

# Non-Instructional Program Review – Annual Update Template

## Service Area/Administrative Unit

Service Area/Administrative Unit Name: Public Information Office

Submitter: Amanda Simpson

Academic Year: 2022-2023

Annual Update #1  #2

***An Annual Update must be submitted each year that a Program Review is not submitted.***

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## I. Progress on Service Area/Administrative Unit Outcomes (SAOs/AUOs)

A) List the Service Area Outcomes (SAOs) or Administrative Unit Outcomes (AUOs) for your unit:  
***(These should be carried forward from your full Program Review, or from your Annual Update #1 if revised since your full Program Review)***

1. Number of requests, combined with production time, and time to complete
2. Ensures that the College communicates effectively with the campus and external community
3. Establish Barstow Community College's known presence in the Community

B) Summarize the progress your unit has made on SAO/AUO measures over the past year:

1. This is year one of the work order system, giving us a base point, however we can see that the process allows for quicker turn around time on all requests. Publicity Requests in paper form with signatures previously took up to 2 weeks to get approved PRIOR to submission to PIO, with the work order system we can see same day if not 24 hour approvals on these requests. This allows information to get out to students, staff, faculty, and community faster.

2. Through the direct marketing campaigns, which began running in January of 2022, we have been able to see how effective different types of campaigns are by targeting segmented groups and tracking open and response rates.

3. Increasing our known presence in the community of Barstow began with increasing our physical presence at the same time. Working with the Outreach team, we were able to attend all BUSD Back to School nights in August, as well as 2 in SVUSD. BCC also participated in monthly events through the City of Barstow and Yermo/Dagget areas. Marketing dollars have also been invested in Billboard advertising in our service area, as well as signage in community partner businesses.

C) Describe any improvements made by your unit as a result of the outcomes assessment process:

- 1) What did you learn from your evaluation of these measures?

By implementing processes, increasing visibility, and communicating effectively, we are able to work towards our goals and see positive impacts. We are able to see what is working and what is not working in a more effective manner, allowing changes to be made in a timely manner, rather than delayed.

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- 2) What improvements have you implemented as a result of your analysis of these measures?  
We continue to make improvements on the work order system that allow for a simple submission process, as well as create tutorials for use of the work order system (coming January 2023 to the PIO webpage on the BCC website).

Continue to implement BCC brand themes across campus; pole banners (install by January 2023), paint colors in buildings (color template), Viking Athletic brand (color use)

- 3) What improvements do you plan to implement as a result of your analysis of these measures? (***List any resources required for planned implementation in Section III “Resource Requests”***)  
To evaluate our known presence in the community, we are looking into a community survey, possibly partnering with the Barstow Area Chamber of Commerce to help distribute.

To effectively communicate with the campus and external community, we are looking to upgrade the digital marquee signs at the entrances of campus (see BAP), as well as explore advertising outlets such as local channel 6, more billboards, and increase radio interviews throughout the service area to widen our reach.

### II. Progress towards Achieving Goals

***For Existing Goals, copy and paste each goal from your Program Review, or from your Annual Update #1 if revised since your full Program Review.***

#### Existing Goal 1

1. Increase effectiveness informing the public/stakeholders about news and events at the college.

#### *Progress*

The Public Information Office has increased the visibility of college news and events by expanding the outlets used to disseminate the information. In addition to the social media platforms already used on a regular basis (Facebook and Instagram), we have added Twitter and LinkedIn into a more regular rotation to reach not only current and prospective students, but also the surrounding community, prospective employees, and collaborative partners. We have increased advertisements in the local TidBits newspaper, which now include articles by students and press releases.

A full report of all college events and important dates is provided to the Barstow College Foundation board at their monthly board meeting. Members of the BCF Board include donors, business owners, city officials, those who can help share the College and its happenings with the community.

Attending monthly Barstow Area Chamber of Commerce programs where announcements are made, as well as connect with new and existing business owners.

Added a new section to the BCC website where press releases and college announcements are shared. This area of the website is shared with stakeholders and members of the media.

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Requesting to upgrade/replace the digital marquee signa at the entrances to campus to assist in accomplishing this goal. BAP and Technology Assessment attached.

*Resource Requested?*

Yes

### Existing Goal 2

Improve communication processes and policies throughout the college community, to include staff, faculty, and students.

*Progress*

Implementation of Happy Fox Work Order System, with over 300 work orders placed and completed between January 1, 2022 and December 1, 2022.

*Resource Requested?*

Choose an item.

### Existing Goal 3

Work in partnership with the executive leadership at the college on Brand Building.

*Progress*

Creation of and roll out of Signature Generator to improve branded email messaging both internally and externally.

Business Card design updated to reflect College theme.

Survey and Focus Groups have been completed for a Board approved Viking Mascot.

*Resource Requested?*

Choose an item.

### Existing Goal 4

Click or tap here to enter text.

*Progress*

Click or tap here to enter text.

*Resource Requested?*

Choose an item.

### Existing Goal 5

Click or tap here to enter text.

*Progress*

Click or tap here to enter text.

