



**Cañada College**

**POSITION PROPOSALS:**

**Communications Manager**

**Web & Content Promotions Coordinator**

**Staff Assistant**

# The Need

- **Mitigate declining enrollment**
- Provides a framework for the post-pandemic rebuilding of a new data-driven and equity-focused Marketing Department
- Board of Trustee-level discussions: enhanced marketing to support enrollment
- Ensures ongoing and effective engagement with our community including prospective students, their parents, businesses, local government leaders and partner high schools

# Supporting College SEM

The positions align with and supports the College mission and Strategic Enrollment Management Plan by working with faculty, staff, and students to develop, implement and grow impactful, cost-effective communication strategies and campaigns to enhance public awareness of the educational and enrichment opportunities at the College.

## **Supports college goals through:**

- Promoting student completion/success
- Be known as the college that is responsive to our community's evolving needs by providing dynamic, quality instructional programs from which students can launch careers that make a living wage

# Supporting Our Vision and Values

**How do the positions support Latinx, AANAPISI and Black students?:** These positions ensures marketing, messaging and overall communication is intentional, relevant, current, impactful and aligns with our college commitment to anti-racism to better serve our Latinx, AANAPISI and Black communities.

**How do the positions support closing the equity gap?:** The positions elevate awareness that Cañada is a learning-centered environment, ensuring that all students in our community have equitable opportunities to achieve their transfer, career education and lifelong learning educational goals, thus enhancing public awareness of the educational and enrichment opportunities at the College.

**Marketing works directly with our dedicated programs to support these efforts**

# 15 New & Expanded Programs/Services in 5 Years

- Guided Pathways
- Basic Needs
- SparkPoint
- Promise Scholars Program
- Early College
- CRM
- Strong Workforce
- Career Education
- ¡ESO! Adelante
- Umoja
- DREAM Center
- CARE
- Project Change
- Expansion of services in the Wellness Center
- Expansion of the service in the Learning Center
- New Buildings (B1 & B23) with increased digital technology/wayfinding
- Special event support and marketing-program and collegewide

# Increase of Campus Community Service Needs

**57% increase** in overall marketing requests from **2019 vs 2020**, specifically:

- **77% increase in web support**
- **64% increase in communications assistance**

Additionally, the Marketing Department has received a **42% increase** in overall marketing requests from **2019 vs 2021 (Jan.-Oct)**, specifically:

- **39% increase in web support**
- **53% increase in communications assistance**

**49.23%** of requestors from the college community asked to speak with someone from the Marketing Department regarding their project.

# Proposed Positions

## 1. **Communications Manager**

- \$91k—116k salary range + benefits

## 2. **Promotions & Web Content Coordinator (CSEA represented)**

- \$76k – 97k salary range + benefits

## 3. **Staff Assistant (CSEA represented)**

- \$60k – 76k salary range + benefits

# Communications Manager

- Supports the Director with a focus on **equity-focused content development** for community engagement, campus stories and reports
- Manages **college social media accounts**: develops social media and content editorial calendar, manages student team to develop and post relevant/informative content, responds to inquiries on chat
- Leads **digital marketing and photography** efforts
- Coordinates all collegewide **translation services**
- Responsible for **story idea assignments** for college content partners



# Communications Manager

- **Manages student assistant** project assignments
- Serves as **back-up PIO**/emergency management
- Creates **results-oriented marketing content** (both visual and textual) that clearly communicates college brand and executes on campaign goals; tracks success through data including click-thru rates and ad engagement
- Develops and executes **communications campaigns** to evangelize important information with clear, accessible language
- **Website development/change management** with Web Promotions & Content Coordinator and Web Programmer

# Web Promotions & Content Coordinator

- Develops and deploys the College's overall **digital presence** (including **content and information architecture**) for the college website
- Guides **continuous updating of the website**, including scoping out projects for our Web Programmer, providing guidance on web copy, organization and design in a proactive manner versus reactive
- Ensures **web content is relevant, current, impactful and aligns** with our **college mission, vision, values and overall commitment to anti-racism**
- Supports **social media, video and digital messaging**
- Designs and manages **on-campus digital monitors** and signage

# Web Promotions & Content Coordinator

- Maintains **College Events Calendar**
- **Departmental webpage updates for accreditation** (*proactive check ins*)
- **CRM Coordination**: developing template emails for matriculation and general automated communications
- Provides **user training** & documentation in **Omni CMS** and provides continuing support
- **Manages college YouTube page**: uploads and captions video content

# Staff Assistant

- **Prepares and sends campus messaging:**
  - Student emails (GWAMAIL)
  - Campus Announcements for faculty & staff
- **Monitoring and trafficking of incoming marketing requests** – decrease wait time and increase project efficiency for campus requests
- **Supports planning of campus wide events**
- **Prepares and helps to execute contracts** and insertion orders, prepares and monitors requisitions, journals, POs, etc., reconciles monthly procards and communicates with vendors

