

# Non-Instructional Program Review- Annual Update Template

## Service Area/Administrative Unit

Non-Instructional Program Name: Public Information Office

Academic Year: Click or tap here to enter text.

Name(s) of Submitter(s): Amanda Simpson

Annual Update #1  #2

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

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## I. Progress on Goals and Outcomes (SAOs/AUOs)

### A) List the 2-3 goals and related outcomes 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. GOAL #1

Increase effectiveness of informing the public/stakeholders about news and events at the College.

##### **Expected Service Area Outcome/Administrative Unit Outcome**

Increased knowledge of College work, accomplishments, and changes, as well as increased attendance at events.

#### 2. GOAL #2

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

##### **Expected Service Area Outcome/Administrative Unit Outcome**

Ensures that the College communicates effectively with the campus and external community.

#### 3. GOAL #3

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

##### **Expected Service Area Outcome/Administrative Unit Outcome**

Establish Barstow Community College's known presence in the Community as well as in the region and the California Community College system.

### B) Have any goals been completed or discontinued?

*If yes, please list the goal and whether it has been completed or discontinued; if discontinued, please explain why.*

Yes

No

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Click or tap here to enter text.

## C) Discuss the actions/strategies related to each goal and your progress on each of these. If you have not begun an(y) action/strategy please list why.

### 1. GOAL #1 Action/Strategies

- Creation of an Annual Report to be distributed to Community Partners, Stakeholders, and Investors.
- Creation of a BCC Newsletter to be distributed to the BCC Service area.
- Increase visibility of BCC events on campus and in the community through use of larger marketing materials in more public places.

#### **Discuss any progress on Action/Strategies.**

- Annual Report build out began in Spring of 2023, with a draft goal of November 2023 for the Board of Trustees to Review, and final draft/distribution goal of January 2024.
- Discussions and development of a BCC Newsletter to be distributed at the end of each semester (December, May, and July). Methods of distribution still being discussed. Will make available in hard copy format and digitally with a home on the BCC website.

#### **Briefly explain how you have been measuring the goal and any notable indicators of forward progress.**

- Not yet measured, but will be measured by the response time of information requested by supporting departments. Timelines will be established with set parameters on which the information is to be submitted to ensure distribution goals are met.
- Increased attendance at events by students and the community.

### 2. GOAL #2 Action/Strategies

Implementation of the Happy Fox Work Order system specifically for PIO area requests.

#### **Discuss any progress on Action/Strategies**

- Monitoring types of requests missing, which ones being utilized the most or not being utilized.
- Creating tutorial on how to submit a Publicity Request to eliminate delays on publicity.

#### **Briefly explain how you have been measuring the goal and any notable indicators of forward progress.**

Number of requests, combined with production time, and time to complete through the use of the Happy Fox Work Order system. Currently in year two of utilizing this work order system, we have seen an approximate 25% increase in the number of requests submitted from 2022, with a turn around time from open ticket to close ticket, on average, of 5 days.

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### 3. GOAL #3 Action/Strategies

Brand Building development and maintenance throughout both campuses and community presence.

#### Discuss any progress on Action/Strategies

- Viking Mascot presented to the Board of Trustees (BOT) in May of 2023; recommendations provided and presented to the Office of the President in June of 2023. New presentation date for BOT pending. Once approved, rollout of the new mascot will begin through marketing efforts in conjunction with Student Services and Viking Bookstore.

- Established color branding of interior paint used by M&O. Worked with previous M&O Director (Interim) to create an approved color palette for interior paint request.

- Discussions on brand presence on the Fort Irwin campus and community began in Summer 2023 with timelines being developed in Fall 2023 for Spring 2024 roll outs.

#### Briefly explain how you have been measuring the goal and any notable indicators of forward progress.

- Mascot progress will be measured by the timeline of Board Approval to presence of approved mascot on the BCC Campus and in the Viking bookstore.

- Interior paint requests since Fall 2022 have been completed with the new brand color palette selection.

### D) List any resources you are requesting for each goal.

1. Goal 1                       Goal 2                       Goal 3

#### *Please list the resource and how it relates to the goal.*

Requesting to upgrade/replace the digital marquee signa at the entrances to campus to assist in accomplishing this goal. As these are located at the main entrances to the College, the need for clear messaging is crucial, as this is often the first physical impression of BCC.

2. Goal 1                       Goal 2                       Goal 3

#### *Please list the resource and how it relates to the goal.*

Requesting the purchase of a plotter printer to allow for larger posters to promote events on campus and around the community. Currently only have the capability to print tabloid size flyers and outsource posters to vendors, when needed. This capability will improve visibility of campus events, application deadlines, and enrollment time lines on campus and in the community.

3. Goal 1                       Goal 2                       Goal 3

#### *Please list the resource and how it relates to the goal.*

Click or tap here to enter text.

