

COMPREHENSIVE PROGRAM REVIEW REPORT

Marketing

Executive Summary

0. Executive Summary

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

The Cañada College Marketing Department is dedicated to executing strategic marketing, communication, public relations and community outreach initiatives that raise public awareness and drive student enrollment. The Marketing Department supports the Cañada College community with editorial, graphic design, web and digital media services. Over the past three years, the Department has built tremendous momentum by amplifying the College's social media presence through a part-time consultant, refreshing enrollment-facing web content, promoting new facilities and launching high-impact campaigns for the Free College initiative. Notably, key community partnerships with local cities allowed the team to feature Free College street pole banners across neighboring downtowns - a visual campaign that was highly visible and positively received by the community. Operationally, the Department overcame a decade-long hurdle by moving into a centralized, unified office space, establishing a creative hub that fosters seamless collaboration and team productivity.
Moving forward, the Marketing Department must navigate key operational challenges to sustain this growth. From the previous cycle, the departure of the Web Content Consultant presents a critical staffing obstacle, creating project backlogs and extended turnaround times for college-wide web updates. To address this capacity bottleneck and maintain long-term success, future action plans will continue to request a permanent Communications Manager, expanding student assistant hours and establishing project prioritization frameworks during peak workloads.

Program Context

1. Mission

How does your program align with the college's mission? If your program has a mission statement, include it here.

The Marketing Department directly aligns with Cañada College's mission to engage and empower students in transforming their lives and communities by serving as the primary bridge between the institution and the diverse populations it serves. Through strategic collaboration across campus, the Department executes impactful, cost-effective communication and outreach across web, social media, advertising and community partnerships to support enrollment.
Crucially, these efforts center student voices and highlight student success stories to break down informational barriers, ensuring historically underrepresented, first-generation and non-traditional learners have equitable access to the resources and academic pathways needed to transform their lives.

2. Program Description

Program Description.

Community Relations: The Director of Community Relations & Marketing manages and maintain relationships with city, county and state representatives, government agencies, local business and community partners. Plan and execute strategic engagements between executives, elected officials and community partners. The Director also works with the

College President to manage the President's Advisory Council**,** a group of 25 community leaders and place makers who guide the College into becoming the best and most effective partner to address the needs of the community that we serve. All of these efforts lead to discover and cultivate new partnerships with educational institutions, local corporate and non-profit organizations and have generated new opportunities for Cañada College to not only hold a stronger presence in the community, but connect with potential students and guide them to Cañada.

Internal/External Communications: Marketing works with departments around campus to distribute all employee messages as well as electronic communications to students. This includes developing the message and targeting the audience. Marketing also produces and distributes the President's Weekly Update, College's What's Happening at Cañada?" weekly, all-campus event blast as well as the monthly report on the College to the Board of Trustees. In addition, campus wide (and sometimes districtwide) communications related to emergency or urgent notifications are facilitated by the department. The Marketing Department also coordinates all collegewide translation services, reaching audiences in Spanish, Mandarin and Tagalog.

Marketing: The Marketing Department creates the overall Marketing Plan that is developed, executed and assessed by the Marketing Department under the direction of the Office of the President. The plan includes (but is not limited to): website, print and electronic marketing materials, media relations, special event marketing, social media, media buying and community relations. The Department also supports Marketing goals aligned with institutional plans, such as the Strategic Enrollment Plan (SEM), Educational Master Plan (EMP) and Student Equity and Achievement Plan (SEAP).

Public/Media Relations: Public and media relations is coordinated through the Director of Community Relations & Marketing, in association with College and District Administration. This includes emergency management and crisis communications, the preparation and distribution of news releases/statements, coordination of on-campus media events and responding to media inquiries.

Social Media: The Marketing Department maintains Cañada's primary social media handles: Facebook, Instagram, Flickr, YouTube, and LinkedIn. These are integral communication channels to current and prospective students, faculty, staff, alumni and the general public. The Marketing Office provides support to other departments in developing secondary social media accounts that are program specific.

