

# Assessment: Unit Plan

## CAN Program Review (Administrative) - Office of Marketing (Even Year)

### Objective: New Laptop for Megan Antone

New laptop (\$3,142.06)

My laptop is sadly dying a very slow and painful death. Which, in turn, has caused upwards to 5 hours of unproductivity per week due to freezing, delayed start up and reboots. The laptop I received four years ago does not meet the program and storage needs of the work we do in Marketing to share stories of student success and promote programs and services available to our community.

With this, ITS has recommended that we purchase a Dell Mobile Precision 5530 that accommodates the large volume of editing, storage and viewing capabilities needed for the robust work we do in Marketing & Outreach.

**Objective Status:** 1 - New (PR)

**Objective Year:** 2019-2020

**Estimated Start Date:** 10/31/2018

**Estimated Completion Date:** 10/31/2018

**Please select the college goals with which this objective aligns.:** Community Connections - Build and strengthen collaborative relationships and partnerships that support the needs of, reflect, and enrich our diverse and vibrant local community.

**Please select the district goals with which this objective aligns.:** District Goal #2 - Establish And Expand Relationships With School Districts, 4-year College Partners, And Community-based Organizations To Increase Higher Education Attainment In San Mateo County

### Objective: OmniUpdate Conference for Michael Ryan

OmniUpdate Conference (\$2,865-1,612, depending on duration of conference stay)

OmniUpdate is the company that provides the backbone content management system for our entire district. Cañada College has been improving its backend operations by taking advantage of OU Campus' advanced tools, from the online catalog, to the live data being piped into canadacollege.edu to display live feeds of classes and campus communications.

The annual OmniUpdate User Training Conference in Anaheim, CA has been attended for years by our district for its insight into the innovations of the leading colleges and university websites. I attended this conference last year and have been able to make greater strides towards optimizing our back-end operations and content management through what I learned and the network I built.

I'm looking forward to returning so I can continue providing value to the college and the district by gaining exposure to the latest technologies and methodologies, and adapting that information towards benefitting Cañada College's online presence, and performance overall.

<https://outc18.com/>

#### Expenses

- Full 5-Day conference registration (\$1,850.00) -or- General Sessions Registration (\$995.00)
- Four nights (\$798.00) -or- two nights (\$399.00) at Hyatt Regency Orange County
- Round trip flight from SFO to LGB via JetBlue (\$90.28)
- UberX to and from conference (\$58.00)

# CAN Program Review (Administrative) - Office of Marketing (Even Year)

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- Meals TBD (\$30-\$70)

**Objective Status:** 2 - Continuing (PR)

**Objective Year:** 2019-2020

**Estimated Start Date:** 04/14/2019

**Estimated Completion Date:** 04/18/2019

**Please select the college goals with which this objective aligns.:** Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

**Please select the district goals with which this objective aligns.:** District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

## Objective: Increased Budget to Support Priority Registration - PEP - Mayra Arellano

Increased Budget to Support Priority Registration - PEP (\$6,000)

Transportation budget allocated for our Feeder High Schools from Sequoia Union High School District to attend PEP (Priority Enrollment Program) at Cañada College. The Priority Enrollment Program. The Priority Enrollment Program (PEP) is designed to create an easy transition from high school to college for high school seniors. This will allow students to complete the necessary steps toward becoming a college student, and to have the opportunity to register early for Summer and Fall classes during the early registration period.

Our participation numbers have increased yearly from 150 participants to 300+

\$2,500- Bus transportation and mileage for staff who drive to the high schools

\$1,500- Miscellaneous supplies (folders/printed materials/signage/giveaways)

\$1,500-Food (breakfasts/lunches/dinners depending on event times)

\$500-Duplicating for PEP Fliers and printed materials

**Objective Status:** 2 - Continuing (PR)

**Objective Year:** 2019-2020

**Estimated Start Date:** 01/01/2019

**Estimated Completion Date:** 06/01/2019

**Please select the college goals with which this objective aligns.:** Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

**Please select the district goals with which this objective aligns.:** District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success