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## Program Review - 2015-2016

# Marketing / Public Relations

### Module: Department Purpose

**Question:** Describe the purpose of the Discipline/Program/Service.

**Answer:** The purpose of the Advertising & Public Relations Office is to create positive awareness of the college and its programs and to keep various audiences informed about events, news, policies, accomplishments, etc. These audiences include current and potential students, employees, community members, opinion leaders and policy makers. The office employs advertising, public relations, publications, web pages, social media, events, and presentations to communicate with the above mentioned audiences. The office also plays a critical role in recruiting students and growing positive relationships with the community, branding and campus signage.

**Question:** Describe how the stated purpose aligns with the college mission statement.

**Answer:**

College programs and services, if not well explained and promoted, cannot attract people and thus the college cannot fulfill our mission of providing quality instruction that leads to student success. Once a student or community member is aware of the college and/or programs, information has to be easily accessed and clear, which is critical to helping students achieve university transfer requirements, certificates and degrees. Examples of projects that provide such information where the PR/ Advertising Office plays an important role include the printed and online catalog and class schedule; content throughout the WLAC web site; program brochures; and dates and facts to know on social media. Additionally, communicating what is available at West and as well as event information can attract resources to the college that aid us in fulfilling our mission.

### Module: Enrollment Trends.

**Question:** Describe the trends in Enrollment and FTES. Given the data, what are the implications for your program/ service?

**Answer:** The college has set a growth goal which indicates that PR Office dollars should be focused on recruitment rather than any other competing tasks (e.g. signage, "nice to have" web enhancements, etc). The advertising plan for the academic year needs to point resources at where we are most likely to draw students rather than building awareness among less likely potential students as we have done during years where creating broader awareness was our emphasis.

### Module: Students and Student Success.

**Question:** Based on the demographic trends in enrollment, what are the implications for your Program/ Service?

**Answer:** The composition of our student population and the population we aspire to should influence the ad campaigns we run, the content and tone of the promotional and informational content, and the images we use. For example, while the gap has closed some between male and female students, the female population is still about 15% larger than the male population. This must help shape internal communications and promotions. It also indicates that advertising must continue to target potential male students. Highlighting programs that appeal to men and/or selecting media favored by men is important. The same logic can be applied to our growing Hispanic population. Our increase in the under 24-year-old

population is desirable for achieving higher rates of student success. Growing that population and communicating with existing students means increasing our use of video, social media, youthful images, youth targeted media, and reaching out to people who influence youth.

**Question:** Given the data, describe the trends in Success Rates and Retention Rates. What are the implications for the Program / Service?

**Answer:** NA

**Question:** Given the data, describe the trends in Degrees and Certificates awarded. What are the implications for your Program/ Service?

**Answer:** N/A

## Module: Staffing Trends

**Question:** Describe the trends in FTEF. What are the implications for your program?

**Answer:** Trends in how people receive communication has the greater impact on the PR Office. As the reliance on using web and video content, instead of paper, continues to grow, the PR office will need to do more web and video work and the work will need to become more sophisticated. This may require the addition of a web designer or web architect or multimedia specialist who reports to PR with a dotted line to IT or visa versa. Additionally, if we continue to grow our community events and increase fundraising / alumni outreach / friend-raising, a part-time student worker, as we have now, would be useful to help with more basic tasks including some writing. Because West does not have a journalism or PR program, it would be optimal if the student worker is a university student rather than a West student. Having a student worker would also be particularly helpful in making us more effective in social media.

**Question:** Are staffing levels adequate to fulfill the purpose of the Discipline/Program/Service? Explain.

**Answer:**

The PR Office staff are usually able to accomplish our tasks but we are working at maximum capacity. As demand for web, video and/or digital display signs increases in volume or sophistication, it may exceed our current capacity or skill set. In the coming years, the college could benefit from an additional staffer who can do some web, some video, some app development for media devices, and some social media who is devoted to marketing both for recruiting and internal program marketing. The person should probably report to the PR Office with a dotted line report to IT or visa versa. This person's title might be web designer, web architect or multimedia specialist. The current multi-media specialist is fully occupied in the Distance Learning area.

**Question:** Describe the Reassigned and Release time assigned to faculty in the division. Include the faculty name, amount of release/reassigned time, length of time the assignment will last (one semester, one year, if it's renewable, etc.), and the purpose of the release/reassigned time.