Special Events: The Marketing Department (often in collaboration with other departments) plans, organizes and executes campus-wide on and off campus-events such as groundbreaking and ribbon cutting ceremonies, speaker series, listening sessions and Commencement. The Department also serves as a point of contact to community members/organizations that hold events on our college campus.

Visual Communications: The creation and preservation of the College brand resides under Marketing. General marketing material (print or electronic) is created and/or approved by Marketing. This includes (but not limited to): commercials, print and social media advertising, brochures, slides for digital screens, posters, flyers, logos, business cards, Zoom backgrounds and PowerPoint templates. This also includes the layout and design of college wide plans/reports such as Educational Master Plans and Accreditation Self Report. Also, working in collaboration with the Office of Instruction, the Marketing team produces the

course catalog and class schedules. Accuracy and integrity of information for academic year material is maintained regularly with timely updates to the catalog amendment webpage.
Web Design & Content: The Marketing Department maintains the college website, an essential communications tool to share timely information for current and prospective students, faculty and staff. It also involves updating changing technologies on the website, making improvements in search engine optimization, and ensuring that our web content continues to be accessibility compliant to users with disabilities. This also includes the online schedules and course catalogs and liaising with District ITS on web projects. The Department is also responsible for maintaining the digital screens that are displayed across campus to promote campus events and services available to students.

3. Community & Labor Needs

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

Enrollment has been significantly bolstered by the launch of the Free College initiative, driving the Marketing Department to design and execute several high-visibility, college and district-wide promotional campaigns to maximize awareness and access. Alongside this surge, the rapid evolution of media consumption has shifted our community's needs; while traditional print marketing remains relevant, digital marketing continues to accelerate. Because the majority of our target audience relies on digital media daily for timely information, the Department prioritizes social media, short-form video and an intuitive, accessible, and engaging website as our primary promotional tool.
To remain competitive with surrounding community and technical colleges in this fast-changing landscape, the Marketing team actively pursues targeted professional development - including industry courses, webinars and conferences - to adopt cutting-edge communications technologies and data-driven strategies that effectively connect our community to free educational opportunities.

Looking Back

4. Major Accomplishments

Describe major accomplishments.

Executed Strategic Marketing & Campaign Launches:

- **Strategic Plan Alignment:** Aligned social media strategy and marketing campaigns directly with core collegewide initiatives:
    - *Educational Master Plan (EMP):* Supported Student Access, Success & Completion (Goal 1.1) and Community Connections (Goals 3.1, 3.2, 3.3, 3.12).
    - *Student Equity & Achievement Plan (SEAP):* Advanced Successful Enrollment through Anti-Racist marketing campaigns and targeted LGBTQ+ promotional materials (Metric 1)
- **"Transform Your Future" Campaign:** Conceptualized and executed a mission-aligned campaign for Fall 2024 featuring a dedicated landing page, direct mailers and targeted digital ads

- **Free College & ESL Outreach:** Spearheaded comprehensive District and college-wide digital media campaigns to drive enrollment for Free College. Also launched direct mail campaigns to promote enrollment of ESL programs
- **Univision Campaign:** Expanded multicultural reach by launching an enrollment campaign on Univision, featuring radio ads and a featured podcast on *Univision's Contigo*
- **"Cañada de Noche" Pilot:** Coordinated the August–December 2023 promotional launch (website, promotional material, digital slides and social media posts) for extended evening student support services
- **Specialized Initiatives:** Promoted targeted projects including the Lyft transportation assistance program and customized Welcome letters/postcards sent to SUHSD high school juniors and seniors

Expanded High-Impact Community Partnerships & Visibility:

