

# College of San Mateo

## Community Relations and Marketing – Administrative Program Review – March 2014

### I. UNIT DESCRIPTION

#### **1.1 What are the services offered and functions performed?**

The Community Relations and Marketing Department supports multiple institutional functions and services for the college. The department has primary responsibility for: publications, advertising, media relations, community outreach/college recruiting, high school relations, the college website including web development, programming, maintenance, implementation and user training and communication services (internal and external). There are several activities best classified under community relations – including on- and off-campus events. It is important to note that the Community Relations and Marketing department plays a significant role in both recruiting students and elevating the image of the College in the community.

In addition to the responsibilities outlined above, the Community Relations and Marketing Department spearheads other marketing efforts, including occasional efforts on behalf of individual programs and departments, and it serves as the *primary* clearinghouse for information about the College (recognizing that many instructional and student services departments also field and fulfill requests per day via email, phone and mail).

The department director assists with the planning and implementation of multiple college events each year such as, CSM's Athletic Hall of Fame, Jazz on the Hill, Connect to College and A Tribute to Transfer. The director is also a point of contact for commercial facility rental. Additionally the director is the primary contact for internal inquiries and assists with strategic planning specific to instruction and student services for various institutional initiatives and projects. The director position is an ex-officio member of the Institutional Planning Committee (IPC).

#### **1.1.1 Overview for Outreach and High School Relations** *(a program within the CR & Marketing Department)*

College of San Mateo's Outreach and High School Relations team consists of a College Recruiter and 10 Student Ambassadors. The program is a comprehensive outreach and recruitment program designed to provide information to high school students, parents of high school students, high school counselors/teachers/support staff, and all prospective students specific to the educational opportunities available at College of San Mateo.

The Outreach and High School Relations programs works closely with all of aspects and programs within student services to support and promote the enrollment of high school

students (includes Concurrent Enrollment Program, Priority Enrollment Program as well as other programs and services for non-traditional or returning students.)

Primary Services:

- College Nights/fairs
- Community College/CSM Presentations
- CSM/SMCCD Application Workshops
- Career and Educational Planning Workshops
- Meetings, calls and email communication with students
- Concurrent enrollment (Summer, Fall, Spring)
- Campus Tours
- Information Desk and Operation Welcome Mat (Summer, Fall, Spring)
- Connect to College (information night for high school seniors and their parent/guardian(s))

### Notable accomplishments since last review (March 2013):

Web

- Launched [online program review](#) (Instruction, Student Services and Labs and Centers)
- [Interactive map](#) refresh – updated descriptive text and photos
- [VPSS](#)
- [Swimming & Water Polo](#)
- [International Student Center](#) redesign
- [CSM Cares](#)
- [CSM Video Gallery](#)
- [Human Rights](#)
- Request for [facilities rental](#) – updated fillable/submittal form

Print/Design

- Bulldog logo usage guide
- Historical pictorial display implemented in College Center
- Basketball media guide
- Logo design for CSM JobLinks

Outreach\*\* (see *end of this document for a detailed description of services*)

More than **3,000 students**, throughout the county, were served through one of the following primary services in the 2013-14 academic year.

- Online development of the Career and Educational Planning Inventory (CEPI) created.
- More than 30 college, career and community fairs
- More than 30 community college and CSM workshops
- More than 25 Application PEP/Application workshops
- 3 Concurrent Enrollment Nights
- Over 1,500 inquiries and visitors to the front desk of College Center B10
- Over 1,500 students served during Operation Welcome Mat in 2013-14

- More than 90 tours conducted serving approximately 1,000 students
- More than 350 students and 150 parent/guardian(s) for Connect to College
- More than 500 e-mails and phone calls regarding Concurrent Enrollment and Priority Enrollment Program (PEP)

Other

- CSM Bulldog Trademarked (May 2013)
- Cutoff CSM main phone line with new phone tree & script (in collaboration with Student Services)
- Professional photo shoot – Sean Arbabi
- Updated CSM primary phone script/phone tree (cutover September 2013)
- Co-chair – Parent Engagement Team for AB86 Career Trust Pathways grant (director)

### **1.2 What is the “philosophy” guiding the unit’s operations?**

*The Mission of College of San Mateo’s Community Relations & Marketing Department is to effectively create design and communicate promotional and other important information to the public and campus community through carefully selected electronic, print and personal means. All efforts are based on targeted research and done in support of and in conjunction with the College’s constituencies.*

### **1.3 Who are the recipients of the services performed?**

The populations served by the Community Relations and Marketing department are broad and include: faculty, staff, students, administrators, members of the local and greater bay area community along with the global community.

