

Executive Summary

0. Executive Summary

Summarize your program's strengths, opportunities, challenges, and action plans.

The Cañada College Marketing, Communications & Public Relations (MCPR) Department is dedicated to developing effective and strategic communications, public relations, and external relations program for the College that increases public awareness and support of College programs, services, and activities, and enhances the image of the College. One challenge MCPR faces is lack of communication and understanding in brand standard/guidelines for marketing materials. Moving forward, MCPR has established a series of initiatives geared to provide straight-forward communication and brand standard guidelines for consistent messaging and public awareness of the College.

Over the past year, the team has built tremendous momentum in promoting the College, externally, as well as working with faculty and staff on the best practices to market their respective programs. The demand has become so high that additional staff is now needed to properly fulfill the volume of requests within a timely manner; inadequate staffing is definitely a challenge.

The recent addition of the Outreach team has bolstered MCPR promotional efforts with the goal to strategize and synergize additional reach in the communities that Cañada College serves. These strategies will be outlined in the Marketing and Outreach plans, will be complete in the spring and summer.

Program Context

1. Mission

The MCPR Department supports the College mission by working with faculty, staff, and students to develop and implement impactful, cost-effective marketing communication strategies to enhance public awareness of the educational and enrichment opportunities at the College. This is accomplished through the creative use of web, social media, internal and external college publications, community relations, media relations, paid advertising and special projects and events.

2. Program Description

Marketing Description: The MCPR Department maintains the college website, an essential communications tool to share timely information for current and prospective students, faculty and staff. The creation and preservation of the College brand also resides under Marketing. General marketing material (print or electronic) is created and approved by MCPR. This includes (but not limited to): commercials, print and social media advertising, brochures, posters and business cards. Additionally, the MCPR Department creates the overall Marketing Plan that is developed, executed, and assessed by the MCPR Department at the direction of the President. The plan includes (but is not limited to): website, printed marketing materials, media relations special event marketing, social media, media buying, community relations and outreach.

Communications Description: The MCPR Department maintains Cañada's primary social

media handles: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and the College [blog](#). These are integral communication channels to current and prospective students, faculty, staff, alumni and the general public. The MCPR office provides support to other departments in developing secondary social media accounts that are program specific. Additionally, MCPR works with departments around campus to distribute all employee emails as well as electronic communications to students through GWAMAIL. This includes developing the message and targeting the audience. MCPR also produces and distributes the College's employee bi-weekly newsletter, the "*Olive Hill Press*," "What's Happening at Cañada?" weekly, all-campus event blast as well as the monthly report on the College to the Board of Trustees.

Public Relations Description: Media relations are coordinated by the Director of Marketing, Communications & Public Relations, in association with College Administration. This includes writing and distributing news releases, coordination of on-campus media events and responding to media inquiries.

Outreach Description: Outreach provides opportunities to connect and collaborate with high school students and members of our greater community. Through Outreach, the College engages high school students to support services such as: Priority Enrollment Program (PEP), Cañada College Overview Presentations, FAFSA, Dream Act and Application workshops, CTE Fall event, Campus Tours and Connect to College Night. Additionally, Outreach maintains strong communication and visibility with our local high schools by doing weekly visits to assist students one-on-one and to maintain the strong relationships. As the 'face of the College,' Outreach holds a presence at several community festivals, meetings and events throughout the year.

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3. Community & Labor Needs

Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.

As the College begins to thrive and recognize the promotional resources the MCPR Department can offer, the volume/demand for assistance is increasing. Many of our projects are on a 'reactive' basis, due to the volume of requests. MCPR has plans for many campaigns but they are often put aside to fulfill campus requests; there is a definite need to grow our team.

As the state of media continues to evolve at rapid speed, the need for print marketing is still important but the trend of electronic marketing is growing with no sign of slowing down. This is especially important as the bulk of our target market utilizes electronic media every day to get information through social media, videos, news blogs, etc. With that, the MCPR Department needs to keep up to speed with the latest trends and implement these promotional tactics to remain competitive and the main selling tool is the College website.

