

INSTITUTIONAL COMMUNICATIONS

April 3, 2018 Report to the SMC Board of Trustees

*Covering Community & Academic Relations, Marketing,
Web & Social Media, and Public Information*

COMMUNITY & ACADEMIC RELATIONS: CONNECTED CAMPUS. CONNECTED COMMUNITY.

Community and Academic Relations. Community and Academic Relations works closely with marketing, web and social media, the public information office, community relations, and other institutional advancement functions. Externally, the department works to achieve public awareness of the college and its programs, to promote community engagement, and to increase community support.

Community Relations. This area coordinates the programs and activities of the Santa Monica College Associates, a dues-paying membership group that sponsors one-of-a-kind special events, and offers ongoing speaker series events to enhance the academic experience; it also guides the General Advisory Board in conducting its meetings throughout the year and interacts with other community stakeholders. This department sponsors a significant number of special events, programs and lectures each semester. Approximately 40 lectures and classroom demonstrations have taken place so far this academic year.

Academic Relations. This area coordinates various community interests and agencies with the on-campus academic community at SMC in the following ways.

- Supported Enrollment Development in the promotion of enrollment campaigns and enrollment generating outreach activities in the community. A comprehensive listing of collaborations is provided in the following pages.
- Supported the Public Policy Institute with fall and spring symposiums.
- Collaborated with the Office of Community and Alumni Relations to put on campus events, create shared publications, and promote alumni messaging to the campus community.
- Worked with the SMC Foundation and shared programming.
- Coordinated multiple campus events, including the Retirement and Recognition event, the annual Holiday Gratitude Lunch, and Celebrate America.

New this year has been **greater engagement with Career Education** and specifically the marketing and promotion of programs such as the Interaction Design (IXD) Bachelor's degree program. By collaborating with these stakeholders the marketing department remains the central conduit for executing the brand messaging for the college. Funding resources can be shared for the common benefit of improving messaging to prospective students to reach shared enrollment and retention targets.

New also this year, for summer 2018, the **creation of the Media and Tech Summer Experience** targeted rising 9th through 12th graders to be hosted at the Center for Media and Design campus. The summer experience will include high school students enrolling in up to two college classes from various media and technology focused options. Additionally, an optional career exploration experience will be offered on Fridays to link students with local industry leaders so students can explore future career paths that align with their interests.

MARKETING

Marketing has been a mainstay of the college in sustaining public confidence in the college, meeting enrollment targets, garnering public support for college initiatives, and attracting a highly qualified workforce. The College continues with comprehensive multichannel ad campaigns for each of its fall, spring, and summer semesters. SMC continues to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. Working with the **broadcast stations expanded digital opportunities**, station radio promotions now coordinate their varying social media platforms, website, text, mobile and station opt-in email campaigns to extend SMC's radio messaging into a full comprehensive multimedia program reaching local audiences on multiple planes and allowing for even more targeted messaging.

The advertising and marketing has led to SMC's 27th consecutive year as number one in transfers to the UC system as well as continuing as number one to UCLA, USC, and Loyola Marymount University—a remarkable accomplishment.

Strong and frequent advertising continues to keep SMC top of mind with local residents as a preferred choice for higher education. A recent study conducted by the California Community Colleges Chancellor's Office showed SMC leading the state in "local participation", a measure of how well a community college serves its local residents. In a local survey of District voters, 55 percent of Santa Monica and Malibu residents also reported that they or members of their family have attended SMC; 12 percent of those under age 39 reported that they are currently enrolled at SMC.

Data recently presented at a joint SMC-SMMUSD board meeting showed that about half of Santa Monica High School students attend SMC, including about 10 percent of the high school who attend SMC through its dual or concurrent enrollment programs before graduation and another 40 percent who attend either immediately after or within a few years of graduation. According to SMC enrollment data, 27,000 Santa Monica and Malibu residents (an unduplicated count) have taken classes at SMC over the past decade, each enrolling for an average of five semesters.

SMC Marketing also recently launched **an awareness campaign for the new Bachelor's Degree program in Interaction Design**. Using primarily an outdoor Big Blue bus campaign and local ads, the campaign is

designed to build awareness and attract students to the new program while also serving to project SMC's image as a leader and innovator in affordable higher education.