### **1.4 Institutional Student Learning Outcomes**

Though the department does not have student learning outcomes as a direct output of our work the department does contribute to Institutional (General Education) Student Learning Outcomes. The department does this in the delivery of consistent messages to all audiences of the excellent educational and dynamic services CSM provides to the community.

## **II. EVIDENCE OF UNIT’S EFFECTIVENESS**

### **2.1 Administrative Unit Strengths**

The Community Relations and Marketing greatest strengths is it dynamic team and the ability the team has to deliver services in a professional, timely and comprehensive manner. The department staff is customer service oriented in their delivery of professional services to all audiences.

Our strategy for delivering improved services is to always strive to provide time to ask the important questions, research, plan, and test assumptions prior to final implementation. Whether the final implementation is a print marketing piece, online advertising campaign or the launch of a new website, the departments approach is based in this systematic methodology.

Included in this team is the CSM Student Ambassador program. The students in the program work hand in hand with the department on many aspects of the work. Providing the department staff direct student feedback on the implementation of materials and content as well as student resources when developing ideas and concepts for marketing, communication, outreach and recruitment.

Evidence that demonstrates our success has been communicated to us from both our on campus and off campus customers. Below is just a sample of that evidence:

- **Student Ambassadors (In Reach):** *“Thank you so much for taking the CRER 120 class on a tour of the CSM Campus on January 28<sup>th</sup>! (I’m embarrassed for not extending my thanks and gratitude sooner.) The feedback I’ve heard from students are universally positive – “saw parts of the campus I’ve never been to,” “Ambassadors were great, funny, helpful, etc.” “They know a lot about CSM.” Congratulations on your professionalism, and I hope I may call upon you all again.”*  
CSM Counselor
- **Department website:** *“My president has been bugging me to set up a Marketing and Public Relations website on our school’s website, and I gave my basic structure/plan to my staff to consider and tweak. My graphic designer did a survey of all the Marketing and P.R. college websites in Northern California, and selected YOURS as the absolute best. I reviewed it and concur! We’ll be setting ours up in a similar fashion, although we don’t work on quite the broad range of duties you do (Outreach for us is a minor relation and we don’t have anything to do with our student ambassadors per se). Just wanted to let you know that your ‘fabulousness’ continues to be noted — and emulated!”*  
Mission College, Director for Marketing & Public Relations
- **Web Programming:** *“My thanks to you as well. It is projects such as these that help to make the workload more manageable which can then also ultimately lead to enhanced services to students.”*  
Henry Villareal, Dean, Enrollment Services (Online Certificate/Degree Application)
- **High School Outreach:** *“On behalf of all the SMUHSD students who attended today’s field trip, may I thank you for the warm welcome you gave to our students and the important information you shared with them. As you know, two of the biggest questions facing our students are where they will go to college and what they will study. Your advice was thoughtful, relevant, and critical to this group of students, most of whom will be the first members of their family to attend college in the United States.”*  
School to Career Coordinator/SMUHSD.
- **Print Publication (SMAC/PE Brochure):** *“Love it!!!!!!!”*  
Ron Galatolo, Chancellor, San Mateo County Community College District
- **Print:** *“Just wanted to tell you what a great job David did on the DgMe 235 posters for the open house. He got everything done on time, kept me updated on what was needed and when work was finished, and the prints looked beautiful! Nice to be able to work with such a professional. So thank you to both of you for all the support for the DgMe department!”* Digital Media Faculty
- **Web/video:** *“Having done similar videos for CSM and other colleges, I can say that you and your team did an outstanding job on the videos. Wow! I’m impressed.”* Community member/student

We continue to strive to improve the delivery of our services to the college campus and community. Specific to the campus community we provide periodical email communications reminding staff of our services and upcoming activities and directing the campus to our website for more detailed information about all our services. In support of our external community we

enhanced our online tours form with additional features to improve the tour request process for small and large groups.

## **2.2 Improvement Areas**

Staff development – most of the department staff continue to participate in at least some aspect of staff development:

- Director: CCPRO, Community Involvement – Thrive (Alliance of Non-profits for San Mateo County);
- Webmaster – annual OmniUpdate Conference;
- Visual Communication Coordinator (currently enrolled in completing a 4 year degree) – opportunities are provided for targeted local workshops specific to photography and graphic design.
- College Recruiter (currently completing a master’s degree in Counseling) – in the past attended annual student ambassador recruitment conference annually; this event is no longer offered so looking at creating our own.

I believe that continued provision of the above opportunities and other targeted staff development are ‘key’ in ensuring the staff is up to date on the latest professional strategies and resources specific to the work we perform.

Work to improve services – ongoing review of department website content, department/division informational presentations (check-ins) once a year to all other units. General call outs to employees for assessment of services (registration debrief; event debriefs, SMC Fair, HOF, Connect to College.)

