Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing	APC Member(s) Reviewers: Anderson

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☑ Summary of action plans ☑ Thorough summary	The major request for additional staff should be front and center.	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes		☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☐ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☑ Further description of new resources' impact on program ☑ Further description of impact on students ☑ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☐ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:
Very good job. Impressive work that you and the team are doing. Thrilled with all that your department provides for the college.

Overall Recommendations:

- I think that it may be helpful to distinguish clearly among the roles of those responsible. I'm not sure if it will get confusing or diffuse down the road when all three team members are responsible for every goal.
- The SAOs were hard to write for the team in Instruction, and I imagine they are also difficult in your area. Still though, you may wish to revise them to be 1. parallel, and 2. in standard format
- I would suggest a comprehensive analysis of all that your department has accomplished. It's an amazing level of productivity and it should be documented.
- Since one of the team is not part of your unit, assigning major tasks to him may be awkward. While he can contribute, support, advise, and create, we need to be careful to not hold him responsible for major initiatives.

Overall Program Effectiveness: Effective

- ☐ Highly effective
- ☐ **Effective**
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing and Communications	APC Member(s) Reviewers: Barbara Bucton

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	**Performance Level**			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☐ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☐ Thorough summary	Information needed: ☑ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☑ Thorough summary		☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☑ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☑ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☐ Further description of new resources' impact on program ☑ Further description of impact on students ☐ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Overall Recommendations:

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing	APC Member(s) Reviewers: Chialin

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	**Performance Level**			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☑ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary		☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Collaboration with Instruction and Student Services. On the Marketing Description, you may consider emphasizing how you work with faculty on promoting their programs.	☑
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☑
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐

5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☑ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☑ Efforts to make changes ☐ Efforts to make changes	Information needed: ☐ Further description of new resources' impact on program ☐ Further description of impact on students ☐ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed Is there any connection between Outreach SAO#1 with any of the student services SAO? If there are, you may want to mention it. It will demonstrate the collaboration not only by department but also service area outcome.	☑
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed No finding yet?	☐
Looking Ahead (at SPOL Planning Module)				

8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Great job! Very clearly articulated, critically analyses, and clear direction for moving forward.

Overall Recommendations:

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Communication & Marketing	APC Member(s) Reviewers: Debbie Joy

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☐ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	Does the addition of the Outreach team fulfil Marketing's need for additional staff?	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☑ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☑ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes		☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☐ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☑ Further description of new resources' impact on program ☑ Further description of impact on students ☑ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☐ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☑ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☑ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☐ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Overall Recommendations:

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

MCPR	APC Member(s) Reviewers: Jennifer Hughes

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☑ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	Excellent summary	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	Good description of how program supports mission. Good description of various functions within the department (e.g. Communications, Outreach.)	☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable Provides good description of trends in marketing.	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Good summary of various mediums used and increases in website hits. Good description of challenges.	☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment,	Provides:	Information needed:	☐ Not Applicable	☐

facilities, research, funding) has had on your program and measures of student success or client satisfaction.	☐ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	☐ Further description of new resources' impact on program ☐ Further description of impact on students ☐ Efforts to make changes	May again want to mention the staffing needed to be able to provide the necessary services for the college.	

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☑ No recommendation or change needed Good summary	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☑ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed SOAs are appropriate and well developed.	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐

10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☐ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Very clear action plan.

Overall Recommendations:

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ **Effective**
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing	APC Member(s) Reviewers: Kim

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☑ Summary of action plans ☐ Thorough summary	Identify the additional staff needed to meet challenges.	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☑ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes		☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☐ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☑ Further description of new resources' impact on program ☑ Further description of impact on students ☑ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Overall, a thoughtful program review with measurable goals. Position request, equipment and facility needs are included.

Overall Recommendations:

An in-depth analysis of current efforts/accomplishments was not provided.

Overall Program Effectiveness: Effective

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing / College Communications	APC Member(s) Reviewers: Mary Chries Concha Thia

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☑ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary		☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☐ Community needs ☑ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☑ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes		☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☑ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☐ Further description of new resources' impact on program ☐ Further description of impact on students ☐ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☐ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☑ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☐ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Great Details of accomplishments and future plans.

