Marketing



**Marketing**

**Program Review - Annual Update**

2022 - 2023

Marketing - Annual Update

CAN Annual Update Questions (Disciplines)

2022 - 2023

**Annual Update Questions - Disciplines**

**1. Describe any changes or updates that have occurred since you last submitted program review. If there haven’t been any changes or updates since your last program review, enter N/A.**

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| Since our last program review, the Dept has recieved an overall increase of marketing requests from the campus community, particularly with web design and web content. The requests continue to increase but the department staffing structure remains the same, causing delays in supporting the campus to achieve its goals in helping to generate community awareness and aid in enrollment of their respective  programs. |

**2. Provide a summary of the progress you have made on the goals identified in your last program review.**

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| We have made important strides in improving ADA accesibility and improving the overall experience of users on our website. We have updated the design template of our website to be more user friendly on mobile devices. We continue to provide our campus community with tools to update the content on their respective websites as there are not ample staff to assist. We have recieved pushback from employees who do not feel comfortable or  prefer not to update their sites. This causes a delay in updating content when the Marketing team adds updates to their growing list of projects. In addition, we have created a collegewide Web Content Group (with students and employees) which has now developed into our business model for making critical decisions on important web design and content updates on the college website with the direction from students for students. This has further developed the need for a dedicated professional to grow and update our web content as content updates are needed on a daily basis.  As new programs and initiatives continue to grow, the Marketing team has not. This prevents Marketing from supporting these programs in creating promotional material to recruit prospective students, generate community awareness and aid in enrollment of their respective programs. |

**3. If your goals are changing, use this space to provide rationale, or background information, for any new goals and resource requests that you'll be submitting that were not included in your last program review.**

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| The volume of new programs/initiatives and marketing requests continue to increase every year and our department has continued to request the same positions for the past 5+ years to support the campus need.  The Marketing Dept is in desperate need of adding 2 full time staff members dedicated to updating overall content (website, social media, stories, etc) to share the success stories of the college and why students should choose our college to achieve their educational goals. In addition, these positions will support the marketing and communication needs of the college community when they are connecting with prospective students. Temporary resources, such as contractors, are a helpful start but we will not be effectively sharing the college story (and achieving collegewide goals assigned to Marketing) to increase enrollement in our community until we are equally and adequately staffed. It simply is not sustainable in successfully and strategically addressing increasing marketing needs. |

**Supporting Information**

Marketing - Goals and Resource Requests

Goals

**Goal Status**

1 - New (PR)

**Goal Title**

Increase enrollment and elevate awareness of student support programs

**Goal Description**

Our highest priority is to mitigate declining enrollment. To accomplish this goal, we propose adding dedicated staff to the Marketing  
Department. The staff will expand the College's web content, social media and communications presence to ensure proactive,  
ongoing and effective engagement with our community including prospective students, their parents, businesses, local government  
leaders and partner high schools

**Program Review Cycle When the Goal Begins**

2022 - 2023

**Who's Responsible for this Goal?**

Marketing Director

Resource Requests

**Item Requested**

Non-Instructional Personnel

**Item Description**

Communications Manager

**Status**

New Request - Active

**Type of Resource**

Non - Instructional Personnel

**Cost**

$91,212-116,436

**One-Time or Recurring Cost?**

Recurring Cost

**Critical Question: How does this resource request support closing the equity gap?**

The position aligns with and supports the College mission and strategic goals by working with faculty, staff, and students to develop, implement and grow impactful, cost effective digital and print communication strategies and campaigns on behalf of our college. These efforts position Cañada as 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

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This position ensures marketing,  
messaging and overall communication is relevant, current, impactful and aligns with our college mission, commitment to anti-racism  
to serve our Latinx and AANAPISI community.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

**NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

**Hiring Division/Department:**

Marketing/President's Office

**Position Title:**

Communications Manager

**Is this position permanent?**

Yes

**Position Type**

Full - Time

**Provide # of months**

12

**Position: General Funds**

Yes

**Justification**

**1. Describe the specific needs for the position requested and the duties of this position in a brief statement.**

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| The Communications Manager position holds a focus on content development for community engagement, campus stories and reports. Manages college social media accounts and develops social media and content editorial calendar, leads digital marketing and photography. Coordinates all collegewide translation services. Responsible for story idea assignments for college content partners, manages student assistant project assignments, coordinates creative efforts and serves as back-up Public Information Officer (PIO). |

**2. Explain how this position aligns with and supports the mission and strategic goals of the college.**

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| --- |
| The position aligns with and supports the College mission and strategic goals by working with faculty, staff, and students to develop, implement and grow impactful, costeffective digital and print communication strategies and campaigns on behalf of our college. These efforts position Cañada as 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. |

