

# MARKETING AND PUBLIC INFORMATION

## *2022 - 2023 Non-Instructional Program Review*

**LASSEN COMMUNITY COLLEGE**

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Accepted by Cabinet: December 6, 2022

Accepted by Consultation Council: December 12, 2022

Accepted by Governing Board: January 10, 2023

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## SECTION ONE: INSTITUTIONAL EFFECTIVENESS PLANNING

### I. Program Overview and Objectives

Marketing and Public Information completed its transition from the Student Services Department to the President's Office in the summer of 2012. The Lassen Community College Marketing and Public Outreach efforts are intended to help the college reach its annual student enrollment goals, provide informational materials to students and the community and to assist in meeting the following:

College Vision #5: Be the cultural leader in the community

College Vision #6: Be the civic and social leader in the community

Strategic Goal #1: Institutional Effectiveness: Provide the governance, leadership, integrated planning and accountability structures, and processes to effectively support the learning environment, while ensuring responsible stewardship of public trust and resources.

Marketing efforts often synchronize and complement other college outreach efforts including those of the courses and programs, Outreach Coordinator, EOP&S, Financial Aid and others. Additionally, a portion of media ads are coordinated by this department purchased in bulk and divided amongst the programs that need them. The department has explored additional new venues of building and promoting campus awareness. All of those efforts help accomplish stable enrollment, which help to generate the maximum level of State apportionment funding necessary for the continued smooth operation of the College and its services.

#### Short-Term Goals:

1. Influence enrollment patterns through public awareness
2. Increase social media awareness
3. Explore mobile/cellular marketing strategies
4. Define storage for materials and supplies

#### Mid/Long-Term Goals:

1. Establish a full-time sustainable marketing and public information department

### Evaluation:

- a. Describe and evaluate the program objectives against the LCC strategic plan, specifically the mission statement and strategic goals [available online or in the current catalog].
- b. Evaluate any changes in the program since last review. Include summary of Annual Updates completed since last review.

In the summer of 2012, the Marketing and Public Information Officer positions were combined with the duties of the Superintendent/President's office under the then current administrative reorganization. The Marketing and Public Information Officer works closely with the local media (print, radio, and online) to effectively market the college, its available courses and events (including, but not limited to, Business, Nursing, Art, Welding, Fire Technology, Automotive, and Athletics) as well as disseminate information on the college that would be of interest to the general public, continuing students and potential new students (College Day, LCF Golf tournament, Veteran's Breakfast and Coppervale Ski Hill).

In order to strengthen marketing operations, the Marketing and Public Information Department established the following administrative unit outcomes (AUOs) during 2013-2014 and continued through 2017-2021 working to strengthen and enhance these Administrative unit outcomes:

1. Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate course enrollment at Lassen Community College.
2. Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate community awareness of, and participation in, Lassen Community College services, functions, and sports.
3. Provide accurate and timely public announcements to engage the local community.

### Planning Agenda:

List recommendations and necessary actions necessitated by the above evaluation.

Complete Institutional Effectiveness Planning, Student Services Planning, and/or Academic Planning tables at the end of the section for any recommendations requiring institutional action.

A monumental change to Marketing occurred Spring 2020 when Covid-19 first occurred and effectively shut down local businesses including the only local hard copy print newspaper. Additional measures were taken to secure online ad space through local web advertising (LassenNews.com-formerly the Lassen County Times (print newspaper) as well as increased

ads through SusanvilleStuff.com) in order to offset this marketing deficit for classes to the local community.

Additional measures were taken to secure additional marketing in a new print publication (High County Life) printed by Feather Publishing (owner of the Lassen County Times-former newspaper of general circulation) which also provides this magazine in an online and web format.

LCC has seen a reduction in FTES as have other colleges state-wide, and has been working on additional strategies, such as working with Waterdrop Digital to facilitate targeted social media marketing efforts, now expected to start late Fall 2022 to work toward increasing LCC’s visibility to potential and returning students and increase FTES.

## II Administrative Unit and/or Student Learning Outcomes Assessment

### Student Learning Outcome Assessment

AUO and SLO assessment is important to maintain and improve institutional effectiveness and provide an effective learning experience for LCC students. Departments are expected to measure AUO and/or SLO annually.

