

2007-2013 Program Review

Name of department or unit: President's cluster-- Marketing

Supervisor or manager: President Spink Phone Number: x 4010

Name and type of program: College Marketing and Public Information

Please write a brief overview of the program. Align the program with the college goals and strategies.

- To market the institution and its programs in such a manner as to assist students and potential students in making sound choices for their selection of college or program of study.
- To show a 'good face' to the community.
- To ensure a professional appearance, accuracy and consistency in college publications.
- To increase and improve effective internal campus communications

College Goals Served (3,5,7):

- To maintain an environment where students and all college personnel have a voice and an opportunity to participate effectively in governance.
- To collaborate with local and global communities and organizations to enhance opportunities that are beneficial to our students, the college, and its mission.
- To ensure a campus community that values diversity and promotes and encourages a climate of mutual respect, personal and professional growth, effective communication, and teamwork.

College SLO's Served (I,III,V):

- Effective communication skills
- Appreciation of cultural diversity, global awareness and aesthetics
- Information management and technological competence

Number of full-time personnel BY SEMESTER since last review: 0

Number of part-time personnel BY SEMESTER since last review: There is one .5 graphic designer who assists with developing advertisements

Total FTEP BY SEMESTER since last review: .5

Number of support personnel and classifications with history since last review: .5

Students served by semester for the past three years: NA

Accurate information and good PR would serve all students.

SCAN

- Long Term(2007-2017):
 - a. The population of Harbor's service area is projected to grow by 7%, less than the State growth projections
 - b. The population of Harbor's service area is projected to age with a decline in the number of 15-19 year olds
 - c. Conversely, the number of younger students at the college is increasing.
 - d. Asians and Latinos will increase as a percentage of the service area population.
 - e. Number of High School seniors will peak in 2010 and then decline.
 - f. Industries with the highest growth rates:
 - Accommodation & food svcs.
 - Admin. & waste services, environmental svcs.
 - Arts, entertainment, & recreation
 - Educational services
 - Information
 - Professional & tech. svcs.
 - Health Care & social assistance
 - g. By 2010, 90% of K-12 students will have taken at least one online class.
- Short Term(2008-2010):
 - h. Increased student demand—Associate Dean of Research and Planning predicts 7-14% increase in students trying to attend LAHC
 - i. Decreased resources—VP, Administrative Services predicts ??% budget cut.
- Specific to Marketing/Public Information:
 - j. LACCD has March 15th 'ed its Marketing Office
 - k. According to student surveys, the college schedule and web site are more influential in a student's decision to attend the college than direct advertizing.
 - l. There is some evidence that students who chose to attend the college because of the college's ads are less successful than students who chose to attend the college for other reasons.
 - m. The college has one of the highest capture rates in the LACCD.

2007-08 Progress Report

PRIORITY	COLLEGE STRATEGY	OBJECTIVES	ACTIVITIES/TASKS	Status	COSTS
		Enhanced, increased professionalism of college publications	<p>College website- redesigned, classes held for chairs</p> <p>Schedule of classes- consultant brought in; major changes implemented..about 60% thus far</p> <p>Program brochures- VP's to encourage divisions and departments to follow all published guidelines and to seek prior approval before printing</p>	Completed and ongoing Example of the Pace brochure	
		Increase/improve internal communications	<p>Monthly shared perspectives continues</p> <p>On campus workshop held with “world café” to encourage dialogue</p> <p>Campus ‘party’ celebrating new FMO building</p>	ongoing	
		Improve website	<p>Website totally redesigned</p> <p>Further department development needed</p>	Ongoing	

PRIORITY	COLLEGE STRATEGY	OBJECTIVES	ACTIVITIES/TASKS	Status	COSTS
		Develop positive image to the community	<p>Enhanced schedule of classes, mailed to all in area zip codes</p> <p>Athletic functions..new hall of fame which has had major increase in community involvement; Golf tournament upcoming and positive image</p> <p>New buildings- ever present view of new buildings has the community ‘buzzing”</p> <p>Strong high school outreach program- recruitment, college courses in all feeder high schools, cahsee program</p> <p>Traveling theater program with AIDS play and Black history program</p> <p>New classes at Boys/Girls club for staff</p> <p>Firetek Academy for high schools</p>	<p>Dates of completion</p> <p>Ongoing</p>	

2008-10 Plan

PRIORITY	COLLEGE STRATEGY	OBJECTIVES	ACTIVITIES/TASKS	Measureable Outcomes	COSTS
		Enhance Image	Report to Community Investigate sponsoring events (name placement)		
		Info. For students	Continue Web, Schedule, Catalog Activities		
		Professional/Consistent Image	Load templates on new PC's		
		Internal Communication	Pod Cast Vcast		

Quantitative data to support program efficiency and value added: see attached surveys regarding advertising

Qualitative data to support program efficiency and value added:

What areas of the program need strengthening?

Needs a full time public relations specialist

Need staff with expertise in this arena

Publication guidelines are not universally used when brochures are developed

Need more regular communications on campus

What are the strengths of this program?

Staff work hard to make this effort take place

New infusion of dollars spring 08

Summarize program and unit plan modifications necessary for program improvement.

Public relations specialist needed

Identify means to increase use of publication guidelines on campus

Budget for publications needs to be increased

Use of specialist consultant on the schedule and catalogue until staff hired

Alternative means of creatively marketing the college and programs needs to be developed

Attach current Unit Plans.

SUPPORT DOCUMENTATION

The following template is to be used as appropriate to the individual program being reviewed. Additional appropriate documentation can be used as required.

Program: Marketing

Division: President's Cluster

Beginning date of self-study Fall, 2007 Completion date of self-study April, 2008

Self-study committee members is the Cluster committee members

Co- Chairs, Jonathon Lee and Linda Spink

Vice president Abbie Patterson

Vice President Ann Tomlinson

Vice President Bobby McNeel

Dean Kristi Blackburn

Ray Van Dinther

Juanita Naranjo

Carla Muldoon

Bonnie Easley

Bob Richards

Lauren McKenzie

Evelyn Portis

State mission, goals, and student learning outcomes of program:

To market the institution and its programs in such a manner as to assist students and potential students in making sound choices for their selection of college or program of study and to show a 'good face' to the community.

State how the program mission, goals, and student learning outcomes match those of the College:

Marketing informs potential students and the community of ways and means to meet their educational outcomes

State purpose of program: Marketing's purpose is to publicly inform the community of the programs and services available on the campus.

History of program: In 2002 due to budget restraints the position of public relations was eliminated. The secretary in the office of the president handles sending out press releases. However, the history of this college is such that many individuals take it upon themselves to send out press releases without the authority of the Office of the president and to print publications without the approval of their respective Vice President. As a rule, the printed publication guidelines are not followed. The budget has been reduced each year until this past year when additional monies were put into the budget to attempt to increase enrollments. This past fall, a consultant was used to work with the dean responsible for developing the class schedule. Recommended changes were implemented into the Fall, 2008 schedule of classes. Monies were given to the college by the ILWU for publication of a new PACE brochure. These were just implemented using the published guidelines.

Describe any unique institutional goal the program satisfies: NA