**Bakersfield College**

**Comprehensive Program Review**

**I. Program Information:**

Program Name: Marketing and Public Relations

Program Type:  Instructional  Student Affairs  Administrative Service

***Bakersfield College Mission****:* Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

Describe how the program supports the Bakersfield College Mission:

*The Department of Marketing and Public Relations provides essential support to instructional and student services programs which are on the front lines of Bakersfield College’s effort to provide opportunities to students as they seek higher education. In specific, the department provides brand management, marketing planning, media relations, graphic design, customer service, telephone support, crisis communication, advertising, photography, social media, public information, website design, and public relations services to all college departments in order to educate, guide, and lead/drive the direction of their communication efforts in support of Bakersfield College’s mission. This is accomplished through proactive communication with internal and external audiences, and by supplying college departments and services with written and visual content that is essential for effectively communicating and supporting the college’s brand. The department is responsible for providing fairly bid options for advertising, printing, marketing, and communication through skilled negotiation.*

Program Mission Statement:

*The Bakersfield College Department of Marketing and Public Relations creates effective communication tools to drive conversation and provide information on issues important to the college through multiple modalities relevant and accessible to our various audiences.*

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| ***Instructional Programs only:***   1. List the degrees and Certificates of Achievement the program offers 2. If your program offers both an A.A. and an A.S. degree in the same subject, please explain the rationale for offering both. 3. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both. |

**II. Progress on Program Goals, Future Goals, and Action Plans:**

1. List the program’s current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two goals, please duplicate this section.

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| **Current Program Goals** | **Which institutional goals from the 2015-2018 Strategic Directions for Bakersfield College will be advanced upon completion of this goal? (select all that apply)** | **Progress on goal achievement**  **(choose one)** | **Comments** |
| *1. Continue to improve service to college and work toward accommodating and adjusting operational hours to campus needs.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Completed: \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  Ongoing: \_\_\_\_\_\_\_\_\_\_ (Date) | *Should be removed due to split of Graphics and Print Shop. This goal is for the Print Shop and no longer applicable to the Marketing and Public Relations Department.* |
| *2. Maintain ongoing software and computer equipment maintenance and upgrades.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Completed: \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  Ongoing: 9-28-15 (Date) | *This will be an ongoing goal for the Marketing and Public Relations Department in order for our technology to remain current and relevant to support our ability to provide direct service to campus departments.* |
| *3. Ongoing professional development.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Completed: \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  Ongoing: 9-28-15 (Date) | *This will be an ongoing goal for the Marketing and Public Relations Department in order for our technology to remain current and relevant to support our ability to provide direct service to campus departments.* |

1. List the program’s goals for the next three years. Ensure that stated goals are specific and measurable. State how each program goal supports the College’s strategic goals. Each program must include an action plan.

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| **Future Goals** | **Which institutional goals from the 2015-2018 Strategic Directions for Bakersfield College will be advanced upon completion of this goal? (select all that apply)** | **Action Plan** | **Timeline for Completion** | **Lead person for this goal** |
| *1. Work with the college community to strengthen community outreach and college publicity* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Be a clearinghouse of all college advertisements, press releases, brochures, posters, marketing pieces, social media announcements, and website updates.*  *2. Inform college staff and students of community and college events happening on campus.*  *3. Support departments and services in their event planning, outreach efforts, and other strategic initiatives important to student success at Bakersfield College.* | *Ongoing* | *Amber Chiang*  *Francis Mayer* |
| *2. Continue to support and executive a cost efficient and effective marketing plan for the college.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Work with area media to communicate information about the college to the community.*  *2. Expand use of social media sites to enhance communication efforts.*  *3. Support the incorporation of strategic, meaningful advertising that is relevant and accessible to the correct audience.* | *Ongoing* | *Amber Chiang*  *Francis Mayer* |
| *3. Monitor the college’s website and portal to ensure the communication of accurate and current information.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Work with department leadership to maintain current information on web.*  *2. Collaborate with the Program Review committee to make website information verification and update a permanent part of the Program Review process.*  *3. Conduct weekly scans of the college website for compliance issues, spelling, grammar, and broken links.* | *Ongoing* | *Shannon Musser*  *Jason Kobely* |
| *4. Update and communicate Bakersfield College branding guidelines.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Work to create current branding guidelines and distribute information to staff.*  *2. Provide branding consultation support to departments and services using the Bakersfield College logo.*  *3. Create a clearinghouse of branding information and resources on the website.*  *4. Establish a list of trusted vendors for creating materials with the Bakersfield College logo.* | *September 2016* | *Amber Chiang*  *Eric Carrillo*  *Dylan Wang* |
| *5. Develop a general brochure/viewbook for Bakersfield College.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Partner with departments and services to find most relevant information.*  *2. Create simple, friendly brochure/viewbook for distribution to potential students and community members.* | *May 2016* | *Amber Chiang*  *Victor Crosthwaite*  *Dylan Wang*  *Jason Kobely* |
| *6. Conduct service assessment and needs survey of campus community.* | 1: Student Learning  2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | *1. Partner with KCCD Institutional Research to develop survey instrument.*  *2. Assess the campus perception of the department.*  *3. Determine additional needs/services the department can provide.* | *May 2016* | *Amber Chiang* |

