

## Marketing Department 2018-2019 Program Review

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### 0. Executive Summary

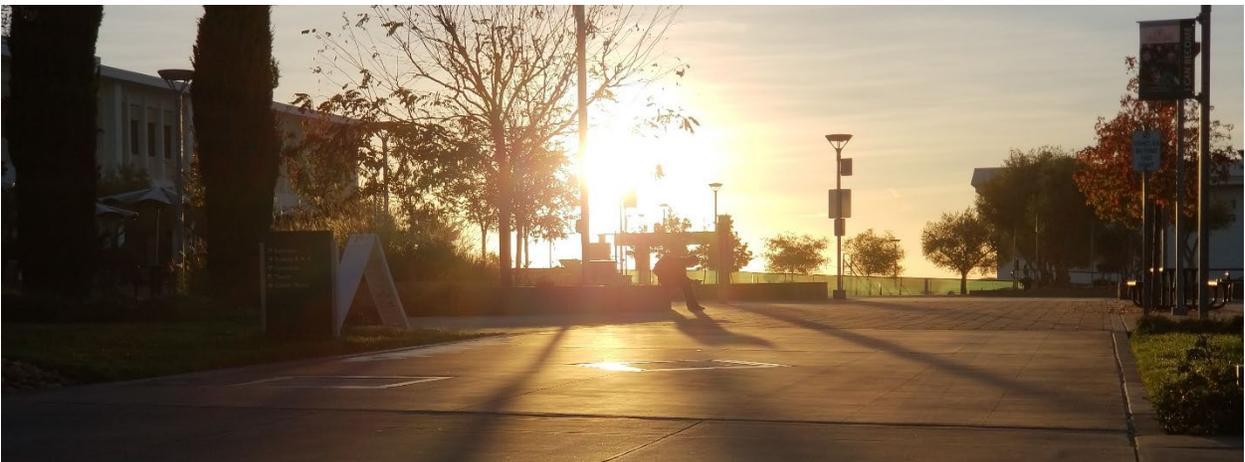
The Cañada College Marketing Department is a customer service-oriented department, dedicated to developing effective and strategic marketing, communications, public relations and community relations programs for the College. The goals of Marketing is to increase public awareness and support of College's programs, services, and activities, as well as work with college programs and departments to support enrollment efforts.

Over the past two years, the team has built tremendous momentum in promoting the College to both internal and external audiences, and launched a number of first-time events and projects, including: college shuttle, annual report, President's Luncheon fundraiser for student scholarships and Awareness Summit, focused on addressing community needs. With the addition of a Web Programmer Analyst, the College launched its first-ever mobile-friendly website and online catalog.

Marketing continues campus communication in understanding the College brand standard/guidelines for marketing and promotional material, which the team created to provide straightforward communication and brand standard guidelines for consistent messaging and public awareness of the College. With the proper tools in place, the team continues communicating the standards and resources to the campus community.

In 2019, the Outreach team transitioned to the Student Services division. Although Marketing continues to collaborate closely with Outreach, the loss of staff with social media support and student assistant project assistance has affected the department. With this, resources for additional student assistants is needed to maintain the support needed to accomplish college wide projects and campus wide marketing requests. In addition, with the increased demand of social media and digital marketing, a dedicated professional is needed to bolster our presence. The addition of a Promotions & Web Content Coordinator would lead the College's social media accounts, including web and video content.

Lastly, one of the largest challenges (which has been addressed in the two previous program review cycles) is that the Marketing team is split between three separate offices, located on opposite sides of campus. The department requests a space for the team to be placed together, creating a hub for creativity, idea sharing and optimal productivity.



## *Program Context*

### 1. Mission



The Marketing Department supports the College mission by working with faculty, staff, and students to develop and implement impactful, cost-effective marketing, communication and recruitment strategies to enhance public awareness of the educational and enrichment opportunities at the College. The department also collaborates with other college departments to support enrollment efforts. This is accomplished through the creative use of web, social media, internal and external college publications,

community relations and partnerships, strategic efforts, media relations, paid advertising, special projects and events.

### 2. Program Description

**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, posters, flyers, logos and business cards. This also includes the college annual report, 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.

