

Non-Instructional Program Review Template

Service Area/Administrative Unit Name

Service Area/Administrative Unit Name: Public Information Office

Submitter: Amanda Simpson

I. Area Description

In this section, areas will answer the questions “Who are we? What do we do?” The purpose of this section is to orient the reader/ reviewer to the area and provide context to the program review. This section should be kept short, a few paragraphs at the most.

Mission/Vision

The mission of the Public Information Office (PIO) is to lead the marketing and communication efforts of the Barstow Community College District (BCCD).

Description – short description only

The vision of the Public Information Office is to create a structure and procedures that will ensure clear and consistent messaging and communication between the college, students, alumni, and residents of the Barstow District; and promote this Community College to the Local, State, and National audiences that support and regulate higher education.

Alignment to/ support of BCC Strategic Goal

In alignment with the strategic plan, the PIO department works to promote all programs and services with the goal to increase enrollment and enhance awareness in the BCCD service area.

II. Area Effectiveness

In this section, areas will answer the question “How is the area doing?” by reviewing and analyzing data. The purpose of this section is to evaluate the area holistically in terms of serving the area’s internal and external customers, helping students reach their goals, and furthering the mission of BCC.

For each item below, review the data and look for trendlines, outliers, etc., and provide a short analysis (2-3 sentences) for each. If data are not available (i.e., student satisfaction surveys), indicate that on the form.

Area Data and Analysis

Demographics of internal and external customers – who do you serve?

The PIO serves the following constituencies:

- 1) The PIO Director serves as a communications advisor to the Superintendent/President of the College;

Non-Instructional Program Review Template

2) The PIO Director serves as the principal liaison between the College District and the Barstow College Foundation, and the PIO Secretary assists with Foundation record keeping;

3) The PIO Director provides Public Relations/Information services to the press/media outlets, and all external/public audiences (such as: reporters/editors, community organizations and businesses, PIOs from local/state/national governments, residents of the Barstow District, etc.); and

4) The PIO Director produces marketing campaigns to promote college events and programs to internal (students, staff and faculty), alumni, and external/public audiences;

5) The Web Content Editor serves both internal and external customers as they maintain all information on the public facing website.

Area Organization – state any changes in past few years

- Added Web Content Editor in April 2018

- PT Secretary moved to FT secretary in August 2018

**both positions report directly to the PIO

Staff Professional Development

2019- PIO attended Social Media (day) training.

2019- PIO and Web Content Editor attended the Adobe Max conference to learn and enhance design, creative, and social media skills.

2019- Web Content Editor attended Drupal Conference to learn functionalities of Drupal, the new website platform used to launch website in 2021.

2020- PIO Secretary assigned development training through Vision Resource on basic office skills.

Service Area Outcomes (SAOs) or Administrative Unit Outcomes (AUOs)	Assessment Results – Summary of Data	Use of Results
1. Number of requests, combined with production time, and time to complete.	Not yet available	Not yet available
2. Ensures that the College communicates effectively with the campus and external community	Not yet available	Not yet available
3. Establish Barstow Community College’s known presence in the Community.	Not yet available	Not yet available
4. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Non-Instructional Program Review Template

5. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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Area Effectiveness Data and Analysis

Satisfaction Surveys

Not available

Audits, project tracking, etc.

Not available

Student Equity Data

Specifically address any equity gaps. What innovative plans or projects will help to close these gaps?

Not available

Policies and Process Response

What recent changes in policies, procedures and processes have impacted or will impact your Service Area or Administrative Unit (BCC BP/AP; Federal, State & local regulations; guidelines).

Describe the effect the changes or updates in policies and processes have had on the unit.

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What in-house policies, procedures, and processes need to be updated, created, or deleted?

Created a Publicity Brand Guidelines handbook/pamphlet (digital to print) as a reference guide for all departments in 2020.

Developing a Publicity Request Workflow form to enhance the request of communication to students and the community. Set to launch Fall 2021.

Developing a work order system through HappyFox to request PIO/Marketing/Communication assistance, needs, support.