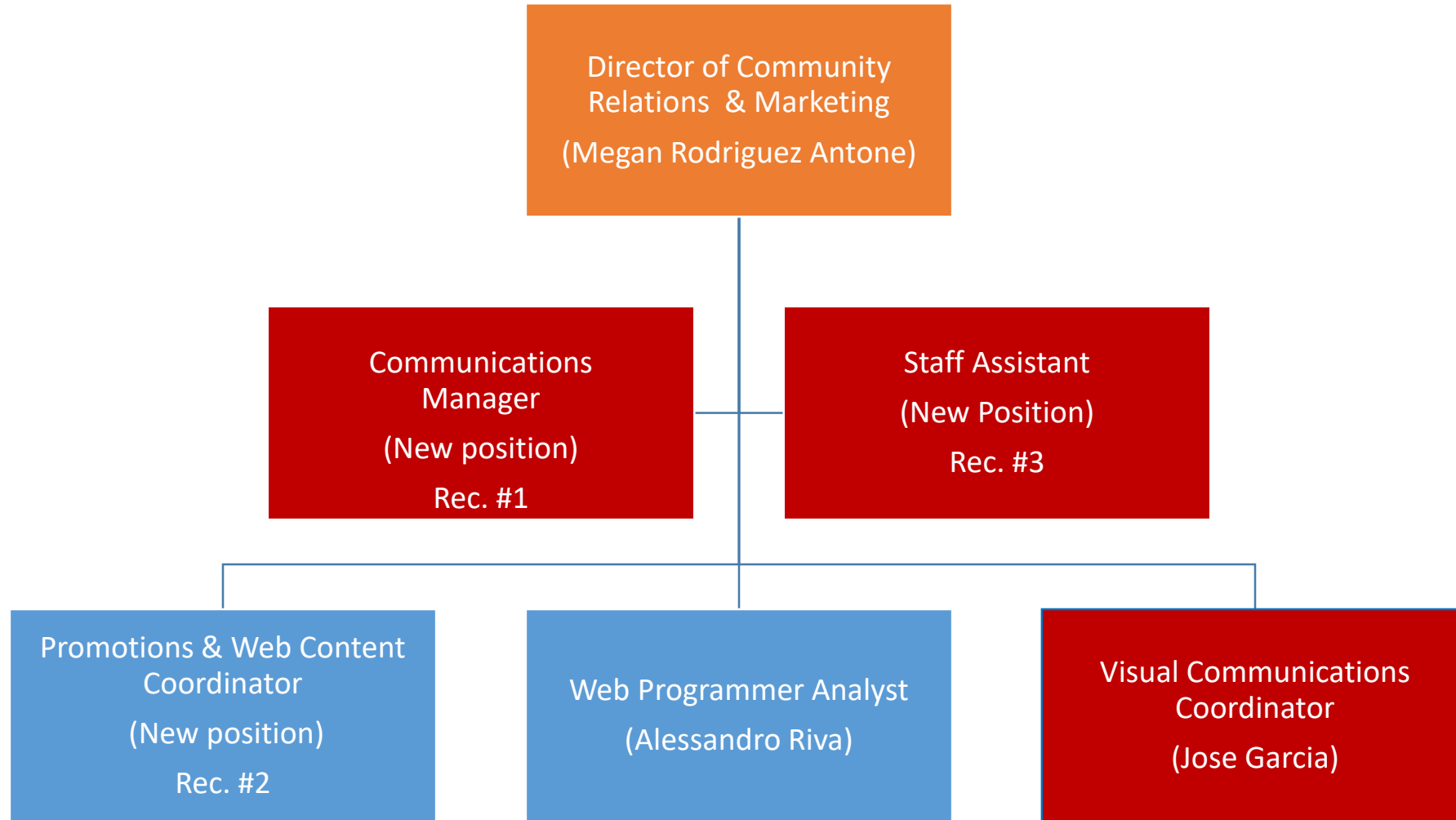
# Staff Assistant

- **Supports team** in managing the college calendar, campus communication, content writing, compiling data/reports, etc.
- Supports **coordination of student assistants**
- **Supports President's Office Executive Assistant** as needed
- Coordinates ordering Marketing materials (including printing) and promotional items

# Without the Positions

- Work will remain primarily reactionary with minimal time for proactive, strategic marketing and communications planning to enhance our work to increase enrollment
- College website will not have a dedicated web content strategist to grow and enhance our #1 marketing tool
- Continued increased work load and turnaround time for existing campus requests
- Missed enrollment and promotion opportunity to connect with prospective and current students to enhance awareness of programs and services offered at Cañada College

# Proposed Organization Chart



# Questions?