SMC Marketing continues to produce marketing materials to support enrollment growth, student success, community relations, and college initiatives through various channels—print, radio, transit and print advertisements, web, and social media. We annually prepare a total of 14 schedule of classes for print and online publications, featuring course offerings and programs for credit classes, Emeritus, Community

Education, and SMC Extension. We assist the internal college community in designing materials to promote student success programs, including the annual SMC Catalog to provide information of academic programs, student services, general requirements and procedures for prospective and enrolled students. We create promotional materials for special events, lectures, and performances to support The Broad Stage, SMC Associates, SMC General Advisory Board, SMC Foundation, Classified Professional Development Committee, and Academic Departments. In the fall and spring semester, we publish the SMC Campus Events brochures, which are distributed to our neighboring communities and constituents to inform them about upcoming public events at SMC.

With the supervision from the Senior Director of Government Relations and Institutional Communication and a team of three designers and the marketing design analyst, we produce over 500 projects throughout the year ranging from simple to complex campaigns in all types of medium and media. We work closely with the Web & Social Media and Academic & Community Relations teams, the Public Information Officer, and consultants in developing consistent messaging, accuracy of information, and brand for the College.

National and State Awards. SMC has won from these organizations recently from the National Council for Marketing & Public Relations (NCMPR) and the Community College Public Relations Organization (CCPRO).

2018

- 1st Place, Instagram (NCMPR Paragon)

2017

- 1st Place, Online Newsletter “SMC in Focus” (CCPRO)
- 1st Place, Social Media Management (CCPRO)
- 1st Place, Photography (CCPRO)
- 1st Place, Folder (CCPRO)
- 1st Place, Commencement Program (CCPRO)
- 2nd Place, Folder (NCMPR Paragon)
- 3rd Place, “SMC in Focus” (NCMPR)



WEB/SOCIAL MEDIA

Web and Social Media. The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, as part of efforts to present a consistent and cohesive institutional voice for the campus. This includes marketing engaging, fresh, and relevant materials on the college website, social media, and digital marketing channels. The office works with Marketing, Public Information Office, and Community and Academic Relations to strategize and generate content. This two-person office relies collaborations as well as the support of student workers to assist in social media content, videos, profiles, and website content efforts.

This March, SMC won a Gold Paragon Award for Instagram from the National Council for Marketing & Public Relations. There were over 1,400 entries from over 240 community and technical colleges in all the various categories. A big thank you to our sister offices and student worker efforts in social media, photography, video, and content. It is an honor to represent SMC and showcase the amazing college through the Instagram channel.

The Web and Social Media Office is an advocate for accessibility to ensure compliance with federal Section 508 standards, which mandates that all digital communications be accessible. Accessibility is a key component of how content is structured and communicated for the college. The office continues to ensure compliance through trainings and updating formatting of content.

Website: After a basic student-focused redesign of the SMC website, the website saw 2,295,800 users and 20,065,445 page views this past year. About 63 percent of users access the website on their desktop, 34 percent on a mobile phone, and 3 percent on a tablet. At any given time, there are about 150 to 200 real-time users on the website. Currently, the office is looking into web content management options to identify tools with more flexibility that allows for greater student-focused engagement and easier accessibility compliance.

Social Media: The college's social media presence continues to grow and expand, as efforts are focused on mostly Instagram to engage students and promote classes and campus events. Statistics at a glance: 58,289 LinkedIn followers, 29,320 Facebook followers, 10,000 Twitter followers, 5,164 Instagram followers, and 1,386 Snapchat followers.

PUBLIC INFORMATION OFFICE

The **Santa Monica College Public Information Office (PIO)** oversees the college's media relations efforts and is the key facilitator and "institutional voice" of internal and external communications for the Superintendent/President and for the college overall. In recent years, the Public Information Officer's role has expanded to include editorial and strategic creative oversight as well as content production for marketing communications, encompassing print, video, and digital/email marketing campaigns tied to enrollment, community engagement, and brand-building outcomes.

In 2017-2018, more than 190 news releases were distributed by the PIO to local, regional, national and international media outlets as well as specialty publications. News and feature stories relating to SMC students/alumni and faculty, instructional programs, events, and major institutional accomplishments were reproduced or featured in one or more of the following: ***Santa Monica Daily Press, Santa Monica Mirror, Santa Monica Lookout, Santa Monica Observer, The Argonaut, Santa Monica Patch, La Opinión, Telemundo, Los Angeles Sentinel, Community College Daily, Christian Science Monitor, Los Angeles Daily News,*** and the ***Malibu Times***, among others. The PIO regularly makes targeted pitches—proposing relevant stories to editors/producers whose audience might particularly be interested in them—which resulted in placement in ***La Opinión, Los Angeles Sentinel, KPCC (89.3 FM),*** and Telemundo's Daytime Emmy-winning ***Un Nuevo Día***. Uninitiated by the PIO, SMC-related news and stories appeared in ***Huffington Post, Los Angeles Times, Broadway World,*** and ***Forbes***, to name just a few. A full listing of SMC media coverage may be found under the "**SMC in the News**" section of the college's online newsroom: www.smc.edu/newsroom.