*Resource Requested?*

Choose an item.

**For New Goals, complete the below information.**

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## New Goal #1

To increase and improve website visits and user experience.

### *Objective 1*

Create a user experience free of errors and redirects.

#### Actions, Tasks

Provide professional development opportunities to the Website Design Specialist that will allow for us to be trained and educated on the Drupal website platform.

#### Outcomes, Measures, Assessment

A decrease in site errors will assist in the measurement of this goal. We can assess through reports we are able to run through the website, with a comparison base of 2020 when the BCC website launched on the Drupal platform.

### *Objective 2*

Click or tap here to enter text.

#### Actions, Tasks

Click or tap here to enter text.

#### Outcomes, Measures, Assessment

Click or tap here to enter text.

### *Objective 3*

Click or tap here to enter text.

#### Actions, Tasks

Click or tap here to enter text.

#### Outcomes, Measures, Assessment

Click or tap here to enter text.

*Alignment to BCC Strategic Priority (Select at least one but also choose all that apply – click Choose an item for the drop-down list to appear)*

Choose an item.

Choose an item.

Choose an item.

Choose an item.

## New Goal #2

Click or tap here to enter text.

### *Objective 1*

Click or tap here to enter text.

#### Actions, Tasks

Click or tap here to enter text.

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Outcomes, Measures, Assessment

Click or tap here to enter text.

*Objective 2*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Objective 3*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Alignment to BCC Strategic Priority (Select at least one but also choose all that apply – click Choose an item for the drop-down list to appear)*

Choose an item.

Choose an item.

Choose an item.

Choose an item.

New Goal #3

Click or tap here to enter text.

*Objective 1*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Objective 2*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

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### *Objective 3*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Alignment to BCC Strategic Priority (Select at least one but also choose all that apply – click Choose an item for the drop-down list to appear)*

Choose an item.

Choose an item.

Choose an item.

Choose an item.

### New Goal #4

Click or tap here to enter text.

### *Objective 1*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

### *Objective 2*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

### *Objective 3*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Alignment to BCC Strategic Priority (Select at least one but also choose all that apply – click Choose an item for the drop-down list to appear)*

Choose an item.

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Choose an item.

Choose an item.

Choose an item.

### New Goal #5

Click or tap here to enter text.

#### *Objective 1*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

#### *Objective 2*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

#### *Objective 3*

Click or tap here to enter text.

Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

*Alignment to BCC Strategic Priority (Select at least one but also choose all that apply – click Choose an item for the drop-down list to appear)*

Choose an item.

Choose an item.

Choose an item.

Choose an item.

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III. Resource Requests: What does the area need to meet its goals and objectives?  
List all significant resources needed to achieve the objectives shown in your action plan, including personnel, training, technology, information, equipment, supplies, and space. Every request for additional resources must support at least one objective.

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Also list any resources required to implement planned improvements.

**IMPORTANT: A [BUDGET ALLOCATION PROPOSAL](#) must be completed and submitted for EACH new resource requested.**

Goal #	Objective #	Resource Required	Estimated Cost	BAP Required? Yes or No	In No, indicate funding source
1	2	Updat and replace Watchfire marquee signs at entrances of college.	\$46,739.13	Yes	unknown
New Goal #1	1	Annual attendance of DrupalCon by Website Design Specialist	Click or tap here to enter text.	Yes	unknown
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.





## BUDGET ALLOCATION PROPOSAL

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1. Why is the request being made?

Marquees are no longer able to be serviced and supporting software cannot be updated as they are out of date, parts are no longer made to support the repairs needed.

2. a) Where in the Program Review/Annual Update is the request supported? Include the text from the Program Review AND cite the applicable section number(s).

This request is supported in the SAOS under #2:  
Ensures that the College communicates effectively with the campus and external community

b) Explain how the request is supported with information gathered from the assessment of outcomes (Student Learning Outcomes, Program Level Outcomes, Service Area Outcomes, or Administrative Unit Outcomes).

This request is supported through the number of Publicity Requests received in the PIO Work order system. College departments, programs, and clubs have submitted 84 publicity requests since January of 2022, within these requests is placement on the front entrance marquees.

c) How was this included in the Area Goals section of your Program Review? Please cite section/item number and include the text.

Section II, Existing Goal 1- Increase effectiveness informing the public/stakeholders about news and events at the college

3. If this item is approved, what departments or resources are needed, or would be affected, when implementing or developing it, on both a short-term and a long-term basis? Have they been notified?

Example: [Technology Assessment Form](#)

*(This question is not required for Personnel/Staffing requests.)*

Some support from IT and M&O will be required but the main support will come directly from the Public Information Office and the vendor. IT and M&O already provide the support to this area, no changes in support will be required with the upgrade.

4. a) How will this resource improve student success or institutional services?

The upgraded sign will be more visible to those entering the BCC campus and the updates to the technology will allow for expanded messaging to be displayed.

b) What data will you gather and analyze to demonstrate that your proposal is meeting this goal(s)?

