



Campus Communications (PIO):

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• Program Review Non-instructional Cycle F 2015_Campus Communications

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Campus Communications (PIO)

PR Section 1.0

Program Review Non-instructional Cycle F 2015_Campus Communications

1.0

Mission, Vision, Core Values and College Goals drive all college activities. The Program Review committee would like to understand the connection of your department/office to the Mission, Vision, Core Values and College Goals. Summarize how your department/office supports each area.

Mission:

The Office of Campus of Communications primarily supports the college's mission to prepare students to be successful learners by creating a comprehensive communications strategy that empowers students with information about the programs and services at the college.

The Fullerton College Office of Campus Communications creates and implements communications, public relations, and marketing techniques to enhance public awareness of and participation in the college's many academic programs, student services and activities. Its strategy is to utilize a cross-section of communication tools such as the Fullerton College News Center, website development, social media, videos, press releases, print publications, online newsletters, a text/voicemail/email emergency communications system, mass emails, and other methods of communication to keep both the college community and general public informed.

This robust communications environment enhances and elevates the college's reputation because there is increased knowledge about programs, services, opportunities and successes by members of the campus community.

The office is also responsible for some special event planning, marketing, high school outreach, group tours of the campus, and the Fullerton College Student Ambassadors program. The outreach efforts by the department offer a first point-of-contact for many prospective students and support enrollment management for the college.

The department also works to establish and maintain partnerships with community-based organizations and the local business community. Partnerships with community organizations bolster the college overall, which indirectly benefit the students. The office also works in coordination with District Public Affairs, government relations and is actively involved with a regional legislative alliance organization.

Although they are not typical functions for a communications office, this department is also responsible for the Master Calendar facility reservation system and the college's switchboard. Both of these services are vital to the operations of the campus.

Vision:

The department strives to provide high-level communications expertise with a strong commitment to customer service to all programs, departments and divisions at Fullerton College. This leads in seamlessly to the college's vision to create a community that promotes inquiry and intellectual curiosity, personal growth and a life-long appreciation for the power of learning. The department strives to achieve this vision by being accessible to the campus and community and producing work that builds awareness and transparency for the college.

Core Values:

This section highlights brief examples of how the department practices core values:

- *We respect and value the diversity of our entire community.*

Diversity is top of mind. We highlight and promote a diverse cross-section of our students, faculty and staff in all of our publications. We aim to hire staff and students of diverse backgrounds for the ambassadors program and provide campus-wide coverage to many cultural, political and social events, and programs on campus.

- *We value tradition and innovation.*

Innovation is evident in the use of web-based technologies that enhance our ability to communicate to larger audiences. To be good communicators on behalf of the college, we take time to understand past practice, tradition, and the effective use technology in communication.

- *We support the involvement of all in the decision-making process.*

Classified staff in the department are encouraged to participate in college committees, Staff Development activities and the Classified Senate. The department manager serves as a member of numerous campus committees.

- *We expect everyone to continue growing and learning.*

Professional development is encouraged and supported through conference, webinar and workshop attendance.

- *We believe in the power of the individual and the strength of the group.*

There is strong sense of teamwork within the department and each staff member and manager are valued for their areas of expertise by one another.

- *We expect everyone to display behavior in accordance with personal integrity and high ethical standards.*

In the field of communications, we are only as good as our word, and we strive to work with integrity, fairness and sound ethics in all our projects.

- *We accept our responsibility for the betterment of the world around us.*

The department always strives to add value to the college by promoting and sharing programs, services, activities and accomplishments by the campus community both internally and to the surrounding community.

- *We value and promote the wellbeing of our campus community.*

Yes, this speaks to the core nature of our function for the campus.

College Goals:

The department's diverse and numerous activities support the college goals and provide direct support to college-wide initiatives. Below are brief examples of how the department supports each goal.

Goal 1 - The department set out to promote student success when it established and accomplished a simple goal - to communicate more directly to students. Prior to January 2015, students did not receive the President's Weekly, Timely Warnings, or any other email in bulk from the college. This was due to the fact the college's email server cannot service the 25,000 + emails at one time. The current department manager started in September 2014 and soon identified this as a major lapse in communication, especially in the event of an emergency on campus. With the use of department funds, the department now uses a third-party email service provider to email students. Students are receiving more information about the college than ever before. By equipping students with information, the Office of Campus Communications' promotes student success.

Goal 2 – Overall, the department is mindful of the achievement gap and whenever possible will promote activities and services that are designed to reduce the gap. Specifically, the department works closely with all the Student Equity Initiative-funded programs to help them create marketing and communication techniques to recruit and retain students. Many of these programs are directly associated with reducing the achievement gap. The department also helped plan Closing the Latino Opportunity Gap Summit in the fall of 2014.