**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.

**Internal/External Communications:** The Marketing Department maintains Cañada's primary social media handles: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and the College [blog](#). 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. Additionally, Marketing works with departments around campus to distribute all employee messages as well as electronic communications to students through GWAMAIL. 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 communications related to emergency or urgent notifications are facilitated by the department.

**Public/Media Relations:** Media relations is coordinated through the Director of Community Relations & Marketing, in association with College & 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.

**Web:** 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.

**Community Relations:** The Marketing Department is a lead for major community resource and fundraising events such as the President's Luncheon and Awareness Summit. In addition, Marketing partners with other college programs to coordinate community events within the "Cañada in Your Community" community relations initiative. The team works diligently to discover and cultivate new partnerships with educational institutions, local corporate and non-profit organizations. These efforts 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.

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

### **3. Community & Labor Needs**

Enrollment has decreased in the past few years. One (of a few different reasons) that can be linked to the decrease is the current strength in our economy. It is a topic that is being discussed campus wide and the Marketing team is a part of the conversation in identifying strategies, tools and goals to create an inclusive approach to enrollment management.

In addition, as the state of media continues to evolve at rapid speed, the need for print marketing is still important but the trend of electronic marketing is growing with no sign of slowing down. This is especially important as the bulk of our target market utilizes electronic media every day to receive timely information through web, social media, videos, news blogs, etc. With that, it is an ongoing need for the Marketing Department to remain current with the latest communications trends and implement promotional tactics to remain competitive, with the main selling tool as our website. To do this, the team will seek opportunities through courses, webinars and conferences to learn about technology that will make the Cañada's marketing competitive with the other community and technical colleges.

### ***Looking Back***

#### **4. Major Accomplishments**

The Marketing Department is proud to be a part of a number of first-time college projects and initiatives:

- Completed the College's **first-ever responsive, mobile-friendly website**. The number of users and page views on our College website has increased dramatically over the past few years, with a **35 percent increase** since the mobile web launch, and continues to grow.
- Designed and created content for the College's first **Annual Report**, a report to the community, which highlights the years academic, student support services and community initiatives.
- Formed and project managed the **First Annual President's Luncheon**, a fundraiser to support students through scholarships. The first luncheon, on October 23, 2018, brought together 250 community members (sold out) and raised \$65,000 for the Promise Scholars Program.
  - Managed and tracked overall event budget, including a schedule to pay vendors in a timely manner
  - Created promotional and sponsor material, including: save the date, sponsor packet, event website, program, donor card and thank you note
  - Secured venue, appointed caterer, set up online RSVP/ticketing system, support in fundraising needs and overall event and promotional operations
  - Drafted event run of show and program script. Coached and supported all program speakers
  - Established job duties and secured volunteers through heavy outreach
  - Served as lead for event décor and VIP reception
- Conceived a marketing and community outreach campaign around the launch of the College's first **Community Shuttle**. Designed shuttle wrap, dedicated shuttle website, social media & community communications strategy, promotional fliers and direct mailers in English and Spanish and dispersed in the community.
  - Efforts resulted in a First Place Award from California Community Colleges Public Relations Organization (CCPRO).
- Formed the **President's Advisory Group**, which provides community input and support to generate innovative resource development at Cañada College. Advised College President on appointment of community representatives from business, industry, government, nonprofit and other organizations whose distinctive backgrounds from a strong foundation of knowledge and support of Cañada College.
- Served on the planning team to launch the annual **Awareness Summit**, an event that revisits the topics of Housing and Food Insecurity -- issues that many of our students struggle with on a daily basis. Created promotional, RSVP site, event website, event speaker outreach and overall operational logistics.

- Launched of the **online college catalog and class schedule** which provides students, staff and faculty with searchable and regularly updated for new courses, requirements, a format that's mobile responsive, phone accessible, downloadable and printable by section.