Improvements – more dedicated resources for administrative support and web/print writing and editing.

## **III. VARIABLES AFFECTING UNIT**

### **3.3 Resources Evaluation**

Improvements – more dedicated resources for web technical support as well as web/print writing and editing (Communications Manager position unfunded in 2009). Also, as we continue to enhance the technology of the college website with customized applications it is critical that we have full time technical support; currently we have a part-time web programmer. A full time web programmer position is a critical resource requirement to ensure all applications are maintained and supported sufficiently.

As operation functions continue to grow it is recommended that a consideration be made to provide for a part-time office assistant to support the director, college recruiter and other department staff and students.

### 3.4 Reflective Assessment of Internal and External Factors

	INTERNAL FACTORS	EXTERNAL FACTORS
<b>Strengths</b>	<p>Dynamic team. 4 full time staff (includes director) and one part-time staff represents a diverse and complimentary set of skills. Ultimately the director backs up all positions. There is some redundancy of skill set between the Webmaster and Visual Communication Coordinator. The Program Services Coordinator position can be backed up by the director when needed. The Webmaster can provide backup to the Web Programmer Analyst and vice versa. The students in the Student Ambassador program provide direct input/feedback for the department’s work as well as providing student support, mentorships for students and student career learning.</p> <p>Working directly with the Office of Admissions and Records, Office of Counseling Services, Financial Aid, DSPS and EOPS to promote enrollment in Concurrent Enrollment and the Priority Enrollment Program (PEP).</p> <p>Implementation and delivery of <b>101 student email communications</b> provides efficient college communications to our students. (<b>54% increase</b> over last year!)</p>	<p>Director’s involvement in community organizations and relationships.</p> <ul style="list-style-type: none"> <li>• Treasurer, Thrive (Alliance of Non-profit for San Mateo County); part of Thrive’s Executive Board.</li> <li>• Northern District rep. CCPRO (California Community College’s Public Relations professional organization)</li> <li>• Co-Vice President, Executive Board for HCA (Highlands Community Association).</li> </ul> <p>CSM Outreach Advisory Council strengthens the college’s reach to the community.</p> <p>Targeted outreach to the community such as CSM Presents at the SMC Fair, monthly submittals to local community newsletters (Sugarloaf, Highlands Community), banner displays and postings in the City of San Mateo. Event listings in local community online publications such as the San Mateo Patch.</p> <p>Participation in college fairs/nights, college presentations, application workshops, Concurrent Enrollment Information Nights, CSM high school career days, and Career &amp; Educational Planning Inventory presentations. Delivery of college schedules, concurrent enrollment forms and related materials to county high schools and local community businesses.</p>

Internal Factors	External Factors																																						
<p><b>July 1, 2013 - June 30, 2014</b></p> <table border="1"> <tr><td># Web Trainings</td><td>53</td></tr> <tr><td># Event Calendar listings</td><td>1656</td></tr> <tr><td># Student email (GWAMail)</td><td>101</td></tr> <tr><td># Digital Monitor images</td><td>202</td></tr> <tr><td># Electronic Sign images</td><td>251</td></tr> <tr><td># Portal Ad images</td><td>16</td></tr> </table> <p>In all cases there has been an <b>increase in electronic messaging</b> (<i>note trainings were not summarized in the 2012/13 review so no comparison provided</i>).</p> <table border="1"> <thead> <tr> <th style="background-color: #d3d3d3;">% increase compared to</th> <th style="background-color: #d3d3d3;">FY12/13</th> </tr> </thead> <tbody> <tr><td># Event Calendar listings</td><td>34%</td></tr> <tr><td># Student email (GWAMail)</td><td>54%</td></tr> <tr><td># Digital Monitor images</td><td>38%</td></tr> <tr><td># Electronic Sign images</td><td>12%</td></tr> <tr><td># Portal Ad images</td><td>25%</td></tr> </tbody> </table>	# Web Trainings	53	# Event Calendar listings	1656	# Student email (GWAMail)	101	# Digital Monitor images	202	# Electronic Sign images	251	# Portal Ad images	16	% increase compared to	FY12/13	# Event Calendar listings	34%	# Student email (GWAMail)	54%	# Digital Monitor images	38%	# Electronic Sign images	12%	# Portal Ad images	25%	<p><b>Outreach Statistics</b> <b>June 1, 2013-April 2014</b></p> <table border="1"> <tr><td># Tours/attendees</td><td>90/1004</td></tr> <tr><td># HS College fairs</td><td>23</td></tr> <tr><td># Application Workshops</td><td>5</td></tr> <tr><td># Concurrent Enrollment</td><td>5</td></tr> <tr><td># Community College Presentations</td><td>13</td></tr> <tr><td># served at College Center Student Ambassador Counter</td><td>1019</td></tr> <tr><td># served OCW SP14</td><td>631</td></tr> </table>	# Tours/attendees	90/1004	# HS College fairs	23	# Application Workshops	5	# Concurrent Enrollment	5	# Community College Presentations	13	# served at College Center Student Ambassador Counter	1019	# served OCW SP14	631
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<p><b>Weaknesses</b></p> <p>There are no dedicated resources (staff) for administrative support to the director and staff. Currently this is provided by a student assistant.</p> <p>With the growth of the student ambassador program and increased outreach responsibility for the Program Services Coordinator this has created a bit of an overreach resulting in reduced supervision of the students. This provides less</p>	<p>Community Relations and Marketing supports all mediums of communication. This function primarily resides with the director. Customer service and communication to the public is highly important in confirming the academic excellence, student services support and more specific to the institution. It is a constant challenge to support all external audiences and needs.</p>																																						