**Answer:** N/A

## Module: Functions and Services.

**Question:** List the functions and services provided by the Office / Program / Service.

**Answer:** The PR Office develops and/or coordinates printing of PUBLICATIONS including: catalog; class schedule; Welcome Week Magazine; college brochures; and program brochures and flyers. We create and/or update text / graphics for numerous WEB PAGES throughout the West site including the home page and West Week, and for West's Facebook. We design, coordinate and/or assist with the coordination of EVENTS including Celebrating Excellence, Graduation, Kick-Off and various community events (e.g. Dialogue with Black LA, STEAM Nation, Culver City 4th of July, Relay for Life, Hispanic Heritage Celebration, and Leadership Retreat). We design and manage ADVERTISING campaigns and develop the corresponding graphics / text. We design and produce MATERIALS THAT PROMOTE the college or programs including banners, shirts, posters, signs, flyers, presentations, etc. We WRITE and disseminate press releases, articles, internal informational memos, and speeches. We execute or contribute to SPECIAL PROJECTS such as: campus signage, forming friendly relationships with outside representatives (USC, Ask 2 Know and emergency response communications and procedures (revise / document / provide education). We

design play a design/production or advisory role in CAMPUS SIGNAGE and create the content for the Jefferson digital and Overland display signs.

**Question:** What are the emerging trends in technology that affect the program?

**Answer:** Digital alternatives to communications formerly done in print will continue to surface. The PR Office must continue to develop its capacity to use the various digital and social media tools for promotion, providing information and for emergency communications.

**Question:** Describe the technological advances that have been implemented to improve and streamline the Program/ Service.

**Answer:** We have successfully implemented phase 1 (department pages) of Kentico. And, we have completed our role in implementing phase 2 which is the creation of individual faculty pages. Training and management of faculty pages is now in the hands of the DigitalDesign Studio. We are piloting publishing Westweek as a videocast in addition to a newsletter. Feedback from employees has been positive but viewership may not warrant the extra effort needed to create the videocast. Student interest may be higher and is being tracked. Blackboard was distributed by the District to all of the colleges to facilitate emergency text / email / cell phone notifications. Informacast is used to broadcast messages over office phones. Both systems have been successfully tested and the PR Office played a role in setting up the systems, testing them, and training select personnel. The digital sign on Jefferson has recently been added to our responsibilities which can help with both recruitment and student success (keeping existing students informed). And, we are looking into the creation of an app or app-like mobile site that makes accessing critical information for continuing students even easier.

## Module: Survey Results

**Question:** Describe the results of relevant surveys (point-of-service surveys, student surveys, staff surveys).

**Answer:** WEB SITE In the last Campus Climate Survey, two questions pertained to the PR Office. These were both regarding the WLAC web site. The PR Office plays a significant role in the content development, maintenance, and navigation structure of the WLAC web site. -- 76% of respondents Agreed or Strongly Agreed that "the WLAC (not LACCD) web site is useful and informative to me." Only 7% Disagreed or Strongly Disagreed. -- 67% of respondents Agreed or Strongly Agreed that "it is easy for me to navigate the WLAC web site" 11% Disagreed or Strongly Disagreed. We expect to see these numbers increase in the next survey now that Kentico is implemented. In the question that asked what people like best about West, both WestWeek and the Welcome Week Magazine earned a mention. These are written and designed by the PR Office. Since 2011 when we added a Google Tracking function to WestWeek, the page has consistently been among the 40 most visited pages out of our hundreds of web pages. From Jan. 1 - June 30, 2013, it was the 37th most viewed page. Visitors spent an average of 2:48 minutes on the page. Aug 1 - Dec 30, 2012 and Jan 1 - Jun 30, 2012 were virtually the same. In a 2011 survey publicized to students on Facebook, 52 people responded to questions about the WLAC web site. 60% Agreed or Strongly agreed that "I find the West web site is user friendly." 14% Disagreed or Strongly Disagreed. 63% Agreed or Strongly agreed that "the West web site is informative." 10% Disagreed or Strongly Disagreed. FACEBOOK We have 4,800 likes (which means people who are fans and receive information from us) and 17,979 visits. Engagement with Facebook is steadily growing but could be stronger [SMC has 18,849 likes and 14, 106 visits; LAVC has 9,457 likes and 48,691]. This suggests we provide worthwhile content. WRITING Press releases sent out by the PR Office are consistently run by local papers (Culver City News, Culver City Observer, Wave, Sentinel, LACCD Newsletter) and are consistently run as is or with very few edits indicating the content and quality of writing is suitable to their publications. OVERALL PERCEPTION OF OUR OFFICE There is no survey that we are aware of which has asked respondents to rate our overall performance.

**Question:** Discuss the implications of the survey results for the program.

**Answer:** FACEBOOK - we must find other strategies to drive people to continue growing our following. ADVERTISING & OTHER PROJECTS - So that we can use data more in our decisions, we should regularly survey students and employees about their satisfaction with the projects we put out and the services we provide - perhaps every other year.