SMC in Focus: Santa Monica College's newsletter ***SMC in Focus*** has evolved into a primary email-marketing tool in its newsletter form while its bi-monthly microsite (www.smc.edu/smcinfocus) serves as a repository for marketing communications. Featured ***SMC in Focus*** stories are reproduced in the print class schedules and on social media, and, additionally, are often reproduced in external media outlets. The e-newsletter's 70,000+ audience encompasses all of SMC's audiences: employees, community members and members of SMC-affiliated boards and local partners, donors, and most

importantly, students (issues are customized for each primary audience group, for example, the student version will often include enrollment-related calls-to-action and more student-related content).

SMC in Focus enjoys a robust open/view rate, well above education-industry newsletter standards (education industry standard for a “successful open rate” is 23 percent to 26 percent per a 2012 Washington University study). For instance, the latest Jan-Feb 2018 issue received a **68.97 percent open rate** for the **SMC Associates and General Advisory Board** audience, and a **32.1 percent view rate** for the **student** audience.

In 2017, *SMC in Focus* won a **first-place award** in the newsletter category from the **California Community Colleges Public Relations Organization**, and a **Bronze Paragon** award from the **National Council for Marketing and Public Relations**.

In the upcoming 2018-2019 academic year, the PIO plans on creating—and executing—an editorial calendar for more deliberate, thoughtful, and integrated PR and marketing communications.

2017-2018 MARKETING AND ENROLLMENT COLLABORATIONS

Name	Who	What	Why	Timeline	Other notes:
Outreach/ Welcome Center/ Marketing Collaborations	Regular meetings to discuss shared communication needs for recruiting students.	Creation of new materials and a welcome folder to be given out to all students who visit the WC.	Ensuring that all pathways are respected. Career Education is also highlighted along with the IxD BA.	Ongoing through the fall and spring to be ready for Summer/Fall push.	Sharing budgets and common goals has helped the Marketing team stay in touch with the specific needs from our Outreach and Welcome Center partners. This also helps the marketing team remain the college brand managers.
CTE and IxD Collaborations with Marketing Department	Regular meetings to discuss common strategies to align enrollments and resolve enrollment barriers.	Discussion about recruitment videos, digital messaging, prospective student communication campaigns, revised websites, and strategy about enrollment barriers.	We aim to accomplish the same goals and to work together.	Ongoing through the fall and spring to be ready for summer/fall push.	This has been especially helpful given the turnover with the IxD marketing position and the push from CE to see quantifiable enrollment improvements ASAP.
Phone Bank Research/Follow-up about Applicants in enrollment pipeline	Kiersten Elliott in Marketing coordinated with Purchasing to find a vendor to help with our outreach phone calls.	A vendor was contracted with to make 250 hours of phone calls (approx \$6,000) to students who had applied but not yet enrolled.	There were 10,000 students in the application funnel who had not completed the steps to enroll. We needed to investigate.	This was a priority from June-August 2017.	Many interesting things were discovered which will be helpful in guiding the college as it moves forward with campaigns to improve enrollment.
IxD Promotions	Marketing and IxD faculty have been working together to communicate marketing messages about the IxD BS program.	Videos were created to showcase the new CMD Campus and the students in the IxD program to encourage enrollment. Additionally, a Big Blue Bus campaign was rolled out to promote IxD.	IxD enrollment is soft and the marketing team is supportive of promoting our BA degree.	Very tight timeline- Nov.-March.	The transition with the IxD leadership has presented some hurdles to getting clear, consistent direction. With the new team in place we hope to move forward confidently.

