Ohlone College
Program Review Report

- **Program Description and Scope:**
    - *Program Review Title:* College Advancement
    - *Academic year:* 2015/2016
    - *Review Type:* President's Office
    - *Program/Departments:* College Advancement (67101)
    - *Authority Code:* 12-Director, College Advancement; Public Information
    - *External Regulations:*   Yes__ No _X_
    - *Provide a brief narrative that describes the services provided.*

        College Advancement provides the functions of marketing, public information, media relations, web site management, college publications, and handles internal communications to the college community. The director also oversees government relations, reporting directly to the President of the College. College Advancement is closely aligned with the Foundation, participating interdependently in maintaining the public face of the college and in creating and maintaining consistent and positive branding of the college to the community.

- **College Mission**
    - *Mission Statement*

        Ohlone College responds to the educational needs of our diverse community and economy by offering high quality instruction supporting basic skills, career development, university transfer, and personal enrichment and by awarding associate degrees and certificates to eligible students in an innovative, multicultural environment where successful learning and achievement are highly valued, supported, and continually assessed.

    - *Program Relation to College Mission.*
        - Support Services
    - *State your program Mission/Purpose.*

        The mission of College Advancement is to drive enrollment using advertising, publicity, the college website, college news stories to the media, and creating graphics and documents to distribute to the community. We also assist student services with high school outreach. Our secondary purpose is to distribute information to the college community about news that will affect them related to construction and keep them informed of what is published about the college.

- o *Briefly describe program accomplishments.*

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- **Student Impact Assessment**
    1. **Student Learning Assessment** - **Our office does not have a "measurable impact" on student learning. Rather our impact is indirect. We communicate with current and potential students to let them know about the programs, events and opportunties available at the College. We use a variety of communication styles from mass "appeal" messages to encourage people to think about the benefits of attending college, directed email blasts, targeted information sharing such as informing people about changes in policy or procedures, providing dates, times and "how-to"processes, and individualized responses to questions via social networking, emails, phone calls or personal visits. In addition, we use social media to build community among students through the College's Facebook page.**
        - *Enter assessment results for "Student Learning Impacts" and analyze student success:*

            Much of the mass communication we use to share information to the community is based on anticipated need, determined many months in advance. We create a marketing plan and enter into contracts with media providers. We work with direction from Academic Affairs and Student Services to moderate the message we transmit via mass communication outlets.
            Using more targeted communication, we can help drive enrollment to let students and the community about enrollment driven programs such as Late Start classes.The ability to target a community that is already enrolled or has already attended classes at Ohlone allows us to drive enrollment quickly as we respond to downturns. We are also able to keep students up to date regarding quick changes, including changes in student fees, messages regarding lower course offerings, or urgent notifications.

        - *Future Improvements:*
- **Program Achievement**
    - o *List area-specific outcomes.*
        Below is a list of all the marketing activities of our department. This data shows the volume of advertising and the number of viewers reached. Also lists the amount of advertising for the various departments.
        Reports on Facebook activity for the previous two weeks: April 1, 2015 – April 16, 2015
        Likes as of April 16, 2015

Total Likes: 4818

Total Comments: 53
Total Likes on posts: 253
Total Shares: 2
Ongoing General College Marketing:

- *Bus Stop Shelters:* total views per week—703,620
  Lighted Signs at Newpark Mall: 8 million visitors to mall per year.
  Kiosk at Newpark Mall: distribute 6,040 class schedules per year
  SJ Merc & Argus *Web Header*: per July 2014 380,183 impressions, 319 ad click-throughs

- Bay Area News Group monthly *Email Blast*:–10,000 subscribers

- Festival of the Arts: average of 400,000 attendees
  Newark Days: average of 25,000 attendees

- *Print Advertising*: *Live to Learn*–145,000 impressions per ten Bay Area papers

*Post It Note Ads on Argus front page: 20,597 (1X/semester)