## Module: Service Level Outcomes/ SAOs

**Question:** Describe the program Service Level Outcomes/ SAO assessment methods and results in the prior year.

**Answer:** The PR Office currently has no SLOs or SAOs.

- 1) Increase the number of students who "Strongly Agree" and "Agree" with Student Survey question #77a "I am aware of opportunities for involvement in student clubs and activities"
- 2) Complete accurate and compliant class schedules within budget and within the time frame provided by Academic Affairs.
- 3) Maintain current strong level of viewership on Home Page Westweek and Facebook and increase the number of employees who report viewing it by 2%
- 4) Raise the number of employees who report the web is useful to from 76% to 82% and easy to navigate from 67% to 72%.
- 5) Receive a favorable rating from students on the usefulness and ease of navigation from students on the next student survey conducted after November 2014 ( the new web site was launched November 2014).
- 6) Assist in maintaining a well-functioning college emergency notification system with key staff able to launch an emergency notice.

**Question:** How has dialogue regarding assessment results and improvement plans been conducted and documented?

**Answer:** Because the PR Office currently has had no SLOs or SAOs, we cannot respond to this question.

## Module: Departmental Engagement.

**Question:** What interoffice collaboration has your office/program/service been involved in during the past six years?

**Answer:** Most of what we do involves collaboration with other areas. For major events including Open House; Kick-Offs; High School Day; Celebrating Excellence; and Graduation, we work with multiple academic divisions, student services, facilities, ASO and the president. Maintenance of the college web site requires perpetual interaction with programs all over the college. The creation of publications such as the International Student Recruitment Brochure, Welcome Week Magazine and District newsletter articles typically require significant collaboration with student services. Implementing emergency communications and documenting procedures has required collaborating with Plant Facilities, the Sheriff, and senior management, among other.

**Question:** What has your department/ program done since the last review to establish connections with schools, institutions, organizations, businesses, and corporations in the community?

**Answer:** Since 2013, the following events that we have hosted, coordinated or appeared at have helped more people in the community to become aware of us, view us positively, and see us as a resource. They have also initiated or strengthened relationships with key people or organizations such as LAUSD leadership, high school counselors, the Culver City Council, Congresswoman Bass, and the Sentinel. These events include: Open House 2014, STEAM Nation 2013, 2014 & 2015, Relay for Life 2014, Taste of Soul 2013, 2014 & 2015, LACCD Principal's Meetings, Sebastian Ridley-Thomas Swearing-In Ceremony, Culver City 4th of July Fireworks Show 2014 & 2015. The PR Office also provides marketing support for high school outreach and Upward Bound, both of which recruit high school students and interact with new student referrers. Our advertising contributes to keeping us present in the minds of potential students, referrers, and community leaders. Our advertising that supports community organizations such as the Culver City Chamber of Commerce, CCUSD and even the Culver City News and Observer have contributed to warm relations between Culver City and the college. Maintaining a web site that is appealing, informative, accurate and easy to navigate can also contribute to our connecting with other institutions. Lastly, our regular issuance of press releases has resulted in regular appearance of our stories in local newspapers. Like the web site, this keeps us present in the minds of potential students, referrers, and community leaders.

## Module: Professional Development.

**Question:** For each regular full-time person in your program, provide the committees in which each person is active, and list the 2 most significant professional development activities engaged in over the last 2 years.

1 Employee Name	2 Committees	3 Role in committees	4 First Prof Dev Activity	5 Year First PD Activity	
Clarissa Castellanos	Hispanic Heritage	Chair	Kentico Template Training		

Michelle Long-Coffee	Enrollment Mgt Workgroup	Facilitator	Social Media Training		
Michelle Long-Coffee	SEAC	Resource Person			
Michelle Long-Coffee	Leadership Retreat	Member			

**Question:** In order to keep current with new developments in your field, are there areas of unmet professional development needs among staff in this program? If yes, please describe.

**Answer:** We should engage in on-going training in various digital communications tools including social media and video editing.

**Module: Facility Planning.**

**Question:** List and describe any current facilities challenges (e.g., location, quantity, quality) affecting your program's ability to achieve its goals and meet institutional needs.

**Answer:** Functioning tv screens widespread through the college and controlled by the PR Office could assist with the coordinated dissemination of information. Ideal locations would include near the college bus stop, on the MSA Mall, in building entrances, and in the Library. (Some of these locations do have digital displays but not all are coordinated by PR and/or are not always functioning.) We could also benefit from a larger storage area close to our offices for storage of Aframes, posters, banners and brochures.

**Question:** Specify the division/ department's short term goals (1 year) for facilities improvement and functionality.

**Answer:** none

**Question:** Specify the division/ department's long term goals (2-6 years) for facilities improvement and functionality.

**Answer:** none at this time

**Module: Completion.**

**Question:** List the people who participated in this Program Review.

Name	Role
Michelle Long-Coffee	Staff

Clarissa Castellanos	Staff
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**Question:** Program Manager: Fill out your name and date of final approval, save, and submit the program review.

**Answer:** Michelle Long-Coffee  
November 2, 2015