**3. Explain how adding this position will strengthen the department or division.**

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| --- |
| Over the past five years, more than 15 new and expanded programs and services have developed at Cañada, including: Guided Pathways, Basic Needs, Promise Scholars Program, Early College, CRM, Strong Workforce, Career Education, The DREAM Center and New Buildings (B1 & B23) with increased digital technology/wayfinding.  With the increase of service needs the Marketing Department has received more than a **57% increase** in overall marketing requests specifically:  · 77% increase in web support  · 64% increase in communications assistance    Additionally, the Marketing Department has received a 42% increase in overall marketing requests, specifically:  · 39% increase in web support  · 53% increase in communications assistance  In addition, from our Marketing Request form, 49.23% of requestors from the college community asked to speak with someone from the Marketing Department regarding their project. The increase in request volume, paired with the desire to speak with a member of the Marketing team, shows the tremendous need for additional marketing support as well as the desire for employees to collaborate with Marketing on their projects. The Marketing Department is a service-based office that aims to support the campus community in producing material designed to increase awareness and enrollment. The addition of staff will provide the level of service needed to support our programs to grow and thrive.  The addition of this position will ensure the Marketing Department is strengthened and well-positioned to support the myriad current and future needs of Cañada’s President, Cabinet, departments, programs and current students. It also ensures proactive, ongoing and effective engagement with our community including prospective students, their parents, businesses, local government leaders and partner high schools. |

**4. Explain how this work will be accomplished if the position is not filled.**

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| --- |
| *If this position is not filled,* the work of the Marketing Department will remain primarily reactive and will not allow for the ongoing strategy and effective support that our college needs to increase enrollment and position itself at the top choice for higher education in our community.Additionally,with the demonstrated increase of marketing requests from the campus community, not filling the position will lead to *increased work load and turnaround time, with the existing amount of limited staff, and the Marketing Department will not be able to meet the growing volume of service requests in the timely manner that is needed.* |

**This position has been reviewed by the department or division and is recommended for hiring.**

**NEW FACULTY POSITION PROPOSAL**

**C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**

Resource Requests

**Item Requested**

Increased Budget for Student Assistants

**Item Description**

Funds to increase student assistant hours to assist in completing marketing requests on  
behalf of the campus community. This way, the staff can focus its efforts on developing marketing aimed to increase public  
awareness and support of College’s programs, services, and activities to support enrollment efforts. Budget for 3 student  
assistants to each work 20 hours per week

**Status**

New Request - Active

**Type of Resource**

Budget Augmentation

**Cost**

$20,000

**One-Time or Recurring Cost?**

Recurring Cost

**Critical Question: How does this resource request support closing the equity gap?**

The request aligns supports the Marketing Department to develop, implement and grow impactful, cost-effective digital and print communication strategies and campaigns on behalf of our college. These efforts position Cañada as 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.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This request supports the Marketing team to develop marketing, messaging and overall communication that is relevant, current, impactful and aligns with our college mission, commitment to anti-racism to serve our Latinx and AANAPISI community.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

**NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

**Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

**NEW FACULTY POSITION PROPOSAL**

**C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**

Resource Requests

**Item Requested**

Office Space

**Item Description**

One collaborative space for entire the team to work together, creating a hub for creativity, idea sharing and optimal productivity.

**Status**

New Request - Active

**Type of Resource**

Facilities

**Cost**

0

**One-Time or Recurring Cost?**

One - Time Cost

**Critical Question: How does this resource request support closing the equity gap?**

One collaborative space for entire the team to work together, creating a hub for creativity, idea sharing and optimal productivity. The position supports the Marketing Department in collaboration to develop, implement and grow impactful, cost-effective digital and print communication strategies and campaigns on behalf of our college.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This request supports the Marketing team to be housed together in one space, allowing for ample collaboration to develop marketing, messaging and overall communication that is relevant, current, impactful and aligns with our college mission, commitment to anti-racism to serve our Latinx and AANAPISI community.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

**NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

**Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

**NEW FACULTY POSITION PROPOSAL**

**C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**

Resource Requests

**Item Requested**

Budget for College Translation Service

**Item Description**

Allocated funds for translation services (including Spanish, Tagalog and/or Mandarin, etc.) to publish marketing and informational material in languages that are critical to our community.