Developing Signature Line templates to streamline all employee signature lines.

Developing a Social Media policy (with HR) to ensure that employees understand their role as employees of the BCCD.

Collaboration with Other Areas Response

What areas are integral to the work of this area and why?

Provide examples of collaborating with other areas on projects, process improvement, etc.

Enrollment Management is essential to the work of the PIO department as one of our main goals is to promote enrollment to the BCCD service area.

Example: The marketing sub-committee is formed from members of the Enrollment Management committee. Meeting bi-weekly we work together to create promotions, campaigns, and identify target audience to market enrollment to.

What other areas have you worked with?

Provide examples of collaborating with other areas on projects, process improvement, etc.

The PIO department works with most, if not all, departments to ensure communication and marketing of all programs and services is done effectively and with their feedback. Also work with all departments to ensure graphics used are within BCCD brand and theme guidelines.

Non-Instructional Program Review Template

Example (1): CTE rebrand in Summer 2020, met weekly to ensure that brand and theme of BCCD was met, and to understand the goal of the CTE program(s) through all marketing efforts.

Example (2): Developed Homeless and Housing Insecurity Program (HHIP) graphics with the Program Manager to ensure all marketing used fell in line with BCCD brand and theme, as well conveyed the HHIP messaging.

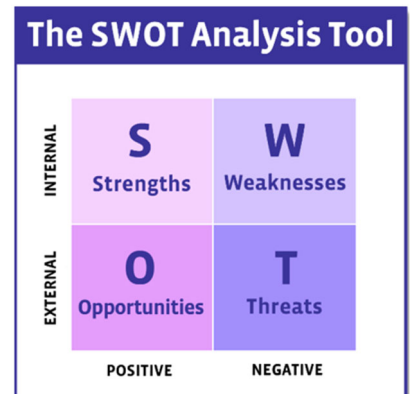
What other areas do you want or need to work with more and why?

The PIO department would like to work more with the Faculty at BCCD to ensure that the marketing done for the classes and programs offered, meets their expectations and correctly describes what they are teaching.

Working closer with current students to ensure that the marketing and communication coming out of the college is in line with their expectations and needs.

SWOT Analysis

Conducting a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is another tool that can help areas evaluate themselves. The SWOT Analysis not only looks internally, but externally as well. The SWOT Analysis provides a way for areas to highlight their accomplishments and also identify possible gaps or issues that need to be addressed.



	Positive/ Helpful	Negative/ Harmful
Internal	STRENGTHS 1. Website design/Launch of new website (3 year project) 2. Creating and maintaining a consistent brand and theme for the College.	WEAKNESSES 1. Increase effectiveness informing the public/stakeholders about news and events at the college. 2. process to archive photos and publications 3. written communication (including but not limited to; press releases, articles, and letters) 4. Calendering of college events and activities
External	OPPORTUNITIES 1. Social Media presence has shown consistent growth from year to year, allowing the reach	THREATS 1. Communication from other departments to students. Training on consistency and professionalism across the

Non-Instructional Program Review Template

	<p>of BCC to go beyond the service area.</p> <p>2. publicity of college events and activities.</p> <p>3. Growth of BCC APP to connect with students and visitors, create a Viking community.</p>	<p>college would improve BCC ratings with current and prospective students.</p>
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III. Area Goals

In this section, areas will answer the question “How can we improve? What do we need to meet our goals?” The purpose of this section is to use data to develop goals and objectives for the next three years.

Reflect on the responses to all the previous questions and the SWOT analysis in Section Two. As you develop goals and objectives,

- Formulate **three to five Area Goals** to maintain or enhance program strengths, or to address identified weaknesses.
 - Cite evidence from assessment data and/or other area effectiveness data.
- Indicate how each Goal is **Aligned** with the College’s [Strategic Priorities](#).
- Identify explicit **Objectives** for reaching each goal.
- Develop **Outcome** statements and appropriate measures for each objective.

GOAL #1

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

Objective 1

Establish a communication timeline for all events, publications, and announcements.

Actions, Tasks

Create a master calendar of events and enrollment dates.