Goal 3 – The department directly supports this goal in many ways. For example, the department manager and marketing and outreach assistant represent the college on several organizations in the community. The department is the key contact for media and legislative partners of the college. A few other examples include hosting the Principals' Luncheon twice a year; organizing large group tours of the campus; regularly attending high school college and community fairs, and contributing to campus-wide community efforts such as KinderCaminata and Closing the Latino Opportunity Gap Summit.

PR Section 4.1 - 4.2**Program Review Non-instructional Cycle F 2015_Campus Communications****4.1 - 4.2**

4.1your

	Service Area Outcomes (SAO)	Date Assessment Completed	Date(s) Data Analyzed	Date(s) Data Used for Improvement	Number of Cycles Completed
1. V1	Students, staff, and community members who interact with the Public Information Office will demonstrate a greater knowledge of the programs and services offered by Fullerton College.	Discontinued from the previous Program Review due to poor phrasing, unclear data assessment and the previous reader's report feedback.			
2. V1	Students who interact with the Public Information Office learn about the campus resources available to meet their educational needs.	Discontinued from the previous Program Review due to poor phrasing, unclear data assessment and the previous reader's report feedback.			
1. V2	The Office of Campus Communications develops and implements external and internal communication	November 30, 2015	January 2015- November 2015	December 2015	1

	n strategies, including public relations, marketing, media relations, advertising, crisis communications and community relations for the college.				
2. V2	The Office of Campus Communications is a resource to the college community by providing expertise and project management in the areas of web development, marketing, photography, filming, social media, event planning, outreach, and public relations that address the specific needs of programs, departments and divisions at Fullerton College.	November 30, 2015	January 2015- November 2015	December 2015	1

4.2 Assessment: Complete the expandable table below.

Service Area Outcomes Assessment for the Administrative/Operations Division of Fullerton College			
Intended Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
<p>1.V2 Through the development and implementation of external and internal communication strategies, including public relations, marketing, media relations, advertising, crisis communications, the Office of Campus Communications increases awareness of the college. This service enhances and elevates the brand of the college.</p>	<p>Multiple measures are taken to assess the effectiveness of the department on a regular basis. Some of those measures include the monthly social media report, media monitoring tools, annual Master Calendar summary report, event attendance, and regular feedback from the college president.</p> <p>The criteria for success in some areas has been to simply see new projects launch, such as new websites and the News Center. Other criteria of success are in social media engagement numbers and readership.</p> <p>Please refer to 2.7 for details on these assessments and criteria.</p>	<p>The Office of Campus Communications has made great strides in the last 10 months to increase internal campus communications. The President's Weekly, multiple social media platforms, print publications and the Ambassadors Program have each increased their output and their audiences have grown as a result.</p> <p>Notably, the launch of the News Center created a far better vehicle to share campus information online and enable better cross-pollination of information about and from the college.</p>	<p>The development of this Program Review has given the department a holistic understanding of its impact on the college.</p> <p>Aside from the administrative assistant II, the office staff is new since the last Program Review. The results of this review provide this new staff with a benchmark to base future work from and to set goals.</p>
<p>2.V2 The various programs, departments and divisions at Fullerton College use the Office of Campus Communications as a resource for web development,</p>	<p>The assessment and criteria of this SAO is largely drawn from the increase in volume of projects that directly benefit programs, departments and divisions. For example, new</p>	<p>The Office of Communications has seen a steady increase in requests by campus groups to help them with marketing and promotions.</p>	<p>The development of this Program Review has given the department a holistic understanding of its impact on the college.</p> <p>Aside from the administrative</p>

<p>marketing, photography, filming, social media, event planning, outreach, and other public relations projects that address their specific needs.</p>	<p>websites created, stories posted on the News Center, the various Student Equity-funded projects and support of community outreach events like Measure J forums, can be measured by volume.</p> <p>The criteria for success in some areas has been to simply see new projects launch, such as new websites and the News Center. Other criteria of success are in social media engagement numbers and readership.</p> <p>Please refer to 2.7 for details on these assessments and criteria.</p>	<p>The department operates with a strong commitment to customer service to the campus and that has resulted in the campus seeking them out for expertise and support.</p>	<p>assistant II, the office staff is new since the last Program Review. The results of this review provide this new staff with a benchmark to base future work from and to set goals.</p>
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PR Section 4.3 - 4.6

Program Review Non-instructional Cycle F 2015_Campus Communications

4.3 - 4.6

4.1 How has assessment of SAOs led to improvements in services provided to the consumer by this department/office?

That is still to be determined.

4.4 What challenges remain to make your SAOs more effective?

The office receives verbal and written feedback from faculty, staff, students and community members on a regular basis. In general, the department works in a fast-paced environment where communications are quick, fluid, high profile and public. The office tries to be proactive to the needs of the campus, but is flexible enough to be responsive as well. This is a difficult environment to measure and assess, but efforts are being made to track this type of information more efficiently.

