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 SMC 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.

Academic Relations. This area coordinates certain 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.
● 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 and the annual Holiday Gratitude Lunch and Celebrate America.

New and improved! SMC Summer Springboard. We’ve taken the Media and Tech Summer Experience at the Center for Media and Design campus piloted last summer and expanded the idea to introduce 9th through 12th graders and their families to a greater range of programs. An assessment of the pilot program concluded that there is a market for this type of program that exposes students to college-level courses on a college campus along with counseling support and targeted career counseling influences. Recruiting is underway for this summer’s program and we are seeing a strong interest from the community as we distribute the marketing materials and video.

SMC Promise Program Campaigns: Print rack cards, vertical banners and digital messaging have been created to promote the program internally and externally. Additionally, a short video was created to promote the video via the web and social media. This was shown at the SAMOHI Career day to approximately 750 juniors and was also sent to their families via email.

Pathways and Campus Redesign Efforts: This department has worked collaboratively with the Campus Redesign and Pathways work groups to promote the transformation happening on campus. A video was created explaining the Campus Redesign, and to help students understand the goals and objectives of the initiative. Additional support from the Marketing department was needed to create the infographics
for each of the Areas of Interest, as well as taglines and explanations. A communication plan was created to unveil these pathways to current and future students in addition to helping the faculty and staff on campus understand how to integrate this new way of thinking into their work at the college.

**MARKETING**

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. Strong and frequent advertising continues to keep SMC at top of mind with local residents as a preferred choice for higher education.

The advertising and marketing have led to SMC’s 28th 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.

To help more students achieve their educational goal, SMC launched the SMC Promise Program in fall 2018, which provides enrollment opportunities for eligible California resident students to receive free enrollment and up to $1,200 in textbook vouchers. The initial data from the first semester shows that SMC Promise participants out-performed their peers who did not participate in the program in the following criteria: average first semester units, course completion, and first semester average GPA. The Marketing team actively prepared materials to promote the new SMC Promise Program and will continue to promote in the summer and fall 2019 via print and digital advertising, email bulletins, video, and social media channels.

As we work toward Improving student success and enrollment, the Marketing team collaborated with SMC IT and the Web & Social Media team along with the Dean of Enrollment Services and Vice President of Academic Affairs to redesign the online schedule of classes by consolidating information and giving students a more positive browsing experience. We also reorganized the content in the print version of the schedule of classes by simplifying
information to better inform students about classes, programs, and services we offer at SMC while complying with accessibility standards.

SMC Marketing’s ongoing efforts to support the new Bachelor’s Degree program in Interaction Design included the design of the graduation invitation, student posters, backdrop, stoles, and program for the IxD 2018 graduation event with our first graduating class. We also contributed to other College campaigns — the production of the invite, banner, and program materials for the groundbreaking events of the new Malibu Campus and Early Childhood Lab School. In additional, SMC Marketing produced the signage and banner to inform students of the opening of the new Student Services Center in late spring and the programs and services provided by the new building to support student success.

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, video, 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. We also produce the biannual Santa Monica Review, SMC’s esteemed national literary art journal and only literary magazine published by a U.S. community college. This year we celebrated the 30th anniversary landmark issue in the fall.

With the supervision from the Senior Director of Government Relations and Institutional Communications and a team of three designers and the marketing design analyst, we continue to 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. This past year, we introduced SMC’s brand and style guidelines to bring consistency of our brand and messaging in preparing visuals and content of college materials. We also implemented a new Marketing Job Request workflow system to manage graphics and web marketing requests to the internal SMC community. This system provides a more efficient way to manage project details.
Advertising. SMC Marketing partners with a variety of radio channels to promote enrollment. Radio stations include KIIS 102.7 FM, KROQ 106.7 FM, KPWR 105.9 FM, and several others, including radio station KCRW. Promotions include radio announcements as well as digital additions, like desktop banners, Facebook postings, and website takeovers. Big Blue Bus, the Metro Bus, and Metro Rail are also our partners in promoting enrollment through outdoor visibility. This includes king size banners, outfront media, and interior posters, respectively.

Awards

Here are some of the awards SMC has won from these organizations:

- **National Council for Marketing & Public Relations (NCMPR)**
- **Community College Public Relations Organization (CCPRO)**

2018

National Council for Marketing & Public Relations (NCMPR)

- 1st Place, Brochure-Booklet, “Care and Prevention Team Reference”
- 2nd Place, Academic Catalog 2018-19
- 3rd Place, Photography – Unmanipulated, “Global Motion Dance”
- 3rd Place, Promotional Brand Video – Short Form, “2018 Graduation Highlights”
- 3rd Place, Electronic Newsletter, “SMC in Focus”

Community College Public Relations Organization (CCPRO)

- 1st Place, Photography
- 2nd Place, Commencement Program
- 3rd Place, Website
- 3rd Place, Class Schedule Division B

WEB and SOCIAL MEDIA

Web and Social Media. The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, as a 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 on collaborations as well as the support of student workers to assist in social media content, videos, profiles, and website content efforts.