- *Content Marketing* Tri City Voice–full page spread stories; head and footer ads,–23,000 distributed plus online readership–11,200

- *High School Advertising:* Logan & Washington Mission SanJose and Irvington

Departmental Advertising—Departments Regularly Served
Academic Affairs: Psychology Club Speaker Series, STEM/CNET Workshops, Music, Theater & Dance, Deaf Studies Division, Environmental Studies, Speech & Communications, Student Awards
Foundation: Golf tournament, Scholarships, General marketing
Community and Contract Ed: OFK, Health & Wellness Center
Other: CBOC, Board, Human Resources, President's Office
Smith Center: Season of the Arts
Student Services: Transfer Day and Transfer Center, Welcome Day, Freshmen Connection, Out of the Darkness

o *Identify internal and/or external benchmarks and regulations.*
   External Benchmarks
      Our office stays current with the most effective communication strategies based on best practices, current trends, communication theory and research, and skill based on years of experience in the field.
      We participate in several peer-reviewed competitions for community college marketing departments each year and consistently receive awards for the work we do. These awards are for our marketing campaign strategies, brochures or other marketing pieces we write and design, and for publicity we generate. We submit items to a state competition where we compete against all 112 CCCs. For 2015 our department received total of seven awards from the statewide CCPRO Awards competition: <u>Three gold</u>, three silver, one bronze
   External regulations are restrictions on advertising outside our district boundaries; professional ethics related to PRSA.
o *Enter assessment results for area-specific outcomes and analyze trends.*
   Data provided above demonstrates that our office is very productive, that we satisfy the needs of a large constituency of departments, that we provide good service, that we generate good quality work, highly professional, with strong aesthetic and emotional appeal, that fits the image of the college as it relates to advertising.
o *Analyze program budget trends and expenditures. Comment on how the program can best use budget resources.*
   To demonstrate effectiveness of advertising campaigns see attached enrollment numbers for Late Start Campaign. This discrete enrollment strategy has a defined beginning, with a starting number and showing an end result at the end of the campaign.
         Spring 2015 Late Start: Eighteen new classes that were not in the class schedule
         Of the new classes, one did not fill, with only 16% enrollment. The rest of the new classes ran, and the average fill rate was approximately 80%.

- *Analyze the program's current use of staff, equipment, technology, facilities, and/or other resources. Comment on how the program can best use these resources.*
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- *Additional Program Table Data*
  - [Late Start Class Enrollment](#)
- *Future Action*
  Current levels of achievement indicators maintained. .

- **Program Improvement Objectives**

  1. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

     PIO #4 Professional Development Increase opportunities for staff development in their professional skill area to remain current with rapidly changing technology and techniques in their fields.

     Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

     Program PIO will address the following:

     - Service Impacts

     How will you assess the effectiveness of your PIO:

     Employee Evaluations should note improvement in skills and service. b. Assessment Plan How will you assess the effectiveness of your PIO? Annually: 1. Track and submit professional development activities (Classified staff should submit to HR to file in their personnel folder) 2. Track changes in office practices due to training in new techniques 3. Track user participation (See College Advancement?s monthly activity reports) http://www.ohlone.edu/org/collegeadvancement/reports.html) 4. Track user satisfaction as part of survey data collection For Ex.: User participation for our Facebook page grows each month, while our MySpace page has leveled off. This tracks with industry numbers which show that MySpace has fallen off in popularity in comparison to Facebook. If we conduct another student survey regarding marketing awareness we could determine effectiveness of Facebook as a communication devise for students.

     PIO Action Plan:

How will you accomplish this?

Action Plan: List action steps needed to complete the PIO, including ?How? the PIO may be completed in one, two, or three years. Y-1 Document participation in webinars or videoconferences When feasible, (i.e., depending on career field) arrange for at least once yearly participation in statewide or regional conference Alt.: Arrange for course of study to learn new technique or software or develop new tool. Arrange to have this taught to other staff and implemented office-wide. Ex.: In the past two years, social networking has taken off as an inexpensive tool to use for marketing. All three of the people on my staff (I include myself in that number) have participated in multiple webinars, drive-in seminars, and online training courses to become more familiar with how to effectively use social networking. b. Assessment Plan How will you assess the effectiveness of your PIO? College goals addressed? 4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement. 8. Engage all members of the college community in active, continual institutional improvement.