- **MOU & Partnership Events:** Provided full event and communications support for high-profile MOU signing ceremonies with key partners, including the Boys & Girls Clubs of the Peninsula, PAL Center and Street Code Academy
- **Community Banners & Out-of-Home Marketing:** Deployed multi-phase street pole banners across East Palo Alto (Phases 1 & 2) and an outdoor banner at Ravenswood City School District and Sequoia Union High School District to promote Free College and Super Registration events
- **EMP Community Listening Sessions:** Served on planning team to host three strategic listening sessions in East Palo Alto, North Fair Oaks and Belle Haven aligned with Educational Master Plan (EMP) goals

Enhanced Web Infrastructure & Student Access:

- **Website Refreshes:** Modernized high-traffic, student- and community-facing websites, including: SparkPoint, Promise Scholars Program, NOW (Nights, Online & Weekends), Project Change, Outreach, Undocumented Community Center (UCC), International Student Center, Health Center, Commencement and About Cañada
- **New Website Launches**: Developed and launched new sites to highlight new campus programs and academic resources, including the Office of Equity, Cultural Center, Brothers Achieving Milestones, Womxn of Color Collaborative, AANAPISI, Child Development Center, Zero Textbook Cost and General Education
- **Centralized Transportation Website:** Built a single, easy-to-use transportation site that brings together all local transit options, driving directions, parking details, and commute resources in one convenient place

- **Website Accessibility:** Achieved a 97 percent reduction in template and content accessibility errors across the main Cañada College website. Hosted web accessibility training sessions for faculty and staff to maintain web standards
- **Expanded Campus Hours Website:** Upgraded the Campus Hours website to showcase a wider range of campus services and added a dedicated evening hours option to better support night students.

Spearheaded Multimedia & Student Success Storytelling:

- **Audience Growth & Reach:** Over the last three years, Cañada's Instagram following has grown from 2,347 to 4,113 followers, a 75 percent increase. Facebook grew from 6,797 to 7,043 followers (a 4 percent increase) and LinkedIn grew from 17,852 to 19,020 followers (a 7 percent increase). During this same period, our Instagram content generated 3.9 million views, reached 966,400 accounts and drove 119,900 content interactions.
- **Multi-Format Storytelling Across Platforms:** Leveraged a full range of storytelling formats, including Reels, Stories, static posts and high-quality photography, to keep content fresh and platform-native, contributing to strong audience engagement and growth
- **Community Partnership Alumni Video Series:** Produced a six-part video series showcasing inspiring alumni who leveraged community resources and local career opportunities to drive change
- **Fashion Design Showcase:** Supported the Fashion Design Program’s launch of *Eco Elegance* fashion show by designing promotional materials, creating student spotlight videos and launching a dedicated website.
- **Visual Storytelling Assets:** Developed student success posters, designed new Commencement pole banners across campus and collaborated with student assistants to create fresh merchandise designs for the College Bookstore
- **Student Video Testimonials:** Filmed impact testimonials featuring graduating students from diverse campus backgrounds
- **Event and Celebration Promotion & Recap Videos:** Created pre and post-event video recaps highlighting cultural communities and support resources

Driven Targeted Enrollment Support:

- **Low-Enrolled Course Spotlights:** Partnered with the Office of Instruction and Academic Deans to identify low-enrolled courses and run targeted social media spotlights across Facebook, Instagram and LinkedIn

Brand Alignment & Visual Identity Guidelines:

- **College & Athletics Brand Guide Refreshes:** Modernized and distributed the College Brand Style Guide and Athletics Brand Guide to establish clear design standards,

streamlined project intake procedures, realistic turnaround timelines, and guidelines for marketing approvals and print collateral placement across campus

- **Colts Mascot & Athletics Assets:** Finalized and launched the official Cañada Colts sub mark and developed a custom monogram for the Baseball program to strengthen team identity and cohesion
- **Expanded Merchandise & Apparel Assets:** Created brand-aligned apparel concepts and athletic uniform designs, providing expanded merchandise options for campus bookstore sales, student-athletes and community promotion.

