

2021-2022 Program Review



CAN Program Review (Administrative) - Marketing (Fall 2023)

STEP 1: Annual Updates

2021-2022

Instructional & Administrative Annual Update Questions

1. Changes & Updates: Additional Marketing staff needed to support the expansion of college services and substantial increase in campus marketing requests.

2. Progress Reports: 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 from 2019 vs 2020, specifically:

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

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

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

3. Rationale for New Goals: 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

Annual Update Status: In Process

Related Documents & Links:

[SIGNED Communications Manager.pdf](#)

[SIGNED Staff Assistant.pdf](#)

[SIGNED Web Promotions & Content Coordinator.pdf](#)

Goal Description: Increase enrollment and elevate awareness of student support programs

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

Goal Status: 1 - New (PR)

Relevant Program Review Cycle: 2021-2022

Estimated Start Date: 07/01/2022

Who's Responsible for this Goal?: Marketing Director

Please select the college goals with which your program goal aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success., Community Connections - Build and strengthen collaborative relationships and partnerships that support the needs of, reflect, and enrich our diverse and vibrant local community.

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Please select the college strategic initiatives with which your program goal aligns.: Develop Clear Pathways, Improve Student Completion, Implement Promise Scholars Program, Expand Cohort Bridge Programs, K-12 & Adult School Partnerships, Connect Students with Internships and Mentorships, Create an Alumni Network, Build Relationships with Employers, Enhance Marketing, Hold On-Campus Events, Partner with 4-Year Colleges and Universities, Create Process for Innovation, Promote a Climate of Inclusivity

Action Plans

2019-2020 - Follow the new position proposal process to obtain a staff members who will develop and deploy the College's overall digital presence, including web, social media, video and digital messaging. Supports the Director of Community Relations & Marketing in developing communications content, as directed. (Active)

Who's Responsible for Completing this Action Plan?: Megan Rodriguez Antone

Estimated Completion Date: 7/1/20

Resource Requests

Office Space -

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

Status: Continued 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.

Resource Priority Ranking: Medium Priority

Budget for College Translation Service - 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. (\$15,000 for 2-year contract (\$7,500/year)

Status: New Request - Active

Type of Resource: Contract Services

Cost: 7500

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.

Resource Priority Ranking: High Priority

Communications Manager - 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).

Status: New Request - Active

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Type of Resource: Non-Instructional Personnel

Cost: 91000

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.

Resource Priority Ranking: High Priority

Increased Budget for Student Assistants - 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 (estimating salary level is D at \$20.37/hr). (\$40,000)

Status: Continued Request - Active

Type of Resource: Non-Instructional Personnel

Cost: 40000

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.

Resource Priority Ranking: Medium Priority

Promotions & Web Content Coordinator

Status: New Request - Active

Type of Resource: Non-Instructional Personnel

Cost: 76000

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.

Resource Priority Ranking: High Priority

Staff Assistant

Status: New Request - Active

Type of Resource: Non-Instructional Personnel

Cost: 60000

One-Time or Recurring Cost?: Recurring Cost

Critical Question: How does this resource request support closing the equity gap?: The position aligns supports the Marketing

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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 position 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.

Resource Priority Ranking: High Priority