



Cañada College

ANNUAL UPDATE REPORT

Marketing

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.

Since our last program review, the department, year after year, continues to receive an overall increase of marketing requests from the campus community, particularly with communications 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 outreach and awareness and aid in enrollment of their respective programs.

In addition, the department has been assigned to several very important goals and initiatives through our Strategic Enrollment Plan and Educational Master Plan that we will not be able to accomplish without more staffing resources.

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

We have hired a part-time social media consultant to tell the story of who we are, how we support community and why to choose Cañada College to achieve your goals. This role focuses on content development for community engagement, campus stories and report and advances social media and online marketing strategy to increase awareness and drive enrollment highlighting our programs and services available at Cañada College. Since hiring a consultant, we have seen an increase in followers by more than 70% in Instagram, more than 30% on Facebook and more than 15% on LinkedIn and we continue to use these platforms to connect with community.

With the hire of a part-time web content consultant, we have made important strides in improving ADA accessibility 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 received pushback from employees who do not feel comfortable or prefer not to update their sites so our consultant supports employees who need assistance.

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.

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. In addition, the department has been assigned to several very important goals and initiatives through our Strategic Enrollment Plan and Educational Master Plan that we will not be able to accomplish without more staffing resources.

The Marketing Department is in desperate need of adding 1 full time Communications Manager 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 with a focus on content development and communications for community engagement, campus stories and reports. This position 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 enrollment in our community until we are equally and adequately staffed. It simply is not sustainable in successfully and strategically addressing increasing marketing needs and connecting with

Supporting Information

Goals

Increase enrollment and elevate awareness of student support programs

Goal Status

1 - New (PR)

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

CAN - Marketing

Resource Requests

Personnel - Classified Staff (2024 - 2025)

Personnel - Classified Staff (2024 - 2025)

Requested Year

2024 - 2025

Hiring Division/Department:

Marketing/PIO

Position Title:

Communications Manager

Status

Continued Request – Active

Is this position permanent?

Yes

Position Type

Full-time

Program Goals this Request Supports

Update marketing and outreach to be culturally informed 2. Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages 3. Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist 4. Utilize relevant social media to ensure we reach a diverse, inclusive audience 5. Ensure College web design, information architecture and content are up-to-date, accurate, informative, and speak to community members in language that is welcoming and inclusive 6. Grow awareness and identify fundraising goals to build a Child Development Center

Position: General Funds.

150,000

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

Update marketing and outreach to be culturally informed, Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist, Utilize relevant social media to ensure we reach a diverse, inclusive audience

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

Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages

Justification

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

The Communications Manager position holds a focus on content development and communications 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 deputy for the college Public Information Officer (PIO).

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

Aligns with several EMP Community Connections goals to strategic initiatives:

1.1 -- Make Registration Easier

3.1 -- Update marketing and outreach to be culturally informed

3.2 -- Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities

3.3 -- Utilize relevant social media and websites to ensure we reach a diverse, inclusive audience

3.4 -- Increase dual enrollment opportunities for high school students

3.7 -- Fulfill the MOU with SUHSD, SF State and CSU East Bay

Resource Requests

3.12 -- Double the number of alumni connected to Cañada's Alumni Organization by 2027

4.2 -- Build student housing and a Childcare Center

4.15 -- Fundraise \$1 million

Also, working with campus to promote all completed initiatives with current, prospective students and community:

*Student-first Schedule * Guided Pathways *Dual Enrollment,
*New degree & certificates *Basic needs *Financial literacy, etc.

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.

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

- Builds communication strategy that aligns with college strategic goals; utilize SSL platform
- Mitigate declining enrollment and support retention efforts
- Tells the story of who we are, how we support community and why to choose Cañada College to achieve your goals
- Responding to demand for more digital content and media
- Expand digital marketing services to better serve campus community needs
- Supports current and future needs of Cañada's departments, programs, students and college leadership
- Ensures 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, 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 complete its strategic goals to increase enrollment, position itself at the top choice for higher education and reach our BIPOC communities in North Fair Oaks, East Palo Alto and Belle Haven. 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.

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

Update marketing and outreach to be culturally informed, Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist, Utilize relevant social media to ensure we reach a diverse, inclusive audience

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

Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages

Map Request to College Goals and Strategic Initiatives.

Which of Cañada College's Goals does this resource request support?

Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections
Accessible Infrastructure and Innovation

Which of Cañada College's Strategic Initiatives does this resource request support?

Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College

Resource Requests

that helps them persist and complete

Support innovative teaching that creates more equitable and antiracist learning environments

Improve the financial stability of students

Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture

Better share what Cañada offers

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