# Non-Instructional Program Review- Annual Update Template

## II. New Goals (optional)

*This section is optional and should be used to replace a completed or discontinued goal OR if a new goal has become necessary for the service area or administrative unit.*

### A. NEW GOAL #1

Click or tap here to enter text.

#### Expected Service Area Outcome/Administrative Unit Outcome

Click or tap here to enter text.

1. Alignment to BCC Strategic Priority (*Select at least one but choose all that apply*)

Choose an item.

Choose an item.

Choose an item.

Choose an item.

2. Relationship to Guided Pathways

Clarify the Path

Entering the Path

Staying on the Path

Support Learning

3. Please list actions/strategies for achieving this goal/outcome.

Click or tap here to enter text.

4. Briefly explain how you will measure the goal/outcome.

Click or tap here to enter text.

5. Please list resources (if any) that will be needed to achieve the goal/outcome.

Click or tap here to enter text.

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### B. NEW GOAL #2

Click or tap here to enter text.

# Non-Instructional Program Review- Annual Update Template

## Expected Service Area Outcome/Administrative Unit Outcome

Click or tap here to enter text.

6. Alignment to BCC Strategic Priority *(Select at least one but choose all that apply)*

Choose an item.

Choose an item.

Choose an item.

Choose an item.

7. Relationship to Guided Pathways

Clarify the Path

Entering the Path

Staying on the Path

Support Learning

8. Please list actions/strategies for achieving this goal/outcome.

Click or tap here to enter text.

9. Briefly explain how you will measure the goal/outcome.

Click or tap here to enter text.

10. Please list resources (if any) that will be needed to achieve the goal/outcome.

Click or tap here to enter text.

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# Non-Instructional Program Review- Annual Update Template

### III. Resource Requests:

*What does the area need to meet its goals and objectives?*

*List all resources from Sections I.D and II.10 below.*

*If there was no room on the template to list all resources being requested for a single goal/objective, you may list additional resource requests here. 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/ Outcome #	Resource Required	Estimated Cost	BAP Required? Yes or No	If no, indicate funding source
1	Update program and replace Watchfire marquee signs at entrances of College.	\$50,000.00	Yes	Unknown
1	Purchase of printing plotter and supplies.	\$5,000.00	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.

# BUDGET ALLOCATION PROPOSAL

Date: <u>8/17/23</u>	Originator: <u>Amanda Simpson</u>		
Program or Department Name: <u>Public Information Office</u>			
Dean/Vice President/Supervisor: <u>Dr. Eva Bagg</u>			
What are you requesting? ( <i>Brief</i> )	<u>Replacement/Upgrade College Entrance Marquees</u>		
Amount Requested: <u>\$50,000.</u>	<input checked="" type="checkbox"/> One-time Funding <input type="checkbox"/> Ongoing Funding		
Funding Source (if known):	<u></u>		
<b>REQUEST TYPE:</b>			
<input type="checkbox"/> Personnel/Staffing <i>Complete Personnel/Staffing section below</i> <input type="checkbox"/> OTHER	<input checked="" type="checkbox"/> Technology Resource <i>Complete Technology section below</i>	<input checked="" type="checkbox"/> Facilities Resource <i>Complete Facilities section below</i>	<input type="checkbox"/> Professional Development <i>Complete Professional Development section below</i>

<b>PERSONNEL/STAFFING REQUEST</b>	
Is the position request for:	<input type="checkbox"/> Faculty <input type="checkbox"/> Classified <input type="checkbox"/> Management/Confidential
Is the position requested:	<input type="checkbox"/> A new classification (Attach <i>proposed</i> job description, or <i>detailed</i> list of proposed duties) <input type="checkbox"/> An existing classification <i>Official Job Title:</i> <u></u>
Is the position requested:	<input type="checkbox"/> Full Time <input type="checkbox"/> Part Time: <u></u> Months/Year <u></u> Hours/Week

<b>TECHNOLOGY RESOURCE REQUEST</b>	
Indicate the category of the request:	<input checked="" type="checkbox"/> Hardware <input checked="" type="checkbox"/> Software <input type="checkbox"/> Printer/Copier <input type="checkbox"/> Network <input type="checkbox"/> Audio-Visual <input type="checkbox"/> License/Maintenance
Indicate the intended users:	<input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Staff <input checked="" type="checkbox"/> Other
Is training required?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Explain: <u></u>
How will it be secured?	<input type="checkbox"/> Alarm <input type="checkbox"/> Secure Room <input checked="" type="checkbox"/> Secure Cabinet <input type="checkbox"/> Cable/Lock <input type="checkbox"/> Password
Have you completed and attached the <a href="#">Technology Assessment Form</a> ? Yes	

<b>FACILITIES RESOURCE REQUEST</b>	
Indicate the intended users:	<input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Staff <input checked="" type="checkbox"/> Other
Is maintenance required?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Explain: <u>Landscaping around Marquees</u>

# BUDGET ALLOCATION PROPOSAL

PROFESSIONAL DEVELOPMENT REQUEST				
Indicate the intended users:	<input type="checkbox"/> Students	<input type="checkbox"/> Faculty	<input type="checkbox"/> Staff	<input type="checkbox"/> Other
Do other internal areas/departments need to be involved?				
<input type="checkbox"/> No	<input type="checkbox"/> Yes	Explain: _____		
Is technology needed?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Explain: _____	

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 113 publicity requests since January of 2023, 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.



