

## 7. Continuing Education/Professional Development

### A. What continuing education and/or professional development activities have program/unit members attended during the current cycle?

The educational conferences and workshops that the Director has attended include: 1) The Community College Public Relations Organization (CCPRO)'s Annual Conference and Pre-conference workshop on Leadership Training in San Diego, CA (04/22/15 – 04/24/15); 2) "An Enrollment Management Workshop for District Teams" at Riverside City College hosted by the State Chancellor's Office (CCCCO) and the Association of Chief Business Officials (ACBO); and 3) The CASE Conference for Community College Advancement in Anaheim, CA (10/01/15 – 10/03/15). In addition, the Director has also participated in online training from: 1) FEMA's Emergency Management Institute regarding the NIMS Public Information Systems; and 2) The CA Dept. of Education's Mandated Reporter Educators Training.

### B. How did this benefit your department and the College?

The benefits of the educational conferences and workshops have been substantial because they have been focused on the best practices for Community Colleges in: 1) Public Relations; 2) Enrollment Management; and 3) College Advancement (Alumni Relations and Fundraising). The Director is a professional communicator/marketer, but the trends and new developments in these subjects are continually evolving, so attendance at these educational events is important to keep the department up-to-date and aware of the trends and technology available. For example, at the CCPRO conference the Director was able to attend workshops that examined case studies of organizations that have had to respond to extreme public criticism of their programs and/or practices. It was helpful to learn the strategies that were developed and the tools used to get the true story out to the public. At the Enrollment Management workshop the Director learned about the important role of Marketing and P.R. and how it relates to successful Enrollment Management. Current successful methods of student recruitment were shared during the workshop that will influence the way that BCC will recruit students in the future. At the CASE conference current strategies for engaging alumni were explored using Social Media (LinkedIn, Facebook, and Instagram). Another session went through all of the steps/phases of an alumni location/identification campaign by the Victor Valley Community College District which illustrated both positive approaches and negative pitfalls that they encountered in securing valid names and contact information. This will be helpful in BCC's alumni engagement strategy/planning. In addition to lessons learned, the Director made several "mentoring" connections with other Directors at Community Colleges that will facilitate collaboration and make available a library of communication resources and tools that should accelerate the progress of BCC's Public Relations and Marketing.

### C. What are the plans for continuing education and/or professional development in the upcoming cycle?

Plans for continuing education/professional development in the PIO will be for the Director to attend at least two job-relevant conferences per year.