Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing Department	APC Member(s) Reviewers: Karen Engel
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	Good!	
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	
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 How can Marketing be more closely aligned with the other efforts to connect and engage and respond to the community? Dual Enrollment (high schools); Strong Workforce and off-site locations; online instruction, etc?	

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Looking Back				
4. Describe major accomplishments	Provides:	Information needed:		
	☑ Evidence	☐ Evidence		
	☐ Analysis	☐ Analysis		
	☐ Impact on students	☑ Impact on students		
	☐ Efforts to make changes	☐ Efforts to make changes		
5. Impact of Resources Allocations: Describe the impact to date that	Provides:	Information needed:	☐ Not Applicable	
each new resource (staff, non-instructional assignment, equipment,	☐ Thorough description of new	☑ Further description of		
facilities, research, funding) has had on your program and measures	resources' impact on program	new resources' impact on	Given the heading	
of student success or client satisfaction.	☐ Thorough description of	program	of this section in	
	impact on students	☐ Further description of	the PR, perhaps	
	☐ Efforts to make changes	impact on students	this was	
	☐ Efforts to make changes	☐ Efforts to make changes	misunderstood?	
			Did the program	
			receive any	
			resources last	
			year? If so,	
			impact?	

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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 Are there more innovative ways to address the perceived challenges the program faces? In this section, there is a lot of "continue" to do things they have been doing. But perhaps things can be done differently? Also, if declining enrollment is a college-wide challenge, what is marketing going to do about it?	
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	

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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	Information needed: □ Evidence □ Analysis □ Impact on students	SAO's look worthwhile, but how do they reflect the strategic priorities of the college? No recommendation or change needed	
Looking Ahead (at SPOL Planning Module)	☐ Efforts to make changes	☐ Efforts to make changes		
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 How will marketing support the other significant college redesign projects coming out of Guided Pathways and Strategic Enrollment Management, etc?	
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 In the Improve submittal, clarification is needed as to how each of the resource	□ No recommendation or change needed	

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requests supports what the
program is trying to achieve
(its objectives) and how those
support what the college is
trying to achieve

Overall Commendations:

Well written and presented. The Marketing Team contributes so much in so many ways and it is well expressed and explained here.

Overall Recommendations:

Would like to see a better understanding of how Marketing, Web, and Visual will engage with and support all of the College's current strategic priority projects: CRM launch, interest areas and program maps, first year experience, COLTS Con, Promise, dual enrollment and early college experience expansion, online instruction, career exploration and job placement, etc. Also, as the College moves towards shaping and implementing a new Strategic Enrollment Management Plan with an aligned outreach plan, Marketing should be a key part of all of that and that could be reflected here.

Overall Program Effectiveness:

☐ Highly effective

☐ Effective

☐ Needs program improvement

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

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Administrative Planning Committee Annual Program Plan/Review Assessment

Program Name: Marketing Department	APC Member(s) Reviewers: Graciano Mendoza			
The purpose of this form is to provide feedback on the quality of the progra	m review to the Program Review aut	hor(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	

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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	

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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	Ц
Overall Commendations:				
Comprehensive and detailed summary. Very well written.				
Overall Recommendations:				
Overall Program Effectiveness: Highly effective Effective Needs program improvement				
p a contract				

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

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