1. Describe how the SAOs are linked to the college's goals. (See <http://programreview.fullcoll.edu/>)

The department's diverse and numerous activities directly support the college's goals. The SOAs demonstrate how the department creates and implements communications, public relations, and marketing strategies to enhance public awareness of and participation in the college's many academic programs, student services and activities. This robust communications environment increases knowledge about programs, services and opportunities to increase student success, reduce the achievement gap and strengthen connections with the community. Please see 1.0 for examples on how the department directly works toward the college's goals.

4.6 A. What methods are used to assess the department/office's effectiveness to the population that interacts with your department/office?

The department uses a variety of tools to monitor and track effectiveness. For example, the monthly social media report monitors how many people are reading the President's Weekly, social media engagement rates, views on YouTube, News Center readers, and how many people visit the college's home page, etc. A media monitoring service tracks posts by mentions of the college in the press and social media posts that tag the college. SiteImprove is a service that alerts the department of errors on the fullcoll.edu urls, so they can be fixed.

1. What do the results of the above methods of assessment indicate about the effectiveness of the department/office?

The volume and quality of work that the department produces is high, especially given the strain of also running the Master Calendar and the switchboard.

1. How were the assessment results used to make improvements to services provided by this department/office? Please provide examples.

As mentioned, the department monitors its online activity constantly because it needs to communicate clearly and adapt to the evolving social media landscape. Instagram is perhaps the best examples of how the department collected engagement data and responded. Students are far more active on Instagram. Photos posted on Instagram get more likes than on Facebook. When staff identified this activity, they began to put more effort into posting and interacting on Instagram. A social media campaign called #WhyFC has been popular and it launched on Instagram as a result of the engagement reports.

PR Section 6.0 SAP w/o Resource Requests

Program Review Non-instructional Cycle F 2015_Campus Communications

Action Plans

SAPs for this three-year cycle:

STRATEGIC ACTION PLAN # 1	
Strategic Action Plan Name: (formerly called short-term goal)	Department Function Changes
List College goal/objective the plan meets:	College Goal #: 3 Objective #: all objectives
Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.	The director would work with college leadership to lessen the burden of the Master Calendar and the switchboard on the department. Based on surveys of other colleges and universities, neither function has any business being run out of a communications office. The timeframe would preferably be a year.
What <i>Measurable Outcome</i> is anticipated for this SAP?	Outcomes could be: the Master Calendar moves to the Facilities Department; the switchboard becomes fully automated; and/or the department is allowed to hire a permanent part-time employee to help with these duties.
What specific aspects of this SAP can be accomplished without additional financial resources?	None

STRATEGIC ACTION PLAN # 2	
Strategic Action Plan Name: (formerly called short-term goal)	Full college website redesign and branding campaign
List College goal/objective the plan meets:	College Goal #: All three goals will be addressed Objective #:
Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.	The director and web content specialist, in collaboration with the re-established Web Advisory Committee, will work with a contractor to launch a new website redesign for the college coupled with a branding campaign. The current web content specialist has made great strides for the campus, but there are hundreds of fullcoll.edu

	<p>urls and widespread inconsistency of design and branding. All of the new sites created by the web content specialist have a consistent design and use WordPress for content management. However, there are many sites that need to be completely overhauled and this is too much work for one person. A project of this magnitude will require thoughtful planning, focus groups, campus-wide training and a tiered rollout. This process would take at least two years from when the contract is signed. Brand identity is critical to a good web redesign. This process would include a branding campaign to assure that logo and graphic standards are applicable to print and online publications and logos reproducibility is achievable in different mediums.</p>
<p>What <i>Measurable Outcome</i> is anticipated for this SAP?</p>	<p>Outcomes will be measured by the activity that takes place. Once sites go live, tools such as Google Analytics can measure usages and effectiveness.</p>
<p>What specific aspects of this SAP can be accomplished without additional financial resources?</p>	<p>There will be significant staff time devoted to this that would not need additional funding. However, the contract to do a project of this size will be costly.</p>

<p>STRATEGIC ACTION PLAN # 3</p>	
<p>Strategic Action Plan Name: (formerly called short-term goal)</p>	<p>Increase community engagement</p>
<p>List College goal/objective the plan meets:</p>	<p>College Goal #: Goal 3 Objective #: 3 and 5</p>
<p>Briefly describe the SAP, including title of person(s) responsible and timeframe, in 150 words or less.</p>	<p>The director will facilitate more partnerships and activities with organizations like Love Fullerton, Los Angeles Angels of Anaheim, Fullerton College Foundation, North Orange County Chamber of Commerce, the Brea Chamber of Commerce and the city of Fullerton. This will take place over the course of two years.</p>
<p>What <i>Measurable Outcome</i> is anticipated for this SAP?</p>	<p>Whether activity or partnerships occurred; attendance at those events, and whether the partnership or activity led to more work together</p>
<p>What specific aspects of this SAP can be</p>	<p>No additional resources are needed.</p>

accomplished without additional financial resources?	