**III. Trend Data Analysis:**

Review the data provided by Institutional Research. Provide an analysis of program data throughout the last three years, including:

1. Changes in student demographics (gender, age and ethnicity).

*Not applicable.*

1. Changes in enrollment (headcount, sections, course enrollment, and productivity).

*Not applicable.*

1. Changes in achievement gap and disproportionate impact.

*Not applicable.*

1. Success and retention for face-to-face as well as online/distance courses.

*Not applicable.*

1. Degrees and certificates awarded (three-year trend data for each degree and/or certificate awarded).

*Not applicable.*

1. Other program-specific data (please specify or attach).

*The Marketing and Public Relations Department has entered creative work in several contests through the Public Relations Society of America, the National Council for Marketing and Public Relations, the Community College Public Relations Association, the Association of Marketing and Communication Professionals, and more. While our submissions are meager, we have won five separate awards in the last year and the judges’ score sheets and comments serve as feedback for all our entries.*

1. List degrees and certificates awarded (three-year trend data for each degree and certificate awarded). Include targets (goal numbers) for the next three years.

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| Full Name of Degree or Certificate | 2011- 2012 | 2012- 2013 | 2013- 2014 | 2014- 2015 | 2015- 2016 | 2016- 2017 |
| *Not applicable.* |  |  |  |  |  |  |
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**IV. Program Assessment:**

1. List your Program Learning Outcomes (PLOs)/Administrative Unit Outcomes (AUOs).
2. How did your outcomes assessment results during the past three years inform your program planning? Use bullet points to organize your response.
3. How did your outcomes assessment results during the past three years inform your resource requests? The results should support and justify resource requests for this year.
4. Describe how the program monitors and evaluates its effectiveness.
5. Describe how the program engages all unit members in the self-evaluation dialog and process.
6. Provide recent data on the measurement of the PLOs/AUS., as well as a brief summary of findings.
7. What have the program’s PLO’s/AUO’s revealed or confirmed in the past three years?
8. *If applicable,* list other information, data feedback or metrics to assess the program’s effectiveness (e.g., surveys, job placement, transfer rates, output measurements).
9. How do course level student learning outcomes align with program learning outcomes? Instructional programs can combine questions C and D for one response (SLO/PLO/ILO).
10. How do the program learning outcomes or Administrative Unit Outcomes align with Institutional Learning Outcomes? All Student Affairs and Administrative Services should respond.
11. How did your program address Equity, specifically referencing the achievement gap and disproportionate impact, over this comprehensive cycle?

***Institutional Learning Outcomes***:

*Think: Think critically and evaluate sources and information for validity and usefulness.*

*Communicate: Communicate effectively in both written and oral forms.*

*Demonstrate: Demonstrate competency in a field of knowledge or with job-related skills.*

*Engage: Engage productively in all levels of society – interpersonal, community, the state and the nation, and the world.*

1. Discuss your program’s strengths.

*The Marketing and Public Relations Department is widely connected to campus, providing direct services including web design and editing, graphics design, communication and outreach, and service to students and staff. Our team is skilled, educated, and trained in their areas, and works to provide high-quality services and assistance to all departments on campus seeking materials. We have the necessary technologies and infrastructure to provide cutting-edge work from all areas, and the desire to maintain a high level of work production for all clients.*

1. Discuss your program’s weaknesses.

*Some of the weaknesses associated with the Marketing and Public Relations Department include our lack of communication on departmental services and expertise to the campus community. We need to better inform the campus of the services we provide and how we can help our colleagues achieve their goals. We are also challenged by a lack of understanding by our colleagues of the college’s brand and the appropriate logo usage to maintain a clear and consistent image for Bakersfield College. Finally, we are challenged by customer service perceptions and deficiencies which impact our ability to encourage our colleagues to come to us for services.*

1. *If applicable,* describe any unplanned events that affected your program.

*A significant detriment to the functionality of the Marketing and Public Relations Department are the sheer number of events, activities, and programs that are so vital to student success on this campus. With most projects, the staff involved think about including graphics, web, and communication functions late, and short deadlines often stress our ability to complete other projects in a timely manner. Staff do not understand the timelines involved with the creative process nor the printing process (when applicable) and often do not provide an adequate amount of time for the Marketing and Public Relations team to do quality work on their behalf.*

**V. Resource Analysis:** To request resources (staff, faculty, technology, equipment, budget, and facilities), please fill out the appropriate form. <https://committees.kccd.edu/bc/committee/programreview>

1. Human Resources and Professional Development:
2. If you are requesting any additional positions, explain briefly how the additional positions will contribute to increased student success. Include upcoming retirements or open positions that need to be filled.