The need for the College to increase community relations efforts is crucial and tremendous headway has been made with a new College Recruiter and the recent transfer of Outreach from the Counseling Department to MCPR. These efforts will continue to cultivate new relationships and gain additional exposure in our community.

Looking Back

4. Major Accomplishments

2014-2015 were major "re-building years" for the MCPR Department. With the 2014 hires of a Director of MCPR and Visual Communications Coordinator (VCC), the Department has undergone a complete revitalization with fresh talent, ideas and resources. With the extremely limited resources that previously existed, MCPR started from scratch and created an internal server to store and share marketing projects and material as well as new social media handles. This effort has resulted in increased enrollment for the spring and fall 2015 semesters. This was achieved through marketing communication mediums including:

- The number of users and page views on our **College website**, www.canadacollege.edu, has increased dramatically over the past few years and continues to grow:
 - August of 2013: **1,815** Users; **5,937** Page Views
 - August of 2014: **38,221** Users; **214,561** Page Views
 - August of 2015: **43,898** Users; **248,861** Page Views
- **Bus ads** that were circulated throughout San Mateo County
- 30-second **commercials** (in English and Spanish) that ran throughout San Mateo County, both on TV and online

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- **Print** advertising in local daily and monthly publications, Chamber listings and community event programs:
 - *Spectrum Magazine*
 - *Climate Magazine*
 - *San Mateo Daily Journal*
 - Redwood City Chamber of Commerce Community Guide
 - North Fair Oaks Festival Program

- **Web/social media** marketing: commercials and videos featured on:
 - Cañada College website
 - Cañada College social media channels: Instagram, YouTube, Twitter and Facebook
 - Social media ads purchased through Facebook and Instagram

- Face-to-face **meetings and/or presentations** with members of the community:
 - Middle and high schools
 - Adult School
 - Non-profit organizations
 - Elected officials
 - City of RWC
 - City of East Palo Alto
 - Independent High Schools
 - Parent Liaison Programs
 - On-campus tours

- **Tabling** and sharing information about the College at more than **30 community events/festivals**, including:
 - Redwood City:
 - 4th of July Parade
 - Blues Festival
 - North Fair Oaks Community Festival
 - Downtown Salsa Festival
 - Redwood City Port Fest
 - RWC Hometown Holidays
 - RWC Downtown Fiestas Patrias
 - North Fair Oaks OYE -Youth Conference
 - Scare on the Square
 - Lunar New Year Event
 - Kermes Dia Del Nino
 - Almost Mother's Day Kids Concert
 - Taft Festival
 - Fiesta Cañada
 - DREAMers Conference
 - San Mateo County:
 - Community Resources Festival
 - Youth Conference
 - San Mateo:
 - Pride Festival

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- East Palo Alto:
 - Las Posadas
- Menlo Park:
 - 4th of July Parade
- Half Moon Bay/Pescadero:
 - Healthy Kids Faire
 - Pumpkin Festival
 - Kermes- Dia del Niño
- Created **marketing material** to be circulated to current and potential students throughout the community:
 - Promotional brochures on the College, specific programs and special events
 - Direct mailers to Redwood City residents that encourage registration
 - Class schedules displayed both on and off campus. Off campus locations include more than 50 strategic locations throughout Redwood City and San Mateo County:
 - Libraries
 - Community Centers
 - City Halls
 - High Schools
 - YMCA
 - Boys & Girls Club
 - Post Offices
 - School Districts

5. Impact of Resource Applications

Our team is small but strong. Each MCPR member plays an integral role in promoting the programs and services offered at the College. With the MCPR Director and VCC joining the College in 2014 and the November 2015 hiring of a new Recruiter (and the transition of Outreach joining the MCPR Department), the creative synergy has increased, along with the opportunity to further communicate the College mission and enhance public awareness of educational and enrichment opportunities within the community. With this transition also comes an evaluation of current processes and planning, paired with new ideas and action plans that will undoubtedly solidify as MCPR becomes a more established team.

