**Bakersfield College**

**Program Review – Annual Update**

**I. Program Information:**

Program Name: Marketing & Public Relations

Program Type: [ ]  Instructional [ ]  Student Affairs [x]  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.*

**II. Progress on Program Goals:**

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 (2) goals, please duplicate this section.

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| --- | --- | --- | --- |
| **Program Goal** | **Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)** | **Progress on goal achievement****(choose one)** | **Comments** |
| 1. *Maintain ongoing software and computer equipment maintenance and upgrades.*  | [x]  1: Student Learning [x]  2: Student Progression and Completion [ ]  3: Facilities [x]  4: Oversight and Accountability [x]  5: Leadership and Engagement  | [ ]  Completed: \_\_\_\_\_\_\_\_\_\_ (Date) [ ]  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)**[x]** Ongoing: 9-8-2016 | *This is an ongoing goal for the department to keep our technology current and relevant to support our ability to provide direct service to campus departments.*  |
| 2. *Work with the college community to strengthen community outreach and college publicity* | [x]  1: Student Learning [x]  2: Student Progression and Completion [ ]  3: Facilities [ ]  4: Oversight and Accountability [x]  5: Leadership and Engagement  | [ ]  Completed: \_\_\_\_\_\_\_\_\_\_ (Date) [ ]  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)**[x]** Ongoing: 9-8-2016 | *The department serves as a clearinghouse for all college advertisements, press releases, brochures, posters, marketing pieces, social media announcements, and website updates.*  |
| 3. *Update and communicate Bakersfield College branding guidelines* | [ ]  1: Student Learning [ ]  2: Student Progression and Completion [ ]  3: Facilities [x]  4: Oversight and Accountability [x]  5: Leadership and Engagement  | [ ]  Completed: \_\_\_\_\_\_\_\_\_\_ (Date) [ ]  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)**[x]** Ongoing: 9-8-2016 | *The department seeks to create branding guidelines and distribute that information across the campus community. We will also provide consultation support using the BC logo. Our college right now suffers greatly from a lack of brand identity and lack of cohesive logo usage; we must strive to get full buy-in on our official branding policy.*  |

1. List new or revised goals (if applicable)

|  |  |  |
| --- | --- | --- |
| **New/Replacement Program Goal** | **Which institutional goals will be advanced upon completion of this goal? (select all that apply)** | **Anticipated Results** |
|  | [ ]  1: Student Learning [ ]  2: Student Progression and Completion [ ]  3: Facilities [ ]  4: Oversight and Accountability [ ]  5: Leadership and Engagement  |  |

**III. Trend Data Analysis:**

Highlight ***any significant changes*** in the following metrics and discuss what such changes mean to your program.

1. Changes in student demographics (gender, age and ethnicity). ***Not applicable***
2. Changes in enrollment (headcount, sections, course enrollment and productivity). ***Not applicable***
3. Success and retention for face-to-face, as well as online/distance courses. ***Not applicable***
4. Other program-specific data that reflects significant changes *(please specify or attach).* All Student Affairs and Administrative Services should respond.

**Website usage:** *Note: For this report, I am comparing January-September 19 for 2015 and 2016.* Overall website usage has remained consistent from 2015 to 2016, at about 2.4 million sessions over the time period. However, we have seen a 1.3% increase in new users. We have seen huge changes in how users are accessing our website; our Internet Explorer sessions are down 43%, but our Chrome sessions are up 17%. Other browsers have also seen similar increases. Additionally, we have seen a 5.23% decrease in desktop uses; however, we have seen a 5.24% increase in mobile usage. This change is even more pronounced among our new users: We saw an 11.14% decrease in desktop usage among new users, while we saw a 23.45% increase in mobile usage among new users. This tells us that while our overall website “use” has reached a steady point, our users are changing the way in which they consume our content; this means that we must ensure that our website caters to our new users by being as user-friendly as possible, and directing new users to the correct content. We are also continuing our focus on mobile by ensuring our website is as mobile-friendly as possible.

**Facebook usage:** *Note: For this report, I am comparing 3rd quarter data (July-September) 2015 and 2016.* From September 2015 to September 2016, we have increased our page likes from 11,908 to 13,643. We have also increased how engaged our Facebook users are: Our average weekly page engaged users (engagement includes any click or story created) increased from 3459.6 in 2015 to 4034.4 in 2016. Our weekly total reach (number of people who have seen any content associated with our page) has increased from an average of 42,002.15 in 2015 to 46,565.59 in 2016. We are continuing our outreach in Social Media and working on providing more interactive content to engage our users.