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.

Highlights

Website. In the past year, the website saw 2,405,895 users (4.8% increase) and 20,258,688 page views (1% increase). About 60% of users access the website on a desktop, 37% on a mobile phone, and 3% on a tablet. At any given time, there are about 150 to 300 real-time users on the website.
After a basic student-focused redesign of the SMC website in 2016, the office identified collaborators and resources for a new, flexible platform that allows for greater student-focused engagement and easier accessibility compliance. Currently, a full redesign of the website is underway to move from SharePoint to a new website content management system called OmniUpdate. In partnership with digital agency iFactory, SMC began the redesign process in November 2018 and anticipates a launch in spring 2020. We have completed the first phase called Discovery, which focuses on research to gather data about prospective and current student needs. We have conducted a variety of surveys throughout the entire process, as well as stakeholder interviews with students and student-centered experts. Currently, we are in the next three phases (Information Architecture/User Experience, Content, and Visual Design) before the final Development phase. This spring semester, the web team is assisted by two Interaction Design student interns and two student web assistants.

**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, programs, and campus events. Statistics at a glance: 62,585 LinkedIn followers (7.4% increase), 30,850 Facebook followers (5.2% increase), 10,347 Twitter followers (3.5% increase), and 6,919 Instagram followers (34% increase). Social media collaborations continue with the marketing team and CTE marketing committee to promote enrollment, the promise program, and career education programs. Promotions are on Facebook, Instagram, Snapchat, Google, and Spotify.

**PUBLIC INFORMATION OFFICE**

**Public Information Office.** The PIO oversees the college’s media relations efforts and is the primary facilitator and “institutional voice” of internal and external communications for the Superintendent/President and for the college as a whole. The Public Information Officer’s role has expanded to encompass editorial and strategic creative oversight as well as content production for marketing communications, including print, video, and digital/email marketing campaigns tied to enrollment, community and donor engagement, and brand-building outcomes. Some highlights of PIO activities from 2018-19 follow:

**Media and Press Engagement**

Since the beginning of the 2018-19 academic year, close to 100 SMC news releases have been distributed to local, national, and regional media outlets and specialty publications. News and feature stories relating to SMC students, alumni, faculty, academic programs, events, and major institutional accomplishments were reproduced or featured in one or more of the following print and online outlets: *Santa Monica Daily Press, Santa Monica Mirror, Santa Monica Lookout, Santa Monica Observer, The Argonaut, Santa Monica Patch, Soap Opera Digest, Los Angeles Sentinel, Malibu Times, MyNewsLA, The Chronicle of Higher Education, Jewish Journal, US Magazine, California Rocker, Broadway World, People’s World, Rolling Stone, Rafu Shimpo, Los Angeles Business Journal, Working Nation, LA Weekly, Global Trade* and many more. (For a comprehensive listing of media coverage, visit the “SMC in the News” webpage or, “smc.edu/in-the-news”).

**TV Coverage.** In 2018-19, the PIO helped facilitate TV coverage for Santa Monica College inclusive of the following:

- A *CBS Sunday Morning* segment on housing and food insecurity among college students (aired January 20, 2019), featuring SMC Superintendent/President Kathryn E. Jeffery and SMC food security programs including the Corsair Market, Students Feeding Students, and the Galley (food pantries). This segment also featured SMC alum and UCLA transfer Maritza Lopez. SMC’s food
security programs were also featured on a Cronkite News, Arizona PBS segment the same month.

- Woolsey Fire Photo Project (January 2019) organized by the SMC Photography department in collaboration with Cosmetology and Fashion received news coverage on the following TV channels, in addition to extensive print and radio coverage: NBC, Telemundo, Spectrum News, and CBS.

- In partnership with the LA Economic Development Corporation, arranged for SMC Computer Science Professor Howard Stahl and students to appear on KTTV’s “In Depth” (March 2019) to talk about the groundbreaking cloud computing certificate piloted at SMC as part of the California Cloud Project led by SMC’s Workforce & Economic Development department and the Center for a Competitive Workforce.

Radio. The PIO serves as the college’s point-of-contact for most enrollment and events-related ads that are aired on KCRW 89.9 FM. Provides copy-writing assistance and editing for radio ads as needed. SMC Promise and the planned SMC Early Childhood Lab School were both featured on KPCC in 2018.

SMC in Focus

Santa Monica College’s newsletter SMC in Focus has established itself as 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 and enrollment campaigns. SMC in Focus is integrated across various media (print: class schedules; social media; digital: enrollment campaigns; print media outlets) and is utilized to help the college achieve enrollment outcomes (for e.g. a September 2018 SMC in Focus send to students generated 944 clicks on the SMC Promise blurb); donor engagement (PIO coordinates sends to donors with the SMC Foundation; in 2018-19 following SMC in Focus sends, three substantial donations were received by the foundation in support of the programs featured by the newsletter); community engagement (the SMC DREAM Program was nominated for—and won—a prestigious Community Light Award from the MLK Westside Coalition as a direct result of the Undocumented Ally Program being featured in the August 2018 issue).