Current State of the Program

6A. State of the Program - Observation

The MCPR Department is comprised of talented team that supports the College mission by developing and implementing impactful, cost-effective marketing communication strategies to enhance public awareness of the College. We have many strengths, including:

- Dedicated to growing the Cañada brand and spreading the College mission

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- Solid communication and technical skills
- Creative and collaborative spirit
- Positive leaders in the College community
- Exemplary networking and relationship building skills
- Can-do, customer-service-oriented attitude
- High-energy team environment
- Open to new ideas and easily embrace change
- Constant dedication to learn new technology/methodologies

In addition to our strengths, we are also met with some challenges:

- Maintaining a collaborative environment with staff offices on opposite sides of campus
- Lack of College awareness of the Brand/Style
- Communicating procedures, campus-wide, for approving marketing material
- Communicating social media protocol that aligns with our messaging
- Lack of campus awareness of where/how to properly display print collateral
- Overall workload for staff

6B. State of the Program - Evaluation

What changes could be implemented to improve your program?

- Refresh our College Brand/Style guide
- Complete, share and present style guide at key campus-wide meetings
- Complete, share and present social media guidelines at key campus-wide meetings
- Present material re-branding/re-design presentation to all divisions
- Refresh key recruiting and promotional pages to our College website
- Hire additional staff to assist in web-related work overload
- Prioritize projects when work overload occurs
- Unveil marketing request form before Fall 2016 semester

7A. SAO Assessment Plan

Describe your program's SAO (Service Area Outcome) assessment plan.

The MCPR Department has not previously identified or measured its SAO's. Moving forward the following SOA's will be designed and measured to evaluate the impact of our Marketing efforts:

The primary SAO's of the MCPR Department include:

MCPR SAO #1: Work with faculty, staff and students to develop and implement impactful, cost-effective marketing communication strategies to enhance public awareness of the College.

MCPR SAO #2: Increase users and page views in the College website by 5 percent.

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There was previous data from Outreach that reflected a decrease in Sequoia Unified High School District graduates and recent graduates who have enrolled at Cañada from 2013-2015:

High School	2013 HS Graduates	2014 HS Graduates	Percentage Graduate Change	2013-14 Enrolled	2014-15 Enrolled	Percentage Enrolled Change
Carlmont	492	477	-3%	43	26	-40%
Menlo-Atherton	444	437	-2%	36	37	3%
Redwood	129	134	4%	18	11	-39%
Sequoia	412	427	4%	72	73	1%
Woodside	354	307	-13%	61	51	-16%
Total	1,831	1,782	-3%	230	198	-14%

The primary SAO's for Outreach include:

Outreach SAO #1: Increase student enrollment at Sequoia Unified High School District by 5 percent.

Outreach SAO #2: Create a larger presence in the greater Redwood City community.

7B. SAO Assessment Results and Impact

Summarize the findings of your program's SAO assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?

MCPR SAO #1: Work with faculty, staff and students to develop and implement impactful, cost-effective marketing communication strategies to enhance public awareness of the College:

- Create, distribute and track an electronic survey that will be distributed to the campus community to assess how effective our strategies are.
- Hold quarterly meetings with the newly-formed PROM (Public Relations Outreach Marketing) Committee, which is comprised of faculty, staff and administration. Discuss the state of technology, marketing trends, community and media updates and how we can implement them into timely and effective marketing and community outreach strategies.

MCPR SAO #2: Increase users and page views in the College website:

- Use Google Analytics to measure web traffic on the website.
- Increase social media followers by 10 percent; drive social media followers to the College website.

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Outreach SAO #1: Increase student enrollment at Sequoia Unified High School District by 5 percent.

- Track number of students enrolled.
- Create specific strategies for high schools (ex: Carlmont and Redwood) that have low enrollment from previous years.
- Track number of campus tours given.
- Track number of events College is present in the community.