*Marketing and Public Relations is not requesting additional positions. However, trends in our industry show increased need for tactical support in video and social media, and as a result, the job descriptions, personnel, equipment, and file storage capabilities of the Marketing and Public Relations Department may need to be reallocated, shifted, or augmented.*

1. Professional Development:
2. Describe briefly the effectiveness of the professional development your program has been engaged in (either providing or attending) during the last year, focusing on how it contributed to student success.

*The Marketing and Public Relations Department has been redesigned in recent months, and we have incorporated different professional development strategies to improve our team. A few examples include:*

* *Staff time to attend all-campus meetings and trainings. While our team is often involved in the production of these events, we make time and arrangements as a team to cover for each other.*
* *Subscription to Lynda.com trainings and tracking of training attended.*
* *Sharing and explaining of duties during staff meetings.*

1. What professional development opportunities and contributions can your program make to the college in the future?

*The Marketing and Public Relations Department can provide the following opportunities for professional development to our campus colleagues:*

* *Writing and editing skills*
* *Use of the Bakersfield College brand*
* *Telephone etiquette*

1. Facilities:
2. How have facilities’ maintenance, repair or updating affected your program in the past year as it relates to student success?

*The Marketing and Public Relations Department is often on the front-line of facilities issues with our need to communicate on issues or provide graphic design services to visually communicate changes. Beyond this, our area is not affected aside from the team being physically separated in three different buildings.*

1. How will your Facilities Request for next year contribute to student success?

*Marketing and Public Relations is not making any facilities requests.*

C. Technology and Equipment:

1. Understanding that some programs teach in multiple classrooms, how has new, repurposed or existing technology or equipment affected your program in the past year as it relates to student success?

*Not applicable.*

1. How will your new or repurposed classroom, office technology and/or equipment request contribute to student success?

*As the Marketing and Public Relations Department provides services to departments on the front lines of student success, our ability to have new equipment is essential to our ability to provide quality, timely, and relevant services to the campus community. It is essential our area have equipment capable of running the modern software we use to create our designs and materials, and that we have the hardware necessary to maintain storage of our photography and file catalog.*

1. Discuss the effectiveness of technology used in your area to meet college strategic goals.

*Current and capable technology is essential to ongoing and quality work from the Marketing and Public Relations Department. Every member of our team relies on state-of-the-art equipment to run our graphics and web design software, a reliable and stable shared drive system for files and photography, and modern and reliable printing equipment to deliver jobs. Our department provides direct service and support to all areas on campus, and it is essential our technology is reliable and modern to meet those service needs.*

D. Budget: Explain how your budget justifications will contribute to increased student success for your program.

*The Marketing and Public Relations Department provides services to programs which are working to support student success. Our budget provides for the creation of materials for instruction and event support, the outreach and community communication necessary to support initiatives and efforts, and the staff support for numerous college programs which need graphic design, web design, and communication support.*

**VII. Faculty and Staff Engagement:**

1. Discuss how program members have engaged in institutional efforts such as college committees, presentations, and departmental activities.

*As we are a direct service department to all other departments and services on campus, the Marketing and Public Relations Department is actively engaged in institutional efforts. A few examples include:*

* *Active participation on college committees, including President’s Cabinet, Administrative Council, Accreditation & Institutional Quality, Safety*
* *Development or supporting development of the Renegade Scorecard, major college publications, and collegewide initiatives*
* *Development of presentations and coordinating logistics for campus-wide meetings, trainings, and conferences*

1. Instruction Only: Discuss how adjunct faculty are included in departmental training, discussions and decision-making.

*Not applicable.*

**VIII. Conclusions and Findings:**

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract/synopsis of your program’s current circumstances and needs.

*The Bakersfield College Marketing and Public Relations Department is essential to the vitality and continued success of all departments on the campus. We provide important service and support, such as: creation of forms for departments to track student progression and completion; to graphic design to support major events and initiative; website, student portal, and social media communication of the various events, activities, successes, and achievements taking place every day at Bakersfield College; internal and external communication to various audiences on the events, activities, achievements, and initiatives that are making student success and completion a priority; development of major college publications and reports; and, providing front-line customer service to students, staff, and the community. We are a versatile and welcoming team that is keenly interested in supporting the success of all departments on campus as we support their work through the services we provide.*

**IX. Forms Checklist (place a checkmark beside the forms listed below that are submitted as part of the Annual Update):**

[Best Practices Form](http://committees.kccd.edu/bc/committee/programreview) **(Required)**

Curricular Review Form **(Instructional Programs Required)**

[Certificate Form](http://committees.kccd.edu/bc/committee/programreview) **(CTE Programs** **Required)**

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[Faculty Request Form](http://committees.kccd.edu/bc/committee/programreview)  [Classified Request Form](http://committees.kccd.edu/bc/committee/programreview)  [Budget Form](http://committees.kccd.edu/bc/committee/programreview)

Professional Development Form  [ISIT Form](http://committees.kccd.edu/bc/committee/programreview)  [Facilities Form](http://committees.kccd.edu/bc/committee/programreview) (Includes Equipment)

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_