Capital Improvement & Campus Environmental Design:

- **Kinesiology & Wellness Building Branding:** Elevated the College's presence throughout the shared Kinesiology & Wellness building by designing custom graphics for Cañada Colts team sports that seamlessly align with the building's architecture and official Athletics branding
- **High-Visibility Colts Logo Installation:** Strategically placed the official College Colts logo in a prominent, high-traffic location within the Kinesiology & Wellness Building to boost brand recognition and community awareness.
- **Faculty Lounge Wall Design:** Designed custom wall graphics for the new Faculty Teaching & Learning Lounge, creating a welcoming, professional and inspiring space for campus educators.

5. Impact of Resource Applications

Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program/department/office and measures of student success or client satisfaction.

The recent addition of a dedicated, unified Marketing Office has significantly transformed operations by bringing the entire team together under one roof, fostering seamless collaboration, streamlined communication and faster campaign execution. This centralized facility directly amplifies the impact of key staff resources - including our part-time social media consultant and student assistants - by aligning daily efforts with supporting the college programs and our college wide strategic plans.

Together in one shared space, our small but effective team is better equipped to continuously evaluate processes, innovate outreach and deliver cohesive, high-quality customer service and strategic thinking that elevate public awareness and drive student engagement.

Current State of the Program

6A. State of the Program - Observation

Describe the current state of the program (include strengths and challenges).

The Marketing Department is comprised of a talented, customer service-oriented team dedicated to advancing the College mission by developing and executing impactful, cost-effective communication and outreach strategies that enhance public awareness and support enrollment.

Program Strengths:

- **Mission & Brand Advocacy:** Deep commitment to elevating the Cañada College brand and expanding community awareness
- **Technical & Creative Expertise:** High-level skills in design, communication, digital media and networking
- **Adaptability & Growth:** A continuous learning mindset with a strong drive to adopt emerging marketing technologies and strategies
- **Collaborative Culture:** A high-energy, solution-focused team dynamic that fosters strong cross-campus relationships

Program Challenges:

- **Staffing & Capacity Constraints:** Insufficient communications staffing limits full support for college-wide strategic plans, while high overall workloads impact turnaround times
- **Loss of Web Support:** The loss of funding for the Web Content Consultant has created project backlogs and extended delays for critical campus web updates
- **Video Production Gaps:** Persistent, unmet demand across campus for professional-quality video production due to a lack of dedicated staff and multimedia equipment
- **Brand & Process Governance:** Inconsistent brand consistency on decentralized campus materials, alongside a lack of campus-wide awareness regarding marketing approval workflows and print collateral placement
- **Expectation Management:** Balancing high request volume with realistic timelines and project delivery expectations

6B. State of the Program - Evaluation

What changes could be implemented to improve your program?

To continuously enhance service quality and operational effectiveness, the Marketing Department plans to implement key improvements across staffing, infrastructure and communication workflows. Operationally, hiring a permanent Communications Manager and expanding student assistant hours will provide essential leadership for social media, web and campus communications while helping manage workload capacity during peak project periods.

Simultaneously, the Department will continue collaborating with campus partners to refresh key web page content, continue translating public facing marketing material, promote the College Brand Style Guide and secure resources to maintain and upgrade visual marketing such as promotional and display banners. These coordinated efforts will ensure consistent branding, improved outreach and streamlined project prioritization across the institution.

Program Improvement Initiatives

7A. How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review?

- Translation: To expand communication in multiple languages, the College will work with approved staff and a vendor to translate material in the native languages most spoken in the community; this includes Spanish, Chinese and Tagalog.
- Web Design and Content: Continue working with Web Programmer Analyst and Web Content Group to examine which sites to update to provide optimum information architecture

- Social Media: Continue to work with campus community to amplify student success stories and programs available to current and prospective students as well as the greater community. Begin utilizing social media for alumni and workforce connections.

