

# Task Details Report

**Planning Unit:** Marketing/College Communications

**Unit Manager:** Rodriguez, Megan

**Objective:** 7 - Strategic action plans for Marketing/College Communications

**Objective Description:**

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.

<b>Start Date:</b> 10/29/2015	<b>Task Type:</b> Departmental Action Plan	<b>Priority Level:</b> High	<b>Task Order:</b> 1
<b>Due Date:</b> 12/31/2016	<b>Completion Date:</b>	<b>Task Status:</b> New	<b>Budget:</b> \$0

Create College social media guidelines

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

**Budget Remarks:**

Date:	Name:	Remarks:
No Data to Display		

**Budget Details:**

GL Code	Account	Description	Requested	Approved
No Data to Display				

**Assignment Details:**

Name:	Email:
Rodriguez, Megan	rodriguez@smccd.edu

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
High

**Task Order:**  
2

**Due Date:**  
8/31/2016

**Completion Date:**

**Task Status:**  
New

**Budget:**  
\$0

Update College Brand/Style Guide

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
High

**Task Order:**  
3

**Due Date:**  
4/30/2016

**Completion Date:**

**Task Status:**  
New

**Budget:**  
\$0

Develop College Marketing Plan & Timeline

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
Medium

**Task Order:**  
4

**Due Date:**  
3/31/2017

**Completion Date:**

**Task Status:**  
New

**Budget:**  
\$0

Increase our social media following to 10 percent in 12 months.

Responsible Party: Megan Rodriguez Anton, Jose Garcia and Mayra Arellano

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
Medium

**Task Order:**  
5

**Due Date:**  
12/31/2017

**Completion Date:**

**Task Status:**  
Ongoing Implementation  
(75%)

**Budget:**  
\$0

Update general College marketing material; translate in Español to target our growing Hispanic population;  
Revise Web Español sections

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
Medium

**Task Order:**  
6

**Due Date:**  
8/31/2016

**Completion Date:**

**Task Status:**  
New

**Budget:**  
\$0

Create Outreach High School Engagement Plan; include timeline of events and community service projects.

Responsible Party: Mayra Arellano and Megan Rodriguez Antone

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
Low

**Task Order:**  
7

**Due Date:**  
12/31/2017

**Completion Date:**

**Task Status:**  
Ongoing Implementation  
(75%)

**Budget:**  
\$0

Further showcase student success through the #iCAN Become campaign.

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

**Start Date:**  
3/1/2016

**Task Type:**  
Departmental Action  
Plan

**Priority Level:**  
Low

**Task Order:**  
8

**Due Date:**  
12/31/2017

**Completion Date:**

**Task Status:**  
New

**Budget:**  
\$0

Plan for Cañada College's 50th anniversary; printed program mailer, webpage, logo, community awareness campaign

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

## Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

## Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

## Assignment Details:

Name:	Email:
No Data to Display	

# Task Details Report

<b>Start Date:</b> 3/1/2016	<b>Task Type:</b> Departmental Action Plan	<b>Priority Level:</b> High	<b>Task Order:</b> 9
<b>Due Date:</b> 6/30/2018	<b>Completion Date:</b>	<b>Task Status:</b> New	<b>Budget:</b> \$0

Create responsive/mobile friendly website

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: Additional staff and District staff resources

**Budget Remarks:**

Date:	Name:	Remarks:
No Data to Display		

**Budget Details:**

GL Code	Account	Description	Requested	Approved
No Data to Display				

**Assignment Details:**

Name:	Email:
No Data to Display	

<b>Start Date:</b> 3/17/2017	<b>Task Type:</b> Resource Request	<b>Priority Level:</b> High	<b>Task Order:</b> 10
<b>Due Date:</b> 5/31/2017	<b>Completion Date:</b>	<b>Task Status:</b> New	<b>Budget:</b> \$35,299

Increase efficiency

**Budget Remarks:**

Date:	Name:	Remarks:
No Data to Display		

# Task Details Report

**Budget Details:**

GL Code	Account	Description	Requested	Approved
ITech	Marketing/College Communications	HP LaserJet Pro	\$465.00	\$0.00
Supply	Marketing/College Communications	USB Wifi Adapter	\$34.00	\$34.00
Supply	Marketing/College Communications	Wireless Presentation Remote	\$107.00	\$107.00
Supply	Marketing/College Communications	Connect to College Budget to purchase food and materials	\$2500.00	\$0.00
ProDev	Marketing/College Communications	Conference Budget	\$3000.00	\$0.00
Supply	Marketing/College Communications	Portable table	\$218.00	\$218.00
Supply	Marketing/College Communications	Folding Chairs	\$66.00	\$66.00
Supply	Marketing/College Communications	Table Cloth	\$478.00	\$478.00
Supply	Marketing/College Communications	Promotional Giveaways	\$5000.00	\$0.00
Supply	Marketing/College Communications	High School Fair and Community Event fees	\$1000.00	\$0.00
Supply	Marketing/College Communications	Printing Marketing Material Budget	\$2000.00	\$0.00
ITech	Marketing/College Communications	Desktop Computer for Web Programmer Analyst	\$1.00	\$0.00
ITech	Marketing/College Communications	Laptop for Web Programmer Analyst	\$1.00	\$2800.00
ITech	Marketing/College Communications	Mitel Headset	\$299.00	\$0.00
ProDev	Marketing/College Communications	OmniUpdate User Training Conference	\$4000.00	\$0.00
ProDev	Marketing/College Communications	OmniUpdate User Training Conference	\$4000.00	\$0.00
ProDev	Marketing/College Communications	NCMPR Membership & Conference	\$1700.00	\$0.00
Facili	Marketing/College Communications	Office Space	\$1.00	\$0.00
Equipm	Marketing/College Communications	Outdoor Digital Signage	\$1.00	\$0.00
Supply	Marketing/College Communications	Pole Banners	\$1560.00	\$1560.00
Supply	Marketing/College Communications	Display Banners	\$1868.00	\$1868.00
ConSvc	Marketing/College Communications	Promotional Video	\$7000.00	\$0.00

**Assignment Details:**

Name:	Email:
No Data to Display	

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