The e-newsletter’s roughly 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 generally meets open/view rates, as per education-industry newsletter standards (a “successful open rate” is 23% to 26% per a 2012 Washington University study). For instance, the latest Jan-Feb 2019 issue received a 50% open rate for the internal SMC audience; 26.8% for SMC Foundation donors; 100% open rate for the SMC Associates and General Advisory Board audience, and a 27% view rate for the student audience.

In 2019, SMC in Focus won a Bronze Paragon award from the National Council for Marketing and Public Relations (this is the second Bronze Paragon; the newsletter won the same in 2016).

Last, but not the least, the PIO created and executed an ‘editorial content calendar’ for SMC in Focus in 2018-19 to allow for more thoughtful, cohesive issues designed around an often time-sensitive theme (for e.g. the June 2018 issue largely featured graduates) or to highlight specific pockets of college life and culture: social justice, students who persist in the face of obstacles, career education, global SMC, and so on.
Marketing Communications. The PIO actively collaborates with the SMC Marketing department. A few highlights and projects that the PIO led in 2018-19 are as follows:

- Came up with **concept for Fall 2018 cover of Schedule of Classes**; co-art directed execution of concept with senior graphic designer Jonathan Ng.
- Produced **commercial** for 2019 integrated digital marketing campaign “You Can, at SMC” featuring SMC alum Rivers Cuomo, the front man for popular band Weezer.
- Authored **editorial style guide**—a resource for the SMC community housed on the Marketing webpage (smc.edu/marketing).
- Secured interview with SMC Alum Maroon 5’s Jesse Carmichael ahead of the band’s **Super Bowl halftime performance** for media, print, and for social media. Also reproduced in Schedule of Classes.
- The PIO provides editorial oversight and input for feature articles reproduced in **Schedule of Classes** and other print and digital collateral produced by SMC’s Marketing Department.

**Other Achievements/Highlights**

- Presented a well-received workshop at the Community College Public Relations Organization annual 2018 conference entitled “Tell Me a Story” highlighting creative writing techniques the PIO employs on the job, as well as ‘hacks’ to write under a deadline.
- Actively helped promote SMC Promise (via print articles, SMC in Focus, writing radio ads for 89.9 KCRW and segment on 89.3 KPCC, “grassroots” collaboration with Los Angeles Public Library, Santa Monica Public Library and the Santa Monica-Malibu Unified School District to help spread the word via electronic and print flyers).
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
<th>Speaker(s)</th>
<th>Attendance</th>
<th>Lecture Series</th>
<th>Social Justice</th>
<th>Literature</th>
<th>Dance</th>
<th>Comm &amp; Media</th>
<th>Other Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tue, Sep 11</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tue, Sep 18</td>
<td>11:15am</td>
<td>ART 214</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tue, Sep 25</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Sep 27</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tue, Oct 9</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Oct 11</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tue, Oct 16</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Oct 18</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>Film Studies Program - Josh Kanin</td>
<td>Abby Grinberg - Director</td>
<td>130</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>Location</td>
<td>Event Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>--------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 21</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>“Crazy Rich Asians” behind the scenes with co-writer Adele Lim</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 21</td>
<td>11:15am</td>
<td>HSS 165</td>
<td>From Wrester to Accountant: How SMC Changed the Life of a former WWE Wrestler</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 21</td>
<td>11:30am</td>
<td>CMD 180</td>
<td>Co-sponsors besides the Communication and Media Studies Department include SMC’s History Department, the Chinese Union student club and others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 21</td>
<td>11:30am</td>
<td>CMD 180</td>
<td>Adele Lim</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 21</td>
<td>11:45am</td>
<td>HSS 104</td>
<td>Students from across the campus in English, urban studies, and especially the evening students.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Mar 28</td>
<td>3:45pm</td>
<td>CPC 304 &amp; 308</td>
<td>African Dance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, Apr 25</td>
<td>11:30am</td>
<td>CMD 180</td>
<td>Evolution of Organic - Documentary Film Screening and Talk with SMC Club Grow</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, May 9</td>
<td>11:00am</td>
<td>PPI EVENT</td>
<td>Reception and Keynote Panel with Legislative Leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, May 9</td>
<td>5:30pm</td>
<td>Main Stage</td>
<td>Reception and Keynote Panel with Legislative Leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, May 16</td>
<td>10:00am</td>
<td>CPC 304 &amp; 308</td>
<td>SPRING INTERNSHIP &amp; JOB FAIR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thu, May 19</td>
<td>12:30pm</td>
<td>CPC 304 &amp; 308</td>
<td>SPRING INTERNSHIP &amp; JOB FAIR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>