Outcomes, Measures, Assessment

Calendar will be used as a guide for deadlines and submissions to increase effective communication and marketing efforts.

Objective 2

Establish connections with community members, organizations, and stakeholders.

Actions, Tasks

Attend community, organization, and stakeholder events.

Outcomes, Measures, Assessment

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Objective 3

Create/grow distribution list to send news about events, publications, and announcements.

Non-Instructional Program Review Template

Actions, Tasks

Through community, organization, and stakeholder events, create a contact lists of contacts to be used to spread communications about BCC and BCF.

Outcomes, Measures, Assessment

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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)

Strategic Priority 3: Build Community

Strategic Priority 2: Ignite a Culture of Learning and Innovation

Choose an item.

Choose an item.

GOAL #2

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

Objective 1

Establish a digital communication/publicity request form for internal and external communications.

Actions, Tasks

Provide training to managers and staff on how to use, importance of use.

Outcomes, Measures, Assessment

Increased visibility of events, proper notification to students and community

Objective 2

Encourage training of all staff members who communicate with students on email etiquette and professional communication.

Actions, Tasks

Establish timelines in which emails are to be answered.

Outcomes, Measures, Assessment

Increase in positive ratings and feedback from current and prospective students.

Objective 3

Establish a work order system through HappyFox for internal communication and marketing requests.

Actions, Tasks

Provide training to all managers and staff on how to use, when to use, and importance of use.

Outcomes, Measures, Assessment

Implementation will provide insight on work being done through the PIO department, the level of support or training needed to continue this work, as well as timelines and expectations in which this work can be completed.

Non-Instructional Program Review Template

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)

Strategic Priority 4: Achieve Sustainable Excellence in all Operations

Strategic Priority 3: Build Community

Strategic Priority 1: Innovate to Achieve Equitable Student Success

Choose an item.

GOAL #3

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

Objective 1

Develop materials to internally and externally communicate the BCC brand.

Actions, Tasks

Develop branding policy and procedure to be utilized campus wide.

Outcomes, Measures, Assessment

Identifying a brand will improve communications and relationships between college departments, students, and the BCCD service area.

Objective 2

Develop brand identity by working with leadership and the BCC audience/customer, our students.

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)

Strategic Priority 4: Achieve Sustainable Excellence in all Operations

Strategic Priority 3: Build Community

Strategic Priority 1: Innovate to Achieve Equitable Student Success

Choose an item.

Non-Instructional Program Review Template

GOAL #4

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Objective 1

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Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

Click or tap here to enter text.

Objective 2

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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.

GOAL #5

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Objective 1

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Actions, Tasks

Click or tap here to enter text.

Outcomes, Measures, Assessment

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Non-Instructional Program Review Template

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.

IV. Resource Requests: What does the area need to meet its goals and objectives?

Areas can submit their requests for resources by utilizing the Resource Request Form. Requests should be evidence-based and tied to goals and objectives.

This form may also be updated and submitted in Years Two and Three if needed.

Non-Instructional Program Review – Supplemental Form

Progress Towards Achieving Previous Goals

Service Area/Administrative Unit Name

Service Area/Administrative Unit Name: Public Information Office

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I. Progress towards Achieving Goals from Previous Program Review

Goal 1

Produce communications that increase awareness and engagement to external and internal audiences regarding the value of Barstow Community College.

Progress

Monitoring analytics through website visits and social media insights, as well as direct enrollment numbers tied to specific campaigns.

Goal to increase website visits by 25% each year, increase social media insights each year (followers and interactions).

Goal 2

Ensuring brand consistencies throughout the marketing and communication requests submitted by college departments.

Progress

1st year- create work order system (21-22)

2nd year- collect analytics on work orders placed through work order system (22-23)

3rd year- use analytics to improve response and support requested through work order system (23-24)

Goal 3

Establish a set calendar of marketing materials that will go out every year.

Progress

1st year- set up calendar (21-22)

2nd year- modify dates based of timelines from year one (22-23)

*Work with calendar committee on academic calendar dates each year to ensure accuracy of calendar.