**IV. Program Assessment (focus on most recent year):**

Use attached **Assessment Report Form AU Tab**

1. Describe *any significant changes* in your program’s strengths since last year.
We have made some new hires, and they have been phenomenal assets to our team. The amount of work, and the quality of that work, has been astounding.
2. Describe *any significant changes* in your program’s weaknesses since last year.
I am still very much learning how to do this position; it’s been particularly difficult because this has all been unplanned, and so I was unable to lean on a predecessor for any training or advice. There are certain parts of this position (for example – budget and commercial production) that I definitely struggle with. There have also been tasks and processes that I was unaware of, and so there have been some bumps as I navigate that (however, I have taken copious notes, should I have to deal with these issues again before our director returns).
3. If applicable, describe any unplanned events that affected your program.
We have had a year of great turmoil and change in our department. Our director has been on leave since December of last year; because she is on leave (and therefore is still in the position), we are unable to fill that exact position, even on an interim basis. I have been filling in on an interim basis in a different position (manager vs. director), and it has been a struggle to fill the gaps between the two positions. Similarly, because this was all unexpected, there was no “turnover time” where information was shared, training was completed, etc. In fact, about 3 months elapsed between when she went on leave and I took on this role.
By assuming this role, I temporarily vacated my position as web content editor, which left that position vacant. Just before I took this role, the other web content editor left Bakersfield College, so for a time we were without a director or either of our web content editors.
These changes, which were unanticipated and thus unplanned for, has meant that we’ve had to do a lot more scrambling than I would prefer – though we are finally getting into a rhythm.

**V. Assess Your Program’s Resource Needs:** 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. **N/A**
3. Professional Development:
4. 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.
Members of our staff have attended various trainings on campus, which allows us to improve our own processes and increase our effectiveness. We have assisted in producing conferences and all-staff events on campus, which further assist in student success by improving the quality of our institution and providing training and information for all employees.
5. What professional development opportunities and contributions can your program make to the college in the future?
We currently offer one-on-one and small group training for website updates; we can continue to do this. (I’ve found that the large group Flex workshops aren’t particularly effective, so I don’t know that we will pursue that in the future.) We could also offer “branding” training to help get the entirety of the campus community on board with what our branding specifications are, and why it is important to maintain a consistent brand.
6. Facilities:
7. How have facilities’ maintenance, repair or updating affected your program in the past year as it relates to student succes
8. How will your Facilities Request for next year contribute to student success? N/A – no facilities request

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?
With our emphasis on graphic design and the web, everything we do is technology based. We heavily rely on our existing equipment to provide online updates that keep our students informed of new programs and opportunities; to create posters, handouts, etc that emphasis and advertise offerings for our students; to alert the outside media of what is happening on our campus. Technology is everything to our department.
2. How will your new or repurposed classroom, office technology and/or equipment request contribute to student success?
3. Discuss the effectiveness of technology used in your area to meet college strategic goals.
Technology in our area allows our department to achieve all of our college strategic directions. From maintaining and updating the committees website (which directly provides oversight and accountability), to running our social media accounts (providing engagement with the community), to creating presentations and handouts detailing our facilities and facility needs (which focuses on the facilities direction), to creating websites that streamline to the matriculation process (which assists with student progression and completion), and providing advertising support – both with graphic design/posters/handouts and press releases – for events and programs on campus (which affects student learning), the technology we use is directly involved in every strategic direction.

D. Budget: Explain how your budget justifications will contribute to increased student success for your program.
Our department reaches every student that comes to – or even considers coming to – this campus. Additionally, we reach every staff, faculty, and administration member. Everything that we do affects the overall image of the college, and that in turn impacts student success. We are crucial in bringing new students to this campus, and in improving and maintaining our institution’s image within the community.

**VI. 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 Marketing & Public Relations department is in a state of flux. There is great difficulty in assessing the previous year, and planning for the next year, because there is so much that is unknown. It’s extremely difficult to plan a budget and requests not knowing who will be in charge of the department by the end of the year. It’s also difficult to drive a department and make any major decisions for a department, when technically I’m not in charge of the department (and the person that is in charge is unavailable). It’s difficult to assess how the department functions and what the department needs, when my time/position within the department didn’t give me access to that information (and I was completely separate, for example, from graphics); and without much access to how things have been assessed or determined in the past. Honestly, that’s been a great struggle, and I’m still today finding files that provide a bit more direction – but that I wish I had access to or had discovered months ago.

Overall, I believe the marketing department has done a phenomenal job with what we have been given. We have great press coverage, our social media accounts are growing, our website is improving, our graphics team is producing amazing work.

I do think it would be beneficial to bring our department to one location – currently, I am in the library in the IT area; our full-time web content editor and one of our graphic designers are in the administration building; one of our graphic designers and our part-time web content editor are in the Student Success building. It’s difficult to coordinate needs and work effectively as a department when we are in such different locations.

While I understand that it is currently impossible, it is crucial that our department have some stability and that we figure out what these unknowns are (will our director be returning; if so, when; if not, who will replace her; when will that replacement happen; etc).