Overall Recommendations:

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: MCPR	APC Member(s) Reviewers: Michelle Marquez

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☑ Summary of strengths ☑ Summary of challenges ☑ Summary of action plans ☑ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary		☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Thank you for separating the different area descriptions – very easy to read.	☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☑ Impact on program	Information needed: ☐ Community needs ☐ Employment needs ☑ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☑ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	Amazing growth in web presence. Wow!	☐
5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☐ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☐ Further description of new resources' impact on program ☐ Further description of impact on students ☐ Efforts to make changes	☑ Not Applicable	☐

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Current State of the Program				
6A. State of the Program—Observation: Describe the current state of the program (include strengths and challenges)	Provides: ☐ Evidence ☑ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
6B. State of Program—Evaluation: What changes could be implemented to improve your program?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☑ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☑ Evidence ☑ Analysis ☑ Impact on students ☑ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
8. Strategic Action Plans: Use this objective to describe the action plans that your program intends to implement. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐
9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☑ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

This report provides a concise yet informative description of a great deal of work that has occurred to create a comprehensive Marketing, Communications, and Public Relations and Outreach department.

Overall Recommendations:

For future program review, incorporate student impact where appropriate.

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

Approval Process is embedded in SPOL (Approval from APC and president)

Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: MCPR	APC Member(s) Reviewers: Tracy Huang

The purpose of this form is to provide feedback on the quality of the program review to the Program Review author(s)

Administrative Program Review	Performance Level			
	Commendations	**Recommendations**	**Comments**	**ACCJC Exemplary Check**
Executive Summary				
Please summarize your program's strengths, opportunities/challenges, and action plans. This information will be presented to the Board of Trustees.	Provides: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	Information needed: ☐ Summary of strengths ☐ Summary of challenges ☐ Summary of action plans ☐ Thorough summary	It's ok.	☐
Program Context				
1. Mission:				
2. Program Description	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☑ Efforts to make changes	It would be informative to note when Outreach became part of MCPR.	☐
3. **Community and Labor Needs**: Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.	Provides: ☐ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	Information needed: ☑ Community needs ☐ Employment needs ☐ Technology needs ☐ Licensing ☐ Accreditation ☐ Impact on program	☐ No recommendation or change needed ☐ Not applicable	☐
Looking Back				
4. Describe **major accomplishments**	Provides: ☑ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☑ Analysis ☑ Impact on students ☐ Efforts to make changes	How has marketing efforts and communication mediums increase traffic to College website? Are there spikes after each campaign? What evidence are there that enrollment increased as result to media campaigns?	☐

5. **Impact of Resources Allocations:** Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program and measures of student success or client satisfaction.	Provides: ☑ Thorough description of new resources' impact on program ☐ Thorough description of impact on students ☐ Efforts to make changes ☐ Efforts to make changes	Information needed: ☐ Further description of new resources' impact on program ☐ Further description of impact on students ☐ Efforts to make changes	☐ Not Applicable	☐

Administrative Program Review	Performance Level			
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7A. Service Area Outcomes (SAOs) Assessment Plan: Describe your program's SAO Assessment Plan.	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
7B. SAO Assessment Results and Impact: Summarize the findings of your program's SAO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO assessment?	Provides: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	Information needed: ☐ Evidence ☐ Analysis ☐ Impact on students ☐ Efforts to make changes	☐ No recommendation or change needed	☐
Looking Ahead (at SPOL Planning Module)				
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9. Personnel request: See SPOL for details	Not review by APC	Not review by APC	☐ No recommendation or change needed	☐
10. Equipment, technology, and facilities requests: Use this objective to request supplies, equipment, technology or facilities improvements.	Provided: ☐ Thorough description of action plans	Information needed: ☐ Further description of action plans	☐ No recommendation or change needed	☐

Overall Commendations:

Overall Recommendations:

3. How much has College's demand for MCPR increased? What data do you have to show such demand?

7a. Can these strategies be refined to target specific group of students. For example, outreach to high school will impact new students, marketing efforts to promote continued registration. Can evidence be disaggregated by which webpage (i.e., application page during registration), internal versus external IP address.

7b. Since you don't currently have any findings for your SAO assessments, what you plan report should be part of 7a.

Overall Program Effectiveness:

- ☐ Highly effective
- ☐ Effective
- ☐ Needs program improvement

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