7B. What are your goals for your program/area for the next three years?

- **Support Strategic Enrollment & College Planning:** Align all promotional, recruitment and communication initiatives directly with the College's Educational Master Plan, Student Equity & Achievement Plan and Strategic Enrollment Management Plan
- **Enhance Campus Request Support & Operational Workflows:** Streamline customer service processes and project intakes to efficiently fulfill campus community requests while maintaining high quality and realistic project timelines **Elevate Student Voice & Brand Awareness:** Expand campaign strategies that highlight success stories from current students and alumni using authentic student voices - particularly surrounding Free College - to eliminate informational barriers for underrepresented communities
- **Modernize Digital Communication Infrastructure:** Refresh core enrollment-facing website content, improve user experience and secure stable staffing support for campus digital screen networks

7C. Describe the actions you plan to take during the next 3 years to accomplish these goals.

To achieve these three-year goals, the Marketing Department will execute the following strategic actions:

- **Expand High-Impact Community & City Partnerships:** Build on successful local outreach initiatives - such as the Free College street pole banner campaigns - by securing strategic community and municipal partnerships that boost public awareness
- **Data and Student-Driven Engagement Strategy:** Utilize insights from the current student and alumni voice to prioritize high-engagement channels, short-form video and digital media formats favored by target student demographics

- **Standardize Campus Brand & Request Process:** Distribute the College Brand Style Guide campus-wide and establish clear intake procedures, realistic turnaround timelines and guidelines for print collateral placement and marketing approvals
- **Optimize Digital Marketing & Media Assets:** Continuously collaborate with campus departments to enhance key promotional touchpoints across web, social media and digital campaigns – featuring student and alumni testimonials.
- **Amplify Authentic Alumni Storytelling & Career Pathways:** Launch a targeted alumni campaign across web, social media and community marketing that highlights long-term career mobility, zero-debt outcomes, and real-world success to demystify Free College benefits for prospective students and families.
- **Professional Development & Capacity Building:** Pursue targeted training, courses and webinars on emerging marketing technologies and communications trends to keep Cañada College competitive with regional technical and community colleges

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Marketing

Item Requested
Increased budget for Student Assistants - $14,000
$21.37/hour at 10 hrs/wk for 2 SAs=$427.4/$1,709.6 per month
$1,709.06×10 months= $17,096/year

Item Description
Increased budget for Student Assistants - $14,000
$21.37/hour at 10 hrs/wk for 2 SAs=$427.4/$1,709.6 per month
$1,709.06×10 months= $17,096/year

Program Goals this Request Supports
Make registration easier
Connect students to the academic program(s) and classes they need
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer
Help students explore and find employment in fields of their choice
Help meet the basic needs of Cañada students and other community members

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (over $5,000) e.g., equipment

Cost
17,096

One-Time or Recurring Cost?
Recurring Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
Further showcase student success through marketing, web, communications, design and social media

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
Further showcase student success through marketing, web, communications, design and social media

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer
Ensure the physical campus is accessible

Non-Personnel Item (2026 - 2027)

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Marketing

Item Requested
Budget to print 50 new pole banners across campus - $4,300

Item Description
Budget to print 50 new pole banners across campus - $4,300

Program Goals this Request Supports
- Elevate Student Voice & Brand Awareness

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (under $5,000) e.g., printing services, printing, supplies, etc.

Cost
4,300

One-Time or Recurring Cost?
One-time Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
Features a wide range of students who achieved their goals at CAN and how other students can do the same.

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
Features a wide range of students who achieved their goals at CAN and how other students can do the same.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer

Non-Personnel Item (2026 - 2027)

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Marketing

Item Requested
Budget to print three new welcome and enrollment banners at front and main entrance of campus - $1,800

Item Description
Budget to print three new welcome and enrollment banners at front and main entrance of campus - $1,800

Program Goals this Request Supports
- Elevate Student Voice & Brand Awareness

Status
New Request - Active

Type of Resource
Instructional Expenses (under $5,000) e.g., lab supplies, Student Athletic supplies, calculators, etc.