Current Administrative Unit Outcomes (AUO) are:

ILO	Strat Goal	AUO	Assessment Measure/Target
1,2	4	Coordinate, and target advertisements in appropriate media (print, radio, electronic) to facilitate course enrollment at Lassen Community College.	Measure: Activity Volume Target: Define baseline data and increase 2% annually on enrollment related to marketing strategies.
1,2	4	Coordinate and target advertisements in appropriate media (print, radio, electronic) to facilitate community awareness of, and participation in, Lassen Community College services, functions, and sports.	Measure: Activity Volume Target: Define baseline data and increase 2% on social media followers annually.
1,2	4	Provide accurate and timely public announcements to engage the local community.	Measure: Activity Volume Target: Define baseline data on press releases and public service announcements and increase 5% annually.

**Description/Evaluation:**

Upon assessment of the Administrative Unit Outcomes (AUO)s during this four-year cycle, it has been determined the existing AUO’s are too hard to understand and not measurable. The below AUO’s have been revised for better assessment purposes in keeping with the importance of maintaining and improving institutional effectiveness and provide an effective learning experience for LCC students:

(Revised) Administrative Unit Outcomes (AUO)

Strategic Goals	AUO	Assessment Measure/Target
4	Coordinate, and target advertisements in appropriate media (ex: Waterdrop Digital) to facilitate course enrollment at Lassen Community College.	<u>Measure:</u> Number of advertisements <u>Target:</u> Increase 2% annually on enrollment related to marketing strategies <u>Baseline:</u> 2022-2023 <u>Data Source:</u> Waterdrop Digital statistics
4	Increase positive impression of LCC by community members.	<u>Measure:</u> Number of survey results of “Above Average” or higher <u>Target:</u> Increase 2% annually <u>Baseline:</u> 2022-2023 <u>Data Source:</u> Survey results kept on P Drive
4	Provide accurate and timely public announcements to engage the local community.	<u>Measure:</u> Number of press releases and public service announcements <u>Target:</u> Increase 5% annually <u>Baseline:</u> 2022-2023 <u>Data Source:</u> Spreadsheet/Word document

**Planning Agenda:**

Explore/Increase new social media venues and opportunities to connect with students to advance awareness, increase the budget. Fall 2022/Spring 2023 LCC will begin a targeted marketing campaign with Waterdrop Digital to facilitate targeted online marketing platforms. (\$25,000). [AUO 1]

Increase the marketing budget to provide broader promotional items for events [Lassen County Fair booth, Backpacks for 8<sup>th</sup> Grade Week or UC Tour; imprinted LCC hot wraps provided to Joe’s Coffee and Artisan Coffee, etc] (\$10,000). [AUO 1, 2]

**Budget Prioritization:**

Prioritized Recommendations Requiring Institutional Action for Inclusion in Institutional Effectiveness Master Plan:

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Increase to marketing budget for social media campaigns	1	2022-2024	\$25,000	Increased social media awareness and enrollment
Increase to marketing budget for promotional items	1, 2	2022-2023	\$10,000	Increased awareness and enrollment

**III. Equipment**

Description/Evaluation:

No new equipment is required at this time.

Planning Agenda:

The purchase and installation of a dual monitor system was completed in the last review cycle (\$1,000.00) [Old AUO 3].

**IV. Outside Compliance Issues (if appropriate for program)**

Description:

According to the Marketing and Public Information Officer, the department does not have any external or outside compliance obligations.

**Section Two: Human Resource Planning**

**I. Program Staffing**

Description/Evaluation:

The staffing of the Marketing and Public Information Department includes a part-time officer (0.125 FTE).

The existing staffing level is inadequate to complete the goals established by the department and the campus. Due to the current part-time staff member who is assigned other duties in their full-time capacity as Executive Assistant to the President and the Board of Trustees, and PIO duties as well as assisting in other areas, and not having been trained

in the marketing profession, marketing for the college is currently not being done in a cohesive, strategic manner and to the college's benefit. Numerous individuals are handling marketing for departments as well as numerous social media pages creating difficulty for the college in being found on social media (example: numerous FB accounts for LCC, Athletics, and other areas instead of one social media account. All individual FB pages should be linked to the LCC FB so the college comes up immediately during searches). Advertising in this manner has not in the best interests of the college in order to bring in additional FTES. It would be in the best interests of the college, and in order to meet the mission and plans of the institution to promote growth, the department needs to have stability within the staffing structure. It is therefore recommended that a Full-time trained Marketing Director be hired.

