Administrative Program Review Assessment

Program Name: Marketing Department	Admin. PR Peer Reviewers: Jackie Flores, Karen Engel, Autumn McMahon

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	**Performance Level**			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑Summary of strengths ☑Summary of challenges ☑Summary of action plans ☑Thorough summary	Information needed: ☐Summary of strengths ☐Summary of challenges ☐Summary of action plans ☐Thorough summary	Clear focus on elevating student voices	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑Evidence ☑Analysis ☑Impact on students ☑Efforts to make changes	Information needed: ☐Evidence ☐Analysis ☐Impact on students ☐Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑Community needs ☐Employment needs ☐Technology needs ☐Licensing ☑Accreditation ☑Impact on program	Information needed: ☐Community needs ☐Employment needs ☐Technology needs ☐Licensing ☐Accreditation ☐Impact on program	☑No recommendation or change needed ☐Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑Evidence ☑Analysis ☑Impact on students ☑Efforts to make changes	Information needed: ☐Evidence ☐Analysis ☐Impact on students ☐Efforts to make changes	Broad meaningful impact across Campus	☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☑Thorough description of new resources' impact on program ☑Thorough description of impact on students ☑Efforts to make changes ☑Efforts to make changes	Information needed: ☐Further description of new resources' impact on program ☐Further description of impact on students ☐Efforts to make changes	☐Not Applicable Sense of team increased from all being together in a shared, collaborative office space	☐

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Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed Strengths: branding, collaborative culture, website user friendliness Challenges: staffing constraints, unmet demand across Campus for video content	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☑ No recommendation or change needed Could be beneficial to include information on the number of community partners and percentage of increase, linked to staffing needs	☐
Program Improvement Initiatives				

7A. How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review?	Provided: ☑ Thorough description of opportunities for improvement	Information needed: ☐ Further description of opportunities for improvement	☑ No recommendation or change needed	☐
7B. What are your goals for your program/area for the next three years?	Provided: ☑ Thorough description of 3-year program goals	Information needed: ☐ Further description of 3-program goals	☑ No recommendation or change needed Impact of AI generated flyers, need for quality control, continued conversation	☐
7C. Describe the actions you plan to take during the next 3 years to accomplish these goals.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☑ No recommendation or change needed Could be beneficial to assess community perspectives Tied to Strengthening Enrollment Inquiry Group and meeting shifting community needs	☐

Overall Commendations:

Overall Recommendations:

Overall Program Effectiveness: Highly Effective

The Marketing Department continues to be a high-performing and invaluable asset to the College. Their proactive efforts to adapt to shifting demands and community needs have not gone unnoticed. Excellent work!

- ☐ **Highly effective**
- ☐ Effective
- ☐ Needs program improvement