Cost
1,800

One-Time or Recurring Cost?
One-time Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
Provide a welcoming and inclusive campus environment

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
Provide a welcoming and inclusive campus environment

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Strengthen the college culture of continuous assessment and improvement in order to ensure all programs effectively serve students and close equity gaps
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer

Personnel - Classified Staff (2026 - 2027)

Personnel - Classified Staff (2026 - 2027)

Requested Year
2025 - 2026

Hiring Division/Department:
Marketing

Position Title:
Communications Manager

Status
Continued Request – Active

Is this position permanent?
Yes

Position Type
Full-time

Provide # of months.
12

Program Goals this Request Supports
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
3.7 -- Fulfill the MOU with SUHSD, SF State and CSU East Bay
3.12 -- Double the number of alumni connected to Cañada's Alumni Organization by 2027
4.2 -- Build student housing and a Childcare Center
4.15 -- Fundraise $1 million

Also, working with campus to promote all completed initiatives with current, prosecutive students and community:
*Student-first Schedule * Guided Pathways *Dual Enrollment,
*New degree & certificates *Basic needs *Financial literacy, etc.

Justification

1. Describe the specific needs for the position requested and the duties of this position in a brief statement.
The Communications Manager position holds a focus on content development and communications for community engagement, campus stories and reports. Manages college social media accounts and develops social media and content editorial calendar, 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 creative efforts and serves as deputy for the college Public Information Officer (PIO).

2. Explain how this position aligns with and supports the mission and strategic goals of the college.
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
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4.15 -- Fundraise $1 million

Also, working with campus to promote all completed initiatives with current, prosecutive students and community:
*Student-first Schedule * Guided Pathways *Dual Enrollment,
*New degree & certificates *Basic needs *Financial literacy, etc.

The position aligns with and supports the College mission and strategic goals by working with faculty, staff, and students to develop, implement and grow impactful, cost-effective digital and print communication strategies and campaigns on behalf of our college. These efforts position Cañada as a learning-centered environment, ensuring that all students in our community have equitable opportunities to achieve their transfer, career education and lifelong learning educational goals, thus enhancing public awareness of the educational and enrichment opportunities at the College.

3. Explain how adding this position will strengthen the department or division.
Builds communication strategy that aligns with college strategic goals; utilize SSL platform
- 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 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

4. Explain how this work will be accomplished if the position is not filled.
If this position is not filled, the work of the Marketing Department will remain primarily reactive and will not allow for the ongoing strategy and effective support that our college needs to complete its strategic goals to increase enrollment, position itself at the top choice for higher education an reach our BIPOC communities in North Fair Oaks, East Palo Alto and Belle Haven. Additionally, with the demonstrated increase of marketing requests from the campus community, not filling the position will lead to increased work load and turnaround time, with the existing amount of limited staff, and the Marketing Department will not be able to meet the growing volume of service requests in the timely manner that is needed.

5. Critical Question: How does this resource request support closing the equity gap?
Update marketing and outreach to be culturally informed, Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist, Utilize relevant social media to ensure we reach a diverse, inclusive audience

6. Critical Question: How does this resource request support Latinx and AANAPISI students?
Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages

Map Request to College Goals and Strategic Initiatives.

Which of Cañada College's Goals does this resource request support?
Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections
Accessible Infrastructure and Innovation

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Improve the financial stability of students
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Strengthen the college culture of continuous assessment and improvement in order to ensure all programs effectively serve students and close equity gaps
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer
Help students explore and find employment in fields of their choice
Help meet the basic needs of Cañada students and other community members
Ensure the physical campus is accessible
Provide adequate access to technology

This position has been reviewed by the department or division and is recommended for hiring.