**Status**

New Request - Active

**Type of Resource**

Contract Services

**Cost**

$15,000 for 2-year contract ($7,500/year

**One-Time or Recurring Cost?**

Recurring Cost

**Critical Question: How does this resource request support closing the equity gap?**

Translation to publish marketing and informational material in languages that are critical to our community.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This request supports the Marketing team to translate marketing, messaging and overall communication that is relevant, current, impactful and aligns with our college mission, commitment to anti-racism to serve our Latinx and AANAPISI community.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

**NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

**Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

**NEW FACULTY POSITION PROPOSAL**

**C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**

Resource Requests

**Item Requested**

Promotions & Web Content Coordinator

**Item Description**

Non-Instructional Personnel

**Status**

New Request - Active

**Type of Resource**

Non - Instructional Personnel

**Cost**

$76,000 – 97,000

**One-Time or Recurring Cost?**

Recurring Cost

**Critical Question: How does this resource request support closing the equity gap?**

Develops and deploys the College’s overall digital presence, including web, social media, video and digital messaging. These efforts position Cañada as 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.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This position ensures marketing, messaging and overall communication is relevant, current, impactful and aligns with our college mission, commitment to anti-racism to serve our Latinx and AANAPISI community.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

**NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

**Hiring Division/Department:**

Marketing/President's Office

**Position Title:**

Promotions & Web Content Coordinator

**Is this position permanent?**

Yes

**Position Type**

Full - Time

**Provide # of months**

12

**Position: General Funds**

eys

**Justification**

**1. Describe the specific needs for the position requested and the duties of this position in a brief statement.**

|  |
| --- |
| Our website is our most important marketing tool and content is as important as the look and feel of the website; content is at the core of the web design process. As the needs to update and maintain a robust, engaging and user-friendly website continues to grow, so does our need for a dedicated professional to manage content, shape the layout and flow of the web user’s experience. Without any sort of structured content, building our website will be a more time-consuming and inefficient process.  As a bridge to the college messaging and brand from the website, the Promotions & Web Content Coordinator would serve as a lead for the College’s web and video content, extending the messaging from our website (and other marketing material) onto our other digital media platforms. This position develops and deploys the College’s overall digital presence (including content and information architecture) for the college website. Supports social media, video and digital messaging and electronic signage updates- this includes the new board in the Kinesiology & Wellness Building. Ensures web content is relevant, current, impactful and aligns with our college mission and commitment to anti-racism. |

**2. Explain how this position aligns with and supports the mission and strategic goals of the college.**

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| --- |
| The Promotions & Web Content Coordinator position aligns with and supports the College mission and strategic goals by working with the campus community to develop, implement and grow impactful content on the college digital marketing platforms. These efforts position Cañada as 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. |

**3. Explain how adding this position will strengthen the department or division.**

|  |
| --- |
| Over the past five years, more than 15 new and expanded programs and services  have developed at Cañada, including: Guided Pathways, Basic Needs, Promise Scholars Program, Early College, CRM, Strong Workforce, Career Education, The DREAM Center and New Buildings (B1 & B23) with increased digital technology/wayfinding.  With the increase of service needs the Marketing Department has received a 57% increase in overall marketing requests specifically:  · 77% increase in web support  · 64% increase in communications assistance    Additionally, the Marketing Department has received a 42% increase in overall marketing requests, specifically:  · 39% increase in web support  · 53% increase in communications assistance  In addition, from our Marketing Request form, 49.23% of requestors from the college community asked to speak with someone from the Marketing Department regarding their project. The increase in request volume, paired with the desire to speak with a member of the Marketing team, shows the tremendous need for additional marketing support as well as the desire for employees to collaborate with Marketing on their projects. The Marketing Department is a service-based office that aims to support the campus community in producing material designed to increase awareness and enrollment. The addition of staff will provide the level of service needed to support our programs to grow and thrive.  The addition of this position will ensure the Marketing Department is strengthened and well-positioned to support the myriad current and future needs of Cañada’s President, Cabinet, departments, programs and current students. It also ensures proactive, ongoing and effective engagement with our community including prospective students, their parents, businesses, local government leaders and partner high schools. |

**4. Explain how this work will be accomplished if the position is not filled.**

|  |
| --- |
| *If this position is not filled, our college website will be lacking the dedicated content and usability support it desperately needs to produce an impactful and engaging website.* The work of the Marketing Department will remain primarily reactive and will not allow for the ongoing strategy and effective support that our college needs to increase enrollment and position itself at the top choice for higher education in our community.Additionally,with the demonstrated increase of marketing requests from the campus community, not filling the position will lead to *increased work load and turnaround time, with the existing amount of limited staff, and the Marketing Department will not be able to meet the growing volume of service requests in the timely manner that is needed.* |

**This position has been reviewed by the department or division and is recommended for hiring.**

**NEW FACULTY POSITION PROPOSAL**

**C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**