	<p>opportunity for student leadership development and training.</p> <p>Though not a weakness of the outreach operation it is a concern that needs to be stated and that is the collaboration and cooperation needed college wide for successful outreach and recruitment of high school students and underrepresented groups. Of great importance are the partnerships with Admissions, EOPS and Financial Aid.</p>	
	<p><b>Internal Factors</b></p>	<p><b>External Factors</b></p>
<p><b>Opportunities</b></p>	<p>Student Ambassador program. The students within this program gain leadership skills, improved confidence and a network of work related skills. The program provides exceptional opportunities for career and personal growth to students. This year the program meet its goal of 10 students participants with 1 student lead.</p> <p>Continued promotion and acknowledgment of the work CSM student ambassadors perform provides opportunities for future CSM students.</p> <p><b>Social Media Stats</b> (as of 3/2014)</p> <ul style="list-style-type: none"> <li>• <b>6,000 Facebook fans</b> (<i>increase of 1,000 since last year</i>).</li> <li>• <b>314 members</b> in the <b>CSM Alumni LinkedIn</b> group (<i>increase of over 100 since last year</i>) along with</li> <li>• <b>1208 Twitter followers</b> (<i>increase of over 400 since last year</i>).</li> </ul>	<p>Our strengths are also opportunities. Already there have been new relationships and opportunities built from within the Advisory Council. The Advisory Council is in its third year and there continues to opportunities for further collaboration and support with college staff and students. This strengthens the outreach to the community for the college and builds the CSM brand.</p> <p>As the CSM student body continues to become more diverse consideration should be given to develop content (web &amp; print) delivery in other languages. Provides better support to some targeted populations.</p> <p>Continue to leverage the college’s online social networking websites such as Facebook, YouTube and Twitter to attract the “Generation Y/Millennials” and “Generation Z”.</p> <p>Conduct focus groups of high school students to gain a deeper</p>



	<p>Additionally LinkedIn launched educational pages last year and we have <b>13,574</b> followers on our college site.</p>	<p>understanding of how CSM is perceived by high school students and what more we can do to attract recent high school graduates.</p> <p>Expanded communication to the community. In the last year the department has extremely expanded its event communication messaging (source CSM Event Calendar) to include messages on CSM building monitors, electronic boards, postings to local online publications such as, San Mateo Patch, Zvents, SMCU monitors, local newsletters and more. This provides increased opportunities for community participation and awareness.</p>
<p><b>Threats</b></p>	<ul style="list-style-type: none"> <li>• Outreach and High School relations has done more with less. While the current model has been effective and efficient, it relies on one program coordinator/manager and 8-10 full-time students.</li> <li>• Events are scheduled at times when most Ambassadors have class. As an educational institution, it is important to be mindful and empathetic of the fact that they are students first. While they do great, effective, and efficient work, it is unrealistic to expect them to be as reliable and accountable as a staff member who could provide support at events and workshops that often have 40 students or more.</li> <li>• In past years and now, Outreach and High School</li> </ul>	<ul style="list-style-type: none"> <li>• High school and community workshops often have 45-60 students to 1 coordinator.</li> </ul>