Data will be gathered through the PIO Work Order system and analyzed by the number of publicity requests and type of publicity requests submitted.

## BUDGET ALLOCATION PROPOSAL

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- 5) Describe how your request is aligned with as many of the college's strategic planning documents as applicable. (If the request does not align with a document, indicate N/A.)

Please be specific and provide detail, ensuring a clear correlation between content of referenced document and the request. Cite the section and page numbers where the correlation can be found.

*(Follow the links to access each document)*

1. [Mission Statement](#)

All means of communication work to support the BCC Mission Statement.

2. [Strategic Priorities / Strategic Goals](#)

Strategic Plan #1- Clarify the Path- #8

Strategic Plan #4- Enhance and further an evidence based framework that supports institutional planning and decision-making processes- #5

3. [Educational Master Plan](#)

Page 18- Goal #2

4. Others: Such as [Technology Plan](#) , [Facilities Master Plan](#), [HR Staffing Plan](#), [Professional Development Plan](#)

N/A

# BUDGET ALLOCATION PROPOSAL

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## ADMINISTRATIVE USE

Administrator: \_\_\_\_\_ Title: \_\_\_\_\_

Comments/Recommendations:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Administrator: \_\_\_\_\_ Title: \_\_\_\_\_

Comments/Recommendations:

Unit Priority Ranking: \_\_\_\_\_ of \_\_\_\_\_

**BUDGET INFORMATION**  
*(This section **MUST** be completed)*

Budget Program Number: \_\_\_\_\_  Restricted  Unrestricted

Comments regarding Budget Information: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

BARSTOW COMMUNITY COLLEGE DISTRICT  
Technology Assessment Form for Software and Equipment

**Directions:**

**The requestor will work with the Director of IT and the VP of Administrative Services to complete sections A-E and attach to their Administrative Unit or Program's Budget Allocation Proposal during the Program Review process.**

**A. Purchase Information**

1. Requestor Name	Amanda Simpson
2. Department or Program Name	Public Information Office
3. Equipment/Software Description	Digital Marquee Signs at Entrances to campus and supporting software

**B. Operational Expenses and Detailed Description of Required Services Needed**

1. Software (Description and cost)	Watchfire Software (price bundled)
2. Hardware (Description and cost)	two (2) 41" x 99" single faced 10mm Watchfire display capable of 11 lines/48 characters wide at 4" type (price bundled)
3. Implementation costs	_\$46,739.13
4. Maintenance a) Software b) Hardware c) Programming d) Employee Set-up e) Inventory Control	Maintenance provided by vendor.
5. Subscription or Perpetual License a) yearly cost b) site licensing, per computer or per user licensing.	One-time fee for software is bundled into the total cost of agreement.
6. Who will maintain this product/application? a) Department b) IT Department c) Vendor	PIO will maintain the software application in their office IT will assist in the troubleshooting the communication to the displays. M&O will maintain landscaping around displays. Vendor provides a 1-year labor and 5-year parts warranty.
7. Is the quote attached for the new software/hardware?	Yes
8. Sustainability Requirement	

**C. Describe the Total Cost of Ownership (V.P. of Administrative Services)**

(Include total cost of project, software and equipment (including human resource costs) in description):

Furnish two (2) 41" x 99" single faced 10mm Watchfire display capable of 11 lines/48 characters wide at 4" type. Remove existing displays and dispose. Install new displays in same places. Connect to existing electrical. Communication to sign is cellular broadband for the life of the sign with no additional fees. There is a 1-year labor a 5-year parts warranty included.

**D. Check all boxes to which this purchase applies**

<b>Mission Statement</b> <i>(must apply)</i>	
Barstow Community College is an open-access learning environment that promotes critical thinking, communication, personal and professional responsibility, and global awareness by offering quality courses, programs, and support services.	<input checked="" type="checkbox"/>
Within accreditation standards?	<input checked="" type="checkbox"/>
Maintains fiscal integrity?	<input checked="" type="checkbox"/>
Promotes employee involvement in activities associated with professional responsibilities.	<input checked="" type="checkbox"/>
Increases student engagement, student success and student equity?	<input checked="" type="checkbox"/>
Promotes Workforce and Economic Development within the local community, the district and region?	<input type="checkbox"/>
<b>Strategic Priorities</b> <i>(must apply to at least 1)</i>	
Innovates to Achieve Equitable Student Success?	<input type="checkbox"/>
Ignites a Culture of Learning and Innovation?	<input checked="" type="checkbox"/>
Builds Community?	<input checked="" type="checkbox"/>
Achieves Sustainable Excellence in all Operations?	<input type="checkbox"/>

**E. Acknowledgement of receipt and awareness of terms, conditions, and regulations**

Title	Name	Signature	Date
Initiator Supervisor	Amanda Simpson		
Director of IT	Bryce Prutsos		
Budget Analyst	Terri Walker		
VP Administrative Services	Deedee Garcia		

**F. Approval of Purchase**

Title	Name	Signature	Date
<b>Cabinet Approval</b>			
Superintendent/President	Dr. Eva Bagg		