Other Marketing initiatives include:



- Continued partnership with Skyline College and iHeart Media on a **digital campaign** to promote Spring 2019 enrollment and the Promise Program. The campaign utilized well known on-air talent, high frequency on-air and online messaging, targeted digital assets, engaging social and incentives only Skyline College and Cañada College could offer by partnering with iHeart Media. The campaign resulted in **2.3+ million impressions**, garnering nearly **20 times financial value** than the colleges invested.
- The **College Facebook & Instagram** accounts have **increased** its followers by more than **39 percent** since the last program review cycle.
- Creation of three **class schedules** displayed both on and off campus.
- Continued design and implementation of promotional **bus ads**. Also partnered with CSM and Skyline on a districtwide bus ad campaign.
- Designed a number of **college wide plans and fact sheets**, including the Educational Master Plan, ISER, College Fact Sheet, Yearly PRIE Fact Sheet and Promise Scholars Program Fact Sheet.
- Updated college virtual tour video to reflect updates to campus.
- Planned, coordinated and executed a number of **campus-wide events**, including: Science & Technology Ribbon Cutting, Topping Out and Groundbreaking Ceremony, Commencement and Connect to College.
- Created a promotional and engagement campaign around the College's **50th anniversary**. Efforts resulted in a First Place Award from California Community Colleges Public Relations Organization (CCPRO).
  - Created materials such as: a suite of logos, banners, light-post signs, presentation templates, event flyers and initial messaging to campus community.
  - Partnered with the College Bookstore to create and sell 50th anniversary merchandise
  - Established planning committees around the celebration, which includes campus events and partnerships

- Launched a [website](#) themed around the College’s 50th anniversary, which included a number of “interactive” components of the site that allows students, staff, faculty, alumni, friends and community members of the College to share their memories and well wishes.
- Continued efforts through **Cañada in Your Community**, a campus-wide community relations effort to gather students and employees together and partner with local organizations to perform service events that support San Mateo County residents. This includes the Jacket & Toy Drive, which serves between 125-130 families every year.

## **5. Impact of Resource Applications**



Our team is small but strong. Each Marketing team member plays an integral role in promoting the programs and services offered at the College. The Director, Visual Communications Coordinator and Web Programmer Analyst work together to further communicate its mission and enhance public awareness of educational and enrichment opportunities available to the community. To keep current, the team will consistently evaluate current processes and planning, paired with new ideas and action plans that will, undoubtedly, solidify as Marketing continues to grow and thrive a team.

### *Current State of the Program*

#### **6A. State of the Program - Observation**

The Marketing Department is comprised of a talented team that supports the College mission by developing and implementing impactful, cost-effective marketing communication strategies to enhance public awareness of the College. We have many strengths, including:

- Dedicated to growing the Cañada brand and spreading the College mission
- Solid communication and technical skills
- Creative and collaborative spirit
- Positive leaders in the College community
- Exemplary networking and relationship building skills
- Can-do, customer-service-oriented attitude
- High-energy team environment
- Open to new ideas and easily embrace change
- Constant dedication to learn new technology/methodologies

In addition to our strengths, we are also met with challenges:

- Maintaining a collaborative environment with staff offices on opposite sides of campus
- Lack of College awareness of the established Brand/Style
- Unifying the college brand and design in materials that are created within other campus departments without approval or consistency
- Lack of campus community awareness and engagement in College's community relations efforts
- Lack of communicating procedures, campus-wide, for approving marketing material
- Lack of campus awareness of where/how to properly display print collateral
- Overall workload for staff
- Lack of employee support and participation in community relations activities and initiatives

## **6B. State of the Program - Evaluation**

Changes that could be implemented to improve our program include:

- Continue to share and present style guide to the campus community
- Continue to present material re-branding/redesign presentation to all divisions
- Refresh key promotional pages to the College website
- Continue to share (with administration, faculty, staff and students) the value of supporting, and joining college-wide recruitment efforts to raise awareness and garner support of enrollment efforts
- Hire additional staff to assist in content-related work
- Prioritize projects when work overload occurs
- Hire student assistants for growing workloads



## **7A. SAO Assessment Plan**

Each area team member has identified SAOs to work toward during this Program Review Cycle. The department will review progress on the area SAO on a bi-annual basis throughout this cycle.

### **SAO's for Web:**

Web SAO #1 Maintain and improve canadacollege.edu to provide visitors with the best experience by: reviewing and improving site architecture, clarifying the presentation of content, improving ADA Accessibility compliance, and strengthening the website's effectiveness as a marketing tool.

Web SAO #2 Support Cañada College website content owners and editors by: providing training in OU Campus, creating documentation allowing content editors to be more autonomous in OmniUpdate, creating OU Campus-based components, and maintaining systems such as Formstack and Funnelback search engine.