	<p>Relations has partnered with Financial Aid and EOPS on outreach, but those departments also have a commitment to current CSM students and are not always available to assist in the outreach and recruitment for new students.</p> <ul style="list-style-type: none"><li>• College of San Mateo has been a leader in outreach and recruitment and has been the most accessible campus to high schools and the community for application workshops, tours, presentations, and events. In order to maintain this rapport with the community and high schools and continue to implement the College's mission of embracing diversity and goal of student success effectively and efficiently, staff resourcing is critical to supplement the current work of the College Recruiter and Student Ambassadors.</li><li>• The director position is often stretched to the maximum in supporting primary, as well as backup work function such as, department leadership, management, administration, communication to internal and external audiences as well as providing conceptual development for new projects with the team.</li><li>• Also, ad-hoc support for commercial facilities rental</li></ul>	
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	<p>needs specific to video/film/photography.</p> <ul style="list-style-type: none"> <li>• The visual communications coordinator’s position has changed over the last 4 years. Currently this position provides invaluable support for design, vision and production for print development. Additionally this position leads photography production and compilation. Components of this work can be supported by other staff but the design work and photography would require outsourcing.</li> <li>• Demand for video development, consulting, production and implementation. Currently no dedicated resources to support.</li> </ul>	
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**IV. GOALS, ACTION STEPS, AND OUTCOMES**

**4.1 What are the Goals and Objectives for the unit?**

Each year we develop specific goals and objectives for the department. Below are the major goals and objectives for 2013-14.

1. **Expand Explore CSM website video gallery.**
2. **Career and Educational Planning Workshops** – pilot implement of the online Career and Educational Planning Inventory (CEPI) tool with the local high schools.
3. **Student Ambassador Leadership Conference** – host a conference facilitated by the outreach coordinators and recruiters at College of San Mateo, Skyline College and Canada College.
4. **Create an accompanying (guide/tour) piece** to showcase the pictorial historical display in College Center.
5. **Continue to expand and integrate the role of the Outreach Advisory Council members** with CSM Outreach.
6. **Create a comprehensive overall resource guide** for CSM Community Relations and Marketing print, communication and web functions.

7. **Continue to explore developing alumni programs, events and communications** in collaboration with the SMCCC Foundation.
8. **Develop an enhanced interactive campus map utilizing ‘google’ technology.**
9. **Create new (web) landing pages for: Future Students, High School Students and Student Experience.**
10. **Expand the Student Experience print poster project** to include targeted student posters within other campus buildings.
11. **Develop on-going collaboration and support with all CSM recruiting units** to ensure marketing messages, materials and online tools are in-line with the student and community needs. Increase faculty/staff participation at outreach/recruitment events such as: Operation Welcome Mat, Hillsdale Shopping Center and Connect to College.
12. **Provide a collaborative and supportive environment with the CSM college community to educate CSM employees on the services and work supported by CR & Marketing.** Provide the CSM internal community with enhanced tools (online) to support their interaction with current and potential students.

b. Describe the actions steps the unit will take to meet its goals.

#### **Goals**

1. **Expand Explore CSM website video gallery.** We will continue to populate this video gallery. Current videos on the site are: Transfer Tribute, Learning Center, Biology & Health Science, Film, Athletics, and CSM Virtual Tour. *This is an ongoing activity.*
2. **Career and Educational Planning Workshops.** The CEPI will be piloted and evaluated at Hillsdale High School, Pilarcitos High School, and Pescadero High School. *Target implementation: May 2014.*
3. **Student Ambassador Leadership Conference** – host a conference facilitated by the outreach coordinators and recruiters at College of San Mateo, Skyline College and Canada College. *Target implementation: initial plan summer 2014.*
4. **Create an accompanying (guide/tour) piece to showcase the pictorial historical display in College Center.** Step one will be to confirm the associated descriptive content available for each picture displayed. The descriptive content will be correlated to the pictures with location indication (i.e. College Center 2<sup>nd</sup> floor display). Currently we’re thinking we’d create a small two-fold or tri-fold pamphlet that would be available next to each display and contain complete information for all displays. *Target implementation: tbd (resource dependent; may pursue as a ‘student internship’ opportunity in 2014/15).*
5. **Continue to expand and integrate the role of the Outreach Advisory Council members with CSM Outreach.** This is an ongoing goal with the continued development of the advisory council, their role and their participation with CSM Outreach. The director and the college recruiter continue to work directly with the council to introduce outreach and in-reach activities as well as promote their input and ideas specific to CSM Outreach. *This is an ongoing activity.*
6. **Create a comprehensive overall resource guide for CSM Community Relations and Marketing print, communication and web functions.** Much of this content is available today via the department website but resides within individual areas specific to the function. The first step is to review our current web documented content and then compile

into one comprehensive document. This documentation will be reviewed annually and updated as new processes and procedures are put into place. *Target implementation:* tbd (resource dependent; may pursue as a 'student internship' opportunity in 2014/15).