### Planning Agenda:

The Marketing and Public Information Department must be staffed adequately with qualified staff to accomplish its mission and goals. Relationships between the campus and all stakeholders will depend heavily on the effectiveness, cooperation, support and connecting with the public and communication efforts. It is recommended that the FTE of the department is increased to 1 FTE as a means to support the website, enrollment, and foundation events (\$90,000). [Long-term goals]. In the last NIPR we said the cost would be \$80,000 but the need was not met. An increase in cost from \$80,000 to \$90,000 is required in order to meet the needs of a knowledgeable marketing professional.

The Marketing department is in dire need of an actual professional Marketing Director who is knowledgeable in all facets of marketing. Over the last couple of years and especially since 2020 and the outbreak of Covid, numerous departments on campus have all participated in various marketing efforts (Outreach; Student Services; Academic Services). Marketing for the LCC Campus needs to be cohesive and under one trained individual who has professional knowledge and foresight of the trends, especially in light of much needed future growth of FTES to keep LCC sustainable and competitive in the community college arena.

It would be cost effective and essential to the college's growth to hire a full-time Marketing Director to meet Lassen College's growing needs who could direct the efforts for the various campus departments.

## II. Professional Development

### Description/Evaluation:

There is no professional development budget for the Marketing and Public Information Department.

### Planning Agenda:

The Marketing and Public Information officer oversees the events calendar on the website, public announcements and marketing efforts, but has not attended any professional development seminars. Due to the lack of budgetary support and during the prior review cycle being during Covid, the officer has been unable to attend any professional development events.

There is an apparent need to maintain and increase departmental effectiveness and sustainability of the campus enrollment. The officer needs to attend conferences on marketing strategies. The recommendation to meet this need is to increase the professional development budget of the department by \$2,000.00. [AUO 1, 2]

### Prioritized Recommendations for Inclusion in Human Resource Master Plan

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
1,2,3	Full Time Marketing Director	2022-2024	\$90,000	Increased awareness and new student enrollment and strengthen the department capabilities
1,2	Professional Development Budget Increase	2022-2023	\$2,000	Increase departmental effectiveness and sustainability of the campus enrollment

## Section Three: Facilities Planning

### I. Facilities

#### Description/Evaluation:

The department is located in the President's Office.

The space for the department is currently adequate for the officer to complete tasks. Storage has been previously identified in the President's Office storeroom for marketing materials and promotional items (pens, key tags, marketing folders, string backpacks,) as well as housing the "Cody the Cougar" costume.

#### Planning Agenda:

Determination of a location for marketing materials and promotional items has been met. [Short-term Goal 4].

### II. Prioritized Recommendations

#### Prioritized Recommendations for Inclusion in the Facilities Master Plan

There are no recommendations at this time.

## Section Four: Technology Planning

### I. Institutional Technology

#### Description/Evaluation:

No additional technology is required during this planning cycle.

### II. Prioritized Recommendations

There are no recommendations at this time.

## Section Five: Comprehensive Planning Recommendations

<b>Planning Agenda Item( s)</b>	<b>Estimate Cost</b>	<b>Planning Document</b>	<b>Overall Prioritization</b>
Increase to marketing budget for social media campaigns	\$25,000	IEMP	1
Increase to marketing budget for promotional items	\$10,000	IEMP	2
Marketing Director	\$90,000	IEMP	3
Professional Development Budget Increase	\$2,000	IEMP	4

### Lassen Community College Master Plan Overview

*Six master plans comprise the Comprehensive Institutional Master Plan. Recommendations from program reviews will be input into the selected master plans as determined by faculty in the prioritized recommendation spreadsheets. To better understand which master plan might be most appropriate for each program recommendation, a summary/objective of each plan is included below. More information can be found in the Shared Governance and Consultation Council Handbook and the Comprehensive Institutional Master Plan.*

**Institutional Effectiveness Master Plan (IEMP):** the IEMP addresses college needs not addressed in other plans. These needs include research, governance, outcome assessment, and administrative operations.

**Educational Master Plan (EMP):** The EMP addresses the instructional planning needs of the college.

**Student Services Master Plan (SSMP):** The SSMP highlights the services needed to maximize the student experience through a variety of key student support services.

**Institutional Technology Master Plan (ITMP):** The ITMP addresses the technology needs of the campus.

**Facilities Master Plan (FMP):** The FMP addresses the physical infrastructure, facility, and maintenance needs of the campus.

**Human Resources Master Plan (HRMP):** The HRMP identifies and manages the administrative functions of recruitment, selection, evaluation, and professional development needs of the College to ensure a fully-staffed and highly functioning team of employees.