Web SAO #3 Optimize back-end technologies by: keeping technologies up to date and secure, building OU Campus-based tools to make content on our website easier to build and more engaging to its audience, improving the developer workflow, implementing dependable versioning of code-base for a safer and easier development process, and migrating our website to cloud-based hosting to improve the infrastructure of our web servers.

### **SAO's for Visual Communications:**

Visual Communications' SAO #1 Work with College divisions/departments to create attractive, on brand and engaging promotional material to recruit prospective students, generate community awareness and aid in enrollment of their respective programs.

Visual Communications' SAO #2 Create new and improved ready-made print templates in various sizes, as well as digital slide/ad templates for on-campus screens. These templates will also incorporate new ADA statement in the footers, and, with assistance from Web Programmer, will be placed on the website in an accessible format for Administration, Faculty, and Staff.

Visual Communications' SAO #3 Expand, improve, and expedite the second Cañada College Annual Report for release in the Fall of 2020.

### **SAO's for Community Relations & Marketing:**

Community Relations & Marketing SAO #1 Identify engaging marketing and communication strategies to showcase student success stories with the encouragement to prospective students that they can also achieve their goals at Cañada College. From here, you can go anywhere!

Community Relations & Marketing SAO #2 Encourage staff and faculty to participate in college organized community relations events through Cañada in Your Community. Event participation will help community members and prospective students get better acquainted with programs and services available at Cañada.

## **7B. SAO Assessment Results and Impact**

The SAOs and findings from previous cycle included:

Web SAO: Migrate web content to a mobile responsive design, further integrating useful web technologies and providing a more streamlined experience for its users.

- Competed website launched August 2018.
- The new design will resize and fit correctly on any screen mobile device (phone, tablet, etc.) or a desktop computer.
- The new template is more visually appealing and easy-to-read for the web user.

Visual Communications SAO: Design an Annual Report to demonstrate Cañada's academic and student success to its community stakeholders.

- First Annual Report was completed October 2019.
- Book will be shared with the community to highlight the years academic, student support services and community initiative available to residents and potential students.

Community Relations SAO: Work with College President to create a President's Advisory Group to gather input from community leaders on how Cañada can be the best and most effective partner to accommodate the needs of the community that we serve.

- Launched President's Advisory Group in 2018
- Group meets quarterly where College informs members of current college progress and what Advisory Group Member support is needed.
- Group hosts annual Awareness Summit and President's Luncheon to garner awareness and fundraising.



*Looking Ahead*

**8. Program Improvement Initiatives**

<b>Action Plan</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Resources Required</b>
Continue work with the College President to create a President's Advisory Group	Ongoing	Megan Rodriguez Antone	No additional resources required at this time
Update general College marketing material; translate in Español to target our growing Hispanic population; Revise Web Español sections	Ongoing	Megan Rodriguez Antone, Jose Garcia and Michael Ryan	Additional resources may be required for printing
Further showcase student success stories	Ongoing	Megan Rodriguez Antone, Jose Garcia, Michael Ryan	No additional resources required at this time
Insure Web Accessibility is current	Ongoing	Michael Ryan	No additional resources required at this time
Create Annual Report	Ongoing	Megan Rodriguez Antone, Jose Garcia, Michael Ryan	Budget for print, additional content writers and design support may be required

<p>Continue to update the on and off campus community on capital improvement projects at the College</p>	<p>Ongoing</p>	<p>Megan Rodriguez Antone, Jose Garcia, Michael Ryan</p>	<p>Funding for special events surrounding groundbreaking and ribbon cutting ceremonies</p>
<p>Create new and improved ready-made print templates in various sizes, as well as digital slide/ad templates for on-campus screens. These templates will also incorporate new ADA statement in the footers, and, with assistance from Web Programmer, will be placed on the website in an accessible format for Administration, Faculty, and Staff.</p>	<p>2020</p>	<p>Jose Garcia &amp; Michael Ryan</p>	
<p>Seek opportunities through courses, webinars and conferences to learn about marketing strategies and technologies that will make the Cañada's marketing competitive with the other community and technical colleges.</p>	<p>Ongoing</p>	<p>Megan Rodriguez Antone, Jose Garcia, Michael Ryan</p>	<p>Additional funding will be required</p>