7. **Continue to explore developing alumni programs, events and communications in collaboration with the SMCCC Foundation.** The CSM LinkedIn Alumni group was setup over three years ago and is currently a closed group (individuals have to ask to join) with **314 members as 3/30/14**. Continued conversations are conducted with the Office of Student Life and other college staff to explore alumni development. The CR&M director administrates the CSM Alumni LinkedIn group providing topical content specific to college activities and opportunities. *This is an ongoing activity.*
8. **Develop an enhanced interactive campus map utilizing 'google' technology.** Complete the refresh of the CSM Interactive Map. Design and implement a new interactive map layout utilizing google technology. *Target implementation:* mid-late 2015.
9. **Create new landing pages for: Future Students, High School Students and Student Experience websites.** The team has already begun to discuss concepts and ideas for these new pages. Continued research of targeted content and navigation for implementation will continue through spring 2014. Based on research a design will be built out and tested. Once tested the new pages will be launched live. *Target implementation:* late Fall 2014 to early Spring 2015
10. **Expand the Student Experience print poster project to include targeted student posters within other campus buildings.** Prioritize and confirm the next on campus location for posters; this will need to be done in hand with Cabinet as there is financial dependencies for implementation. Once Cabinet has determined priorities for next phase of on campus implementation and confirmed financial.
11. **Develop on-going collaboration and support with all CSM recruiting units to ensure marketing messages, materials and online tools are in-line with the student and community needs.** Increase faculty/staff participation at outreach/recruitment events such as: Operation Welcome Mat, Career/College outreach and Connect to College. This is an ongoing activity.
12. **Provide a collaborative and supportive environment with the CSM college community to educate CSM employees on the services and work supported by CR & Marketing.** Provide the CSM internal community with enhanced tools (online) to support their interaction with current and potential students. This is an ongoing activity.

**C. Assessment of goals.**

1. **Expand/update Explore CSM website with a video gallery.** Expected outcomes for this project are an increased awareness of CSM's academic programs. By providing targeted videos you give potential students/community members an opportunity to access visual information about CSM remotely. The video gallery complements our in-person outreach, on campus reach and enhances our website information.
2. **Career and Educational Planning Workshops.** Expected outcomes are a greater understanding by high school students of their potential major and career options. Assists students in making educational choices for the future.

3. **Student Ambassador Leadership Conference** – increased community outreach for all of San Mateo Community College district students. Provide professional development for student ambassadors district-wide. The conference will build rapport between the colleges and provide consistent training for the students while serving the best interests of our students, high schools and community constituents.
4. **Create an accompanying (guide/tour) piece to showcase the pictorial historical display in College Center.** Increased public relations and communication to our internal and external audiences of the history of CSM. Provide confirmation of the continued academic excellence of the institution through history.
5. **Continue to expand and integrate the role of the Outreach Advisory Council members with CSM Outreach.** Expected outcomes are a richer experience for our advisory council members, continued community contribution and awareness to the CSM Outreach program.
6. **Create a comprehensive overall resource guide for CSM Community Relations and Marketing print, communication and web functions.** Expected outcome is a comprehensive understanding of College of San Mateo's writing style and brand. Consistency in our written messaging strengthens and supports the brand of the institution to all audiences. Additionally the resource guide will provide improved understanding by all college employees of the services and resources provided by CR & Marketing department.
7. **Continue to explore developing alumni programs, events and communications in collaboration with the SMCCC Foundation.** Expected outcome is an increased connection between the college and alumni that contributes to continued outreach (additional ambassadors for the college), enrollment and strengthens the image of the institution.
8. **Develop an enhanced interactive campus map utilizing 'google' technology.** Provides web users options for way finding as well as supports a quick overview of college programs and resources. Reflects a position view of the college specific to our use of current technology.
9. **Create new landing pages for: Future Students, High School Students and Student Experience websites.** Expected outcomes are increased 'hits' to these landing pages that are directly related to enrollment. With a new updated 'interactive' look we demonstrated to our future students we're an innovated institution, current with the times while reinforcing our comprehensive academic foundation and longevity in delivery educational services.
10. **Expand the Student Experience print poster project to include targeted student posters within other campus buildings.** Expected outcomes is reinforcement of the College of San Mateo student experience. By showcasing our students' success we promote the institution which ultimately provides a 'future' reflection for potential students that it could be my 'future' success!
11. **Develop on-going collaboration and support with all CSM recruiting units to ensure marketing messages, materials and online tools are in-line with the student and community needs.** Expected outcome is a clear understanding by our students and community of the mission of the college (no matter who they contact at the college).

Assessment and evaluation of events, tracking participation and outcomes is built into annual review and department goals and objective setting.

- 12. Provide a collaborative and supportive environment with the CSM college community to educate CSM employees on the services and work supported by CR & Marketing.** Expected outcome is a clear understanding by our staff on all the services and work supported by CR & Marketing. Increased understanding and usage of our services will support and hopefully streamline college employees work load. We are here to assist the institution overall and invite feedback from staff via department presentations, email communication and one on one conversations.