2017-2018 MARKETING AND ENROLLMENT COLLABORATIONS

Name	Who	What	Why	Timeline	Other notes:
Media and Tech Summer Experience	A group of people on campus came together to try to tap into the summer camp market. This was our first effort in this arena.	Creation of a selection of courses to be offered at the CMD campus to increase high school concurrent enrollment while also introducing high school students to the new campus and the programs offered on site.	Workforce and Economic Development, Academic Affairs and Marketing have taken the lead on executing this project.	This project started in the fall of 2017 and was promoted in January 2018.	This project has benefited from support from Admissions and Records as they typically process the High School Concurrent Enrollment forms. Ideally support from other departments will become more institutionalized for future similar camp experiences.
EAB Shifting Enrollment Landscape Workshop	A group of people from all departments were invited to come and hear the national and regional statistics about declining enrollment.	The goal was to have everyone on the same page about what the trends are, what can be done on an institutional level and what our next steps can be here at SMC.			The Enrollment Barriers group has stopped meeting regularly and now the approach is to address individual issues separately until the issues are resolved. The CE and Marketing Team have taken on this task and will continue to address these enrollment barriers.
SMC Participation in SAMO HIGH Career Day	Over 20 SMC faculty and staff (and 20 SMC students) participated in the annual event.	SMC had strong representation on a variety of career panels where our outstanding faculty were able to showcase their own academic journeys as well as discuss the programs available at SMC.			
COLLATERAL PIECES DESIGNED IN THESE EFFORTS					

2017-2018 MARKETING AND ENROLLMENT COLLABORATIONS

Name	Who	What	Why	Timeline	Other notes:
Enroll Now Videos	Marketing and Steven Sedky from SMC Business department worked with our talented SMC film students to create a series of 3 videos.	The videos were targeted at encouraging students to enroll (soon) into classes.	The clever delivery of the videos were thought to be more eye catching and get more students to watch and respond to the call to action.	These were done to promote the Spring enrollment cycle and will be repeated.	The concept of using our student film makers to support our enrollment and marketing efforts is a partnership that we hope to continue.
Summer High School Concurrent Enrollment Options & Media and Tech Summer Experience Promotion	All local and feeder schools - Given at SAMO Career Day to 700 Juniors.	Informing high school students about the programs and that there are no enrollment fees.	Double Sided Rack Cards, Digital blasts to SMMUSD parents and through Outreach contacts	Started poster, card and digital campaign in February.	Promoting a new program takes time. Feedback and response about the Media and Tech Summer Experience has been positive. Having an SMC Counselor at SAMO has been a big help.
Summer Bridge Programs	High School Seniors graduating and coming to SMC.	Promote the 4 programs with high level info and direct to webpage for more details.	Rack Cards, Digital blasts to SMMUSD parents and through Outreach contacts	Campaign started in early March to encourage planning ahead.	Create a web landing page for these programs and having them coordinated has been helpful in easing confusion.
SMC IS A GREAT CHOICE!	High School Seniors graduating who are trying to figure out if they are coming to SMC.	Sharing the financial information with families as they are making this decision to show them they have a wonderful option in SMC.	Digital campaign sent to families of graduating high school students in mid-April when they need to decide where they are going by May 1.		This has been a missed opportunity in the past.

SANTA MONICA COLLEGE ASSOCIATES 2017-2018 GUEST LECTURES

FALL 2017	Time	Room	Speaker	Title	Attendance	Lunch	Series
Tue, Sep, 5	11:15am	HSS165	Frankie Guzman	"Frankie Guzman, National Center for Youth Law"	97	—	Social Justice
Tue, Sep 12	11:15am	HSS165	Ed Larson	"A Reading with Edward Edward J. Larson"	60	—	Literary
Thu, Sep 21	11:15am	HSS165	Panel	"Approaches to Alleviating Homelessness"	120	—	Social Justice
Tue, Sep 26	12:30pm	CPC 314	Yvette Tucker	"Commercial Dance and Surviving Auditions"	35	—	Dance
Tue, Sep 26	11:15am	HSS165	Charlie Chacon	"West Los Documentary Screening & Filmmaker Q&A"	140	15	—
Tue, Sep 26	7:00pm	HSS165	Charlie Chacon	"West Los Documentary Screening & Filmmaker Q&A"	145	—	—
Tue, Oct 3	11:15am	HSS165	Charlene Villaseñor Black	"Sor Juana and the Dangers of Intellectual Desire"	85	—	Art
Thu, Oct 5	11:15am	HSS165	Sholeh Wolpé	"A Reading by Sholeh Wolpé"	85	—	Literary
Thu, Oct 12	11:15am	HSS165	Bruce Levitt	"Human Again- A Documentary w/ Q&A"	65	13	Social Justice
Thu, Oct 12	5:30pm	Main Stage	SMC Associates Kick Off	Warren Olney	400+	—	—
Tue, Oct 17	11:15am	HSS165	Will Finn	"A Conversation with Legendary Disney Animator Will Finn"	56	—	Art
Fri, Oct 20	11:15am	HSS 104	Nick & Adam	"Autonomous Art Systems: Opportunities, Pitfalls & Implications of Drones in Art"	65	—	Art
Tue, Oct 25	12:30pm	CPC 304&308	Michael Gervais	"Ballet"	45	—	Dance
Thu, Oct 26	11:15am	HSS165	Allan Kartun	"Directing Event Television"	53	—	Communications
Thu, Nov 9	11:15am	HSS165	Michael Grant	"Future News"	62	13	Communications
Thu, Nov 16	11:15am	HSS 165	Denice Frohman	"Finding Your Voice with Denice Frohman"	100	17	Communications
Wed, Nov 15	3:45pm	BUS 111	Jeff Wood	"So You Think You Can Act? A Panel Discussion and On-Camera Workshop w/ Jeff Wood and Friends"	83	—	Communications
Thu, Nov 16	10:15am	CPC 304/308	Amy Diane	"Gaga"	30	—	Dance
Fri, Nov 17	10:30am	HSS 104	Crimson Apple & Christopher Chen	Crimson Apple & Christopher Chen	60	—	Communications

