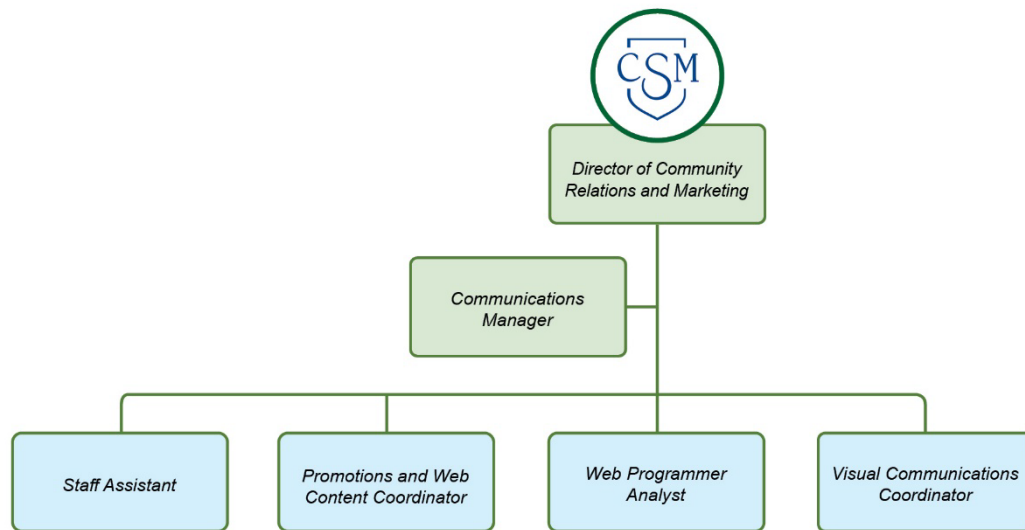
Promotions & Web Content Coordinator (CSEA represented)

\$75k – 96k salary range + benefits

Proposed Organization Chart



Comparison Organization Chart



Communications Manager

- Tells the story of who we are, how we support community and why to choose Cañada College to achieve your goals
- Supports the Director with a focus on **content development** for community engagement, campus stories and reports
- Advances **social media and online marketing strategy** to increase awareness and drive enrollment highlighting our programs and services available at Cañada College.
- Leads **digital marketing and photography**
- Coordinates all collegewide **translation services**
- Responsible for **story idea** assignments for college content partners
- **Manages student assistant** project assignments
- **Coordinates** all creative efforts
- Serves as **back-up PIO**

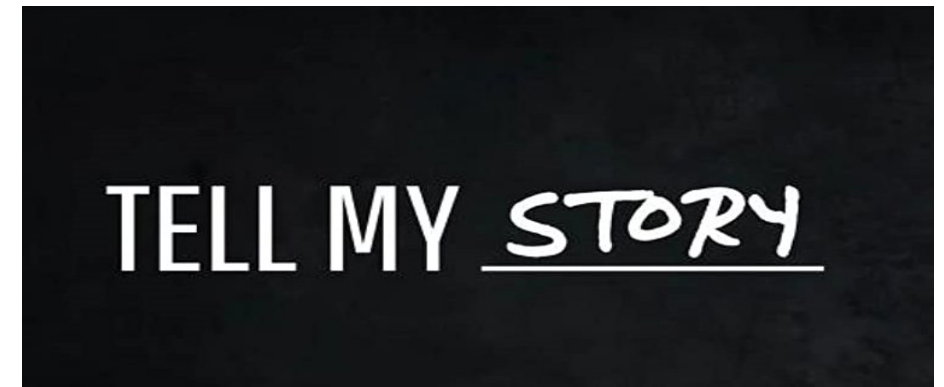


Web Promotions & Content Coordinator

- Develops and deploys the College's overall presence (including **content and information architecture**) **for the college website**
- **Daily review of web content** on all **15,500+** pages on college website, ensuring content is current, impactful, maintains accreditation standards and aligns with college mission, collegewide plans and commitment to anti-racism
- Design and **manage on-campus digital monitors and signage**
- **Events Calendar** management
- Supports campus with **departmental webpage updates**
- **CRM Coordination**: developing template emails for matriculation and general automated communications and K-12 CRM implementation
- Provide user training & documentation on Omni CMS and provide continuing support
- **Manage college multi-media pages** (YouTube and Flickr): upload and caption video content
- **Supports social media**, video and digital messaging

Without the Positions

- Without a robust staff, hard to support the entire college community
- Missed enrollment and promotion opportunity to connect with prospective and current students to enhance awareness of programs and services offered at Cañada College
- Not responding to demand for more digital forms – Formstack, web and social media content, etc.
- Work will remain primarily reactionary with minimal time for proactive, strategic marketing and communications planning to enhance our work to increase enrollment
- Continued increased work load and turnaround time for existing campus requests



Questions?