**V. SUMMARY OF RESOURCES NEEDED TO REACH GOALS**

**5. 1 Describe Resources Requested**

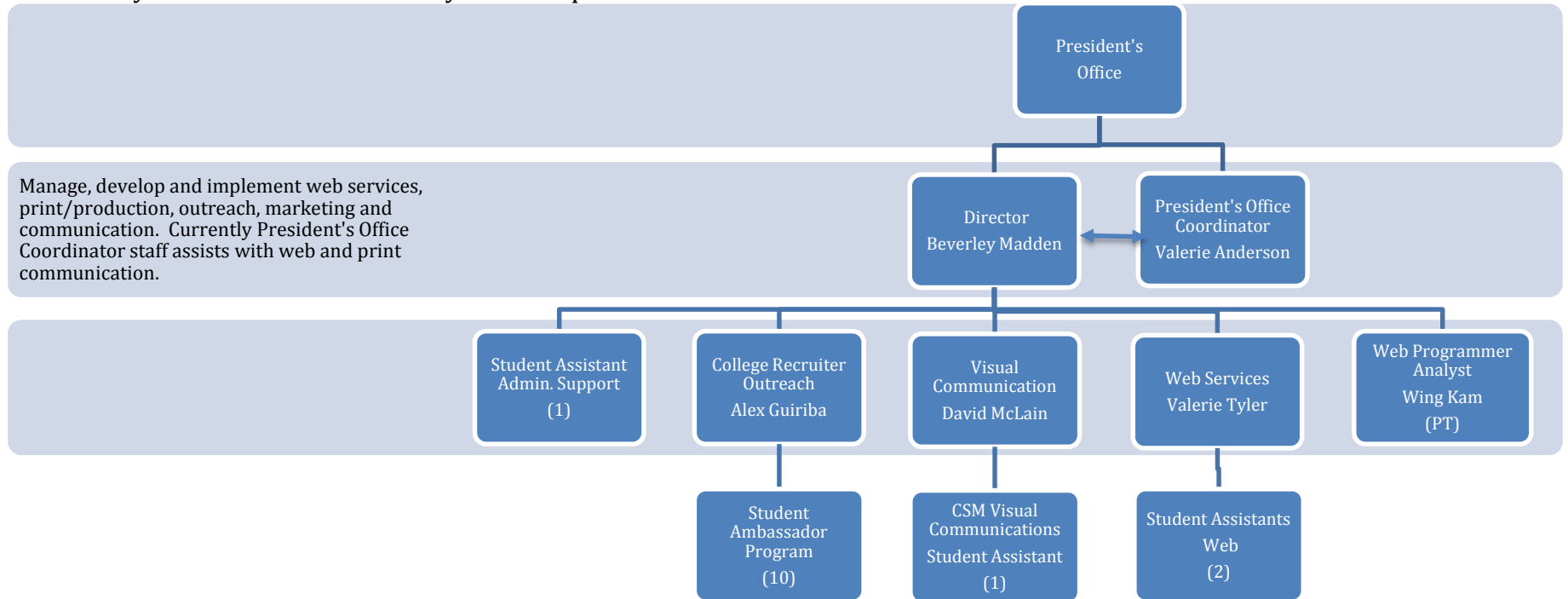
Positions Requested	Expected Outcomes if Granted	Expected Impact if Not Granted
1. Full time Web Programmer Analyst 2. Office Assistant II (+/- 20 hrs.)	1. Permanent and consistent support and maintenance for web programming to meet institutional needs. Permanent support and full time liaison to district ITS. 2. Lightening the workload (hours) currently put in by the Director to maintain adequate administration and support for the department. Improved Community Outreach and High School Relations. Much of the day to day supervision of Community Outreach performed by the Student Ambassador must be provided by the Director during 'peak times'. Adequate front desk support for the department for internal and external	1. Limited support for web programming needs and demands for maintaining, developing and creation of web programming. Provision of a lesser quality CSM website and functions. Dependent on district ITS already 'full plate' for support services and maintenance. 2. More hours put in by the Director to ensure student supervision, day-to-day email/phone call coverage as well as service for internal/external department inquiries. Delay of core function deliverables.  College recruiter will continue to be stretched

	<p>visitors; thereby not pulling the Director or professional staff from their priorities.</p> <p>The position will assist the college recruiter with the load of over 3,000 clients per year who include students, high school staff/faculty, parents/guardians, and community organizations.</p> <p>The position will assist the on campus supervision of the Student Ambassador program and logistics of distribution of collateral on campus and in the community—this is especially important because during peak outreach times - September to November and January to May, (<i>the College Recruiter spends 60-70% of time working at local high schools and community outreach locations.</i>) The position is critical to supplement the current work of the College Recruiter and Student Ambassadors.</p>	<p>to support all high school outreach requests – <b><i>some requests and high schools will not be served appropriately.</i></b> This lack of resources <i>impacts the college's success rate and ultimately our goal to provide 'high touch/high tech' support to our students.</i> Potentially will result in <b>lost opportunities to recruit interested students.</b></p>
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## 5. 1 Community Relations and Marketing – Reporting Structure

The director for College Business Development, Marketing, Outreach and Communications has institutional responsibility for all marketing, publications/production, internal and external communication, community outreach and relations (including the student ambassador program), development and planning of web services and is the communication officer for EOC. Additionally the director assists facility rental inquiries for external commercial rentals.