TOTAL FALL PERFORMANCE ATTENDANCE 1,786

SPRING 2018	Time	Room	Speaker	Title	Attendance	Lunch	Series
Thu, Feb 15	11:15am	HSS 165	Kyle Bowser	Black Representation in Media	100	—	Black History
Tue, Feb 20	11:15am	HSS 165	Marque "DJ Cl-N-Tel" Hawkins; Alonzo "Grandmaster Lonzo" Williams; and Michael "Boogaloo Shrimp" Chambers	A Conversation with the Producers and Talent of the films "Break Dance Revolution" and "N.ot W.ithout A.lonzo: The Story of West Coast Hip-Hop"	91	—	Communications
Thu, Feb 22	12:30pm	HSS 165	Carolyne Edwards	Black History in Santa Monica: The Philomatheans	62	21	Black History
Tue, Feb 27	11:15am	HSS 165	Susan Burton	Champion for Justice	92	21	Black History
Wed, Feb 28	2:15 pm	CMD 180	Charles Murray & Akela Cooper & Jenny Lynn	Inclusion in Television: A Q&A with Marvel and DC Comics Television Writers	150	—	Communications
Thu, Mar 1	12:30pm	HSS 165	Karen Gunn & Rebecca Romo	Beyond Gun Control: Defining Who & What We Are As a Society & Culture	200	24	Special Event

SANTA MONICA COLLEGE ASSOCIATES 2017-2018 GUEST LECTURES

Tue, Mar 6	11:15am	HSS 165	Michael Jung	Drug Discovery in Academia: Some success stories	120	11	Communications
Tue, Mar 20	11:15am	HSS 165	Jenny Lorenzo	Jenny Lorenzo: Promoting Latinx Voices in Social Media	140	—	Communications
Tue, Mar 20	7:00pm	CMD180	Holly Mosher /Sheila Laffey	Bonsai People: The Vision of Muhammad Yunus	40	—	Communications
Thu, Mar 22	11:15am	HSS 165	Leon Krauze	Telling Our Stories	75	—	Communications
Tue-Fri, Mar 20-23			Actors from the London Stage	Various Classroom Lectures/Performances	419	—	—
Fri, Mar 23	3:30pm	Studio Stage	Actors from the London Stage	Taming of the Shrew performance 1	240 total	—	—
Sat, Mar 24	3:30pm	Studio Stage	Actors from the London Stage	Taming of the Shrew performance 2			
Sun, Mar 25	7:00pm	Studio Stage	Actors from the London Stage	Taming of the Shrew performance 3			
Wed, Mar 28	2:00pm	CPC 314	Earl Barton	Developing The Choreographer: Dance during the Stage-to-Film Transition	TBD	—	Masters of Dance
Thu, Apr 5	11:15am	HSS 165	Art Mortell	Enjoying Failure, Rejection and Anxiety	TBD	—	Communications
Thu, Apr 19	11:15am	HSS 165	Will Doucet, Cecilia Martinez-Gil, Ermie & Mario Padilla	Modern Poetic Permutations	TBD	—	Special Event
Tue, Apr 24	7:00pm	CMD 180	Sheila Laffey	Seed: The Untold Story	TBD	—	Communications
Thu, Apr 26	10:15am	CPC 304 & 308	Rachel Berman	Modern Dance – Paul Taylor	TBD	—	Masters of Dance
Thu, May 24	12:30pm	CPC 304	Aparna Sindhoo	Master Class in Indian Performing Arts	TBD	—	Masters of Dance

TOTAL SPRING PERFORMANCE ATTENDANCE (TO DATE) 1,729