Outreach SAO #2: Create a larger presence in the greater Redwood City community.

- Partner with local organizations to perform service events and activities at least once per quarter: “Cañada College Day of Service” to demonstrate that the College is invested in the community it serves.
- Increase number of presentations, events and festivals in the communities of Half Moon Bay and Pescadero.

Looking Ahead

8. Program Improvement Initiatives

How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review? What research or training will you need to accomplish these plans? What supplies, equipment, or facilities improvements do you need? Please do not include a written response here. Rather, use the Planning module of SPOL to create your Strategic Action Plans.

Action Plan	Timeline	Responsible Party	Resources Required
Create College social media guidelines	Fall 2016	Megan Rodriguez Antone and Jose Garcia	No additional resources required
Update College Brand/Style Guide	Summer 2016	Megan Rodriguez Antone and Jose Garcia	No additional resources required
Develop and implement College Marketing Plan & Timeline	April 2016	Megan Rodriguez Antone, Jose Garcia and Mayra Arellano	No additional resources required
Increase our social media following to 10 percent in 12 months.	February 2017	Megan Rodriguez Antone, Jose Garcia and Mayra Arellano	No additional resources required
Update general College marketing	Ongoing	Megan Rodriguez Antone, Jose	No additional resources required

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material; translate in Español to target our growing Hispanic population; Revise Web Español sections		Garcia and Mayra Arellano	
Create Outreach Plan; include timeline of events and community service projects	Summer 2016	Megan Rodriguez Antone and Mayra Arellano	No additional resources required
Further showcase student success through the #iCAN Become campaign	Ongoing	Megan Rodriguez Antone, Jose Garcia and Mayra Arellano	No additional resources required
Plan for Cañada College's 50 th anniversary; printed program mailer, webpage, logo, community awareness campaign	Summer/Fall 2017	Megan Rodriguez Antone, Jose Garcia and Mayra Arellano	No additional resources required at this time

PLANNING MODULE

Note: Program Improvement Initiatives from the Looking Ahead section of Program Review are entered into SPOL through the Planning module. The following three generic "Objectives" have been created for each of the programs. Users should be able to add "Action Plans" to each objective. They can then requests budget resources and assign responsible parties to the action plans.

Objective: Equipment, technology and facilities requests

Use this objective to request supplies, equipment, technology or facilities improvements. To request equipment, Edit the "Purchase equipment" Action Plan and click the "Request Resources" button to enter the details of your equipment request. Be sure to indicate whether additional space will be needed to accommodate the requested equipment, or whether it will require maintenance agreements and or support personnel. Facilities requests may be for changes to custodial services, maintenance, remodeling, or new construction. Create a new Action Plan for each facilities request. In the description/justification be sure to indicate whether the request is for ADA or safety-related concerns.

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- Electronic signage to promote timely College news and events. NOTE: this request is contingent upon if the MCPR team expands. The operations of formatting and updating the content that's displayed on the board is incredibly time consuming and cannot be facilitated with the current amount of MCPR team members. Additional staff is a must to successfully maintain an electronic board.
- Office space to house Director of MCPR, Visual Communications Coordinator, College Recruiter, the Recruiter's Ambassadors, MCPR student assistant and potential new hires together in one large, collaborative space.
- Wacom Design Tablet for Visual Communications Coordinator in order to streamline designs and create original design elements quicker; helps wrist ergonomics, eases screen navigation, and speeds up creativity in certain Adobe software

Objective: Personnel Requests

Use this objective to submit your New Position Proposal. Upload your proposal to the document directory.

- Digital Communications Coordinator (1.0 FTE): Develops and deploys the College's overall digital presence, including web, social media and digital messaging. Supports the Director of MCPR and Visual Communications Coordinator on graphic design and communications content, as directed.

Objective: Strategic Action Plans

Use this objective to describe the action plans that your program intends to implement. Scroll to the "Action Plan and Required Resources" section and click the Add button. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.