## VI. PROGRAM REVIEW PARTICIPANTS AND SIGNATURES

**Date of Program Review evaluation:**

**Please list the department's *Program Review and Planning* report team:**

Primary program contact person: Beverley Madden  
Phone and email address: ext. 6538; maddenb@smccd.edu  
Administrators: Beverley Madden

 Recoverable Signature

**X** Beverley Madden

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Beverley Madden  
Director, College Business Development, Marketi...  
Signed by: maddenb@smccd.edu

**April 18, 2014**

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*Primary Program Contact Person's Signature*

*Date*

## **Description of Community Outreach/College Recruitment Services:**

### **College Nights/fairs**

Representing CSM at the local college fairs, and on numerous occasions, representing CSM, SMCCCD, or the CCC system at off Campus College Night events is critically important to the recruitment process and in being successful at creating awareness of the many the unique enrollment opportunities and benefits of enrolling in colleges like CSM. As you can see below, just one College fair, can produce an unbelievable opportunity to make great connection with potential students. Historically, CSM has always been active participants at community events like College Nights & College fairs and the College is considered a go-to resource for the community for all things community college related.

### **Community College/ CSM Presentations**

Whether it is presenting at a local high school college night or during the day presenting in front a senior class, it is a critical function of outreach program that we do everything we can to inform student and parents about the wonderful opportunities which are available at local community colleges like CSM. This activity goes far beyond the enrollment generated from this recruitment activity, because it is really about reeducating a local population to appreciate and value the unique enrollment opportunities available at their local community college; that they will carry this renewed appreciation for many years that their sons or daughters are enrolled in high school, and that they will “tell a friend” about their new and positive perspective they now have about the community college system, and the great opportunities that are available to them. Examples of such special opportunities include the College Connection Program. Historically, we have always taken an active role in making Community College/CSM Presentations at high school and other special scheduled events.

### **Phone/E-mail/and individual meetings with students**

Provided information regarding applications, enrollment, prerequisites, important dates, placement testing, and matriculation steps to thousands of high school students, parents, and high school counselors

### **Concurrent enrollment (summer, fall, spring)**

In 2013-14, Finausina Tovo of Admissions and Records and I have assisted more than 1,000 of students with advice on, and the screening and approval of, the College Connection Concurrent Enrollment forms.

### **CSM/SMCCCD Application Workshops**

Conducted over 30 application workshops helping student apply to CSM’s Priority Enrollment Program and for Priority Enrollment at the other SMCCCD campuses. In 2013-14, more than 400 students signed up for the Priority Enrollment Program (PEP).

### **Campus Tours**

In 2012, the Community Relations & Marketing department created an automated system for groups and individuals to request tours: <http://collegeofsanmateo.edu/tours>.

A majority of group and individual tours are led by Student Ambassadors and the College Recruiter. In 2013-14, more than 90 group and individual tours were done for approximately 1,000 students at College of San Mateo. Each tour consists of a holistic and comprehensive look at College of San Mateo's student services and caters to the academic interest of each prospective student. In addition to the student services and instructional program overview, students, parents and high school/community staff are exposed to the wonderful campus environment and are given the opportunity to interact with CSM faculty, staff, and students.

### **Student Ambassador Program**

Student Ambassadors serve as liaisons between the College and local high schools, give campus tours and assist with on campus activities such as Operation Welcome Mat and Connect to College; they also represent the College at community events and mentor students at local high schools on a weekly basis.

Student Ambassadors represent the diversity of College of San Mateo and major in various disciplines including Engineering, Chemistry, Sociology, Psychology, Philosophy, Economics, Computer Science, Administration of Justice, and more.

Ambassadors have received associate's degrees and certificates and have transferred to schools such as the UC Berkeley, UCLA, UC Davis, UC San Diego, UC Santa Cruz, San Francisco State University, Cal State East Bay, San Jose State University, the University of Texas-San Antonio, and the University of Southern California.

8-10 Student Ambassadors is ideal for outreach coverage and the ratio to staff is manageable in this range.