## BUDGET ALLOCATION PROPOSAL

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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.

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: \_\_\_\_\_

# BUDGET ALLOCATION PROPOSAL

Date: <u>8/17/2023</u>	Originator: <u>Amanda Simpson</u>		
Program or Department Name:	<u>Public Information Office</u>		
Dean/Vice President/Supervisor:	<u>Dr. Eva Bagg</u>		
What are you requesting? (Brief)	<u>Printing Plotter</u>		
Amount Requested: <u>\$5000.00</u>	<input checked="" type="checkbox"/> One-time Funding	<input type="checkbox"/> Ongoing Funding	
Funding Source (if known):	_____		
REQUEST TYPE:			
<input type="checkbox"/> Personnel/Staffing <small>Complete <b>Personnel/Staffing</b> section below</small> <input type="checkbox"/> OTHER	<input checked="" type="checkbox"/> Technology Resource <small>Complete <b>Technology</b> section below</small>	<input type="checkbox"/> Facilities Resource <small>Complete <b>Facilities</b> section below</small>	<input type="checkbox"/> Professional Development <small>Complete <b>Professional Development</b> section below</small>

PERSONNEL/STAFFING REQUEST	
Is the position request for:	<input type="checkbox"/> Faculty <input type="checkbox"/> Classified <input type="checkbox"/> Management/Confidential
Is the position requested:	<input type="checkbox"/> A new classification (Attach <i>proposed</i> job description, or <i>detailed</i> list of proposed duties) <input type="checkbox"/> An existing classification <i>Official Job Title:</i> _____
Is the position requested:	<input type="checkbox"/> Full Time <input type="checkbox"/> Part Time: _____ Months/Year      _____ Hours/Week

TECHNOLOGY RESOURCE REQUEST	
Indicate the category of the request:	
<input type="checkbox"/> Hardware <input checked="" type="checkbox"/> Software <input checked="" type="checkbox"/> Printer/Copier <input type="checkbox"/> Network <input type="checkbox"/> Audio-Visual <input type="checkbox"/> License/Maintenance	
Indicate the intended users:	<input type="checkbox"/> Students <input checked="" type="checkbox"/> Faculty <input checked="" type="checkbox"/> Staff <input type="checkbox"/> Other
Is training required?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes      Explain: <u>On the use of the machine</u>
How will it be secured?	<input type="checkbox"/> Alarm <input checked="" type="checkbox"/> Secure Room <input type="checkbox"/> Secure Cabinet <input type="checkbox"/> Cable/Lock <input checked="" type="checkbox"/> Password
Have you completed and attached the <a href="#">Technology Assessment Form</a> ?	

FACILITIES RESOURCE REQUEST	
Indicate the intended users:	<input type="checkbox"/> Students <input type="checkbox"/> Faculty <input type="checkbox"/> Staff <input type="checkbox"/> Other
Is maintenance required?	<input type="checkbox"/> No <input type="checkbox"/> Yes      Explain: _____

# BUDGET ALLOCATION PROPOSAL

PROFESSIONAL DEVELOPMENT REQUEST				
Indicate the intended users:	<input type="checkbox"/> Students	<input type="checkbox"/> Faculty	<input type="checkbox"/> Staff	<input type="checkbox"/> Other
Do other internal areas/departments need to be involved?				
<input type="checkbox"/> No	<input type="checkbox"/> Yes	Explain: _____		
Is technology needed?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Explain: _____	

1. Why is the request being made?

Requesting the purchase of a plotter printer to allow for larger posters to promote events on campus and around the community. Currently only have the capability to print tabloid size flyers and outsource posters to vendors, when needed. This capability will improve visibility of campus events, application deadlines, and enrollment timelines.

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).

Section D: Goal #1

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).

Increased attendance at events by students and the community.

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

Section C, Goal #1: Increase visibility of BCC events on campus and in the community through use of larger marketing materials in more public places.

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.)*

IT department would be needed to support the install of the computer program and set up of printer in the PIO Department. Once installed and set up is complete, no further support would be needed. Technology Assessment Form attached/submitted.

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

A printer plotter will allow for marketing materials to be printed in a larger format for posting in the community and on campus, resulting in more visibility for enrollment and event marketing.

## BUDGET ALLOCATION PROPOSAL

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

The number of requests submitted for printed materials in poster size through the work order system, as well as placement of QR codes on these items to gather information on visibility.

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](#)

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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: \_\_\_\_\_