What is your timeline?

This is ongoing as opportunities arise for training.

Who is going to do this?

Director works with staff to offer opportunities to receive training or responds to request. Depending on budget impacts, we will arrive at a decision on importance of the opportunity and whether to participate.

PIO Status:

- In-Progress

Closing the loop - Describe the results of your PIO implementation or completion:

This is an on-going PIO, since opportunities for professional development and the need to advance skill are always present.

Conclusion: Complete if PIO has been completed

Fiscal Resources Status:

PIO Resources:

2. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

PIO #2 Construction Alerts To provide up to date information to the campus community regarding changes to facilites due to construction or facility failure (such as elevator or power outage) to reroute movement across campus and to provide advance warning so people can plan for changes.

Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

Program PIO will address the following:

- ▪ Service Impacts

How will you assess the effectiveness of your PIO:

Student Surveys, feedback from campus community As of 2014-15 Feedback has always been excellent.

PIO Action Plan:
How will you accomplish this?

a. Action Plan 1 Attend meetings to get regular updates on when construction will occur that will cause disruptions in the flow of traffic, either pedestrian or vehicle 2. Provide email notices as frequently as necessary with sufficient advance warning to keep the Ohlone community aware 3. Provide portable signage that can be distributed around campus to redirect traffice 4. Put notices on Electronic Messaging Board 5. Coordinate with Security, Monitor, ASOC and other entities that will help communicate to staff, students or community

What is your timeline?

In progress

Who is going to do this?

Director, College Advancement

PIO Status:

- Discontinued

Closing the loop - Describe the results of your PIO implementation or completion:

This is an on-going PIO, since opportunities for professional development and the need to advance skill are always present.

Conclusion: Complete if PIO has been completed

PIO achieved - worked

Fiscal Resources Status:

- n/a

PIO Resources:

3. *Based on the program data analysis and PSLO analysis, identify your Program Improvement Objective(s): What are you going to do? Why are you going to do it?*

   PIO #3 Calendar of Events Improve efficiency for Ohlone community or web site traffic to view online information about Ohlone College events. Increase awareness of and attendance at Ohlone events. Improve efficiency of adding, updating and viewing events on an online calendar.

   Notes (optional): Please include any notes related to your PIO. (2500 Character limit)

   Program PIO will address the following:

How will you assess the effectiveness of your PIO:

Staff feedback

PIO Action Plan:
How will you accomplish this?

a. Action Plan 1. Research, select, purchase, install, configure and customize and implement a new online events management system ("Online Events Calendar") that meet objectives determined during research. 2. Provide training as needed for staff. 3. Configure: Provide ability for mobile devices to read, for user to dowload and import, register for events, to post public and private events, post events to multiple calendars at once, let web manager embed lists of events on web pages; ability to view in a variety of formats, by category, multiple calendars or receive RSS feeds; allow various departments to manage their own calendars, own their individual calendars; improve quality/value of event information. 4. Transition from old events calendar system to new calendar system. Possibly import information electronically but most likely it will be manually. 5. Make new events Calendar "Live" and eliminate old events calendar.

What is your timeline?

n/a

Who is going to do this?

web developer

PIO Status:

- Discontinued

Closing the loop - Describe the results of your PIO implementation or completion:

This is an on-going PIO, since opportunities for professional development and the need to advance skill are always present.

Conclusion: Complete if PIO has been completed

PIO achieved - worked

Fiscal Resources Status:

- n/a

PIO Resources:

Attached Files:

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- [College Advancement Program Review 3-6-2014.docx](#)
- [Budget Analysis_2011-2013.xlsx](#)