

Beta Annual Program Review Questions 2019

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

*Note: If no changes have occurred, copy and paste from last year's review.
If it exists, feel free to copy the brief description of your program from the college catalog:*
<http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

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.

Web and Social Media supports the college mission by communicating through digital channels the merits of the college, promoting SMC's open and affordable access to high-quality associate degrees and programs, and building the college's brand and reputation as a leading transfer institution. Responsibilities included planning and facilitating the design, content, and implementation of the College's website, online publications, and digital marketing strategies. The successfully established the college's web presence and social media channels. Since then, efforts have been made to partner with existing content producers (marketing and the public information offices) to provide engaging and relevant information on a daily basis.

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 staff/faculty trainings and consistent review of technology tools and content.

Background: This program was renamed in October 2014 and reorganized to Government Relations & Institutional Communications. The Web Content & Social Media Manager was hired in April 2015 (7 months before the program review deadline). Previously, between April 2012 and August 2014 (2.5-year period), the program was called Web Content & Digital Marketing under Enrollment Development. This program was established in January 2011 and as a result, the program review spans at most a four-year period. Before 2011, web content and social media responsibilities were split among IT, marketing department and the public information officer.

II. PARTNERSHIPS:

(CTE only):

Part 1:

Industry advisory meeting dates and attendance for 2018-2019. Insert additional rows as needed:

| | | |
|-----------------|--------------------|------------------------|
| Date of meeting | # of SMC attendees | # of non-SMC attendees |
| | | |

Part 2:

Employer partnerships/collaborations in 2018-2019 (insert additional rows as needed):

| | | |
|---|---|---|
| Employer Name | Type of partnership or collaboration: <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations • Job placement • Other | Optional: Additional information about partnership or collaboration |
| Santa Monica College Interaction Design Bachelor's Degree | Internship site | Hosted two Interaction Design students who interned at the Web & Social Media office during its website redesign. |

III. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES):

Identify the original objectives from your last review as well as any new objectives that have emerged since then (if applicable).

For each objective, determine status and explanation for status.

| Objective | Status (Completed, in progress, not started, no longer pursuing) | Status Explanation |
|--|--|---|
| Develop a unified "voice" in communicating SMC's vision and maintaining its brand when delivering specific marketing strategies. | In progress | Accomplishing through content strategy in web redesign project, as well as implementation of marketing style guides . |
| Set specific program goals and implement operational efficiency to optimize performance of staff. | In progress | The marketing team sets annual program goals and objectives in the beginning of the fiscal year, devises a plan to achieve these goals, and evaluates |

| | | |
|---|-------------|--|
| Continued compliance with accessibility standards | In progress | Accomplishing through continued web accessibility trainings, enforcement of law through all content publications, and evaluation of technology tools used in web redesign project. |
| Improve website functionality | In progress | Accomplishing through web redesign project. |
| Improved visual content for web and social media | In progress | Accomplishing through web redesign project's design and development, as well as partnership with marketing/graphic designers to update visuals and seeking talented (student) photographers or engaging user-generated visuals to capture institutional voice. |

IV. ACHIEVEMENTS:

(Optional) List any notable achievements your program accomplished in the last year.

The Web & Social Media Office priorities continue to be driven by user experience, with emphasis on enrollment and student stories. More content has been added on a daily basis through the SMC social media accounts as a result of increased number of student workers (15) this year with the addition of 2 Interaction Design interns. Web & Social Media also continues our collaborations with staff, faculty and student representatives to promote the diverse marketing needs of the college.

Major Web/Digital Projects

- **Website Redesign Project:** SMC is launching a new website in spring 2020. The new website will be on a new content management system with fresh designs and curated content. After a basic student-focused redesign of the SMC website in 2016, the office identified a web design agency and web content management system provider to provide a new, user-friendly flexible platform that allows for greater student-focused engagement and easier accessibility compliance. In partnership with digital agency iFactory, SMC began the redesign process in November 2018. We have completed the Discovery phase, 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 and a town hall with students and student-centered experts. We are currently in the next 3 phases (Information Architecture/User Experience, Content, and Visual Design) before the final Development phase. The website will migrate from SharePoint to a new website content management system called OmniUpdate.

- **Areas of Interest Website:** In response to the campus-wide Guided Pathways efforts, the office established a new Areas of Interest website for students to explore academic and career education programs at SMC. This website reorganizes the designated Areas of Interests, which organizes the degrees and certificates. In addition, a designated section on the homepage was set up in collaboration with Marketing's graphic designers. The Academic Departments landing page has also been updated to reflect the Areas of Interests' new formatting.

- **Academic Department Websites:** The academic department websites are undergoing a content reorganization and redesign since last academic year. In partnership with the CTE marketing committee, Web & Social Media Office worked with Interaction Design interns to update the CTE departments. Currently, the non-CTE academic department website are being updated by our own Interaction Design interns as well as web content student assistants.
- **Interactive Map for Student Services Center:** Web coordinator Paul Trautwein and senior graphic designer Jonathan Ng partnered to create an interactive map to be displayed at touchscreens around the Student Services Center. Ng designed the look and feel while Trautwein developed the interactive functions of the map. This request was made by facilities planning director Charlie Yen as a cost-savings effort instead of requesting a separate firm to design and develop the map.
- **Revamped New Student Orientation:** Coordinated the content update of the new student orientation on Comevo, with ongoing feedback from a counseling committee. This orientation launched in November 2018.
- **Increased Digital Marketing** for enrollment promotions on Google, Facebook/Instagram, Snapchat, and Spotify. In addition, increased content quality on Instagram primarily, followed by Facebook, Twitter, and others this year.
- **Increased Social Media Presence:** The college’s social media presence continues to grow and expand, as efforts are focused on mostly Instagram stories and posts to engage students and promote classes, programs, and campus events. Social media collaborations continue with the marketing/graphics team, CTE marketing committee, Public Information Office, and the Transfer Center to promote student stories, student life, enrollment, the promise program, career education programs, and more. There are 8 social media student assistants and 1 student photographer generating content for social media channels.
- **Increased Marketing’s Expert Presence on the Web:** Implemented a marketing request ticket system and provided style guides for design, social media, web, and editorial to educate the college about marketing best practices.

V. ASSESSMENT AND EVALUATION

Part 1: Outcomes and Evaluation Results

- A. Reflect on the outcome assessment (PLO, SLO, UO) data that your program reviewed in the current year (2018-2019) that have yielded **notable** or **actionable** findings. Insert additional rows as needed.

Note: It is not required that you mention every outcome assessed in your program.

| What outcome were you assessing? | How was the outcome assessed? | What were the results of the assessments? | Describe any changes that are planned or in progress to address the results |
|--|--|---|---|
| Replace current 2013 SharePoint website content management system. | Begin purchasing process and redesign efforts. | Underwent procurement process in January 2018 and began work November 2018, with expected completion December 2019 to launch early spring 2020. | Project in progress until 2019-2020. |
| Continue clean up of content (~52,000 items: web pages, documents, | Part of web redesign project. | Part of web redesign project. Purchased Content Strategy | Project in progress until 2019-2020. |

| | | | |
|--|--|---|--------------------------------------|
| images and other files) that need to be evaluated, updated, organized and formatted for accessibility. This is a challenge given the number of web editors coupled with staff turnover and time limitations in learning best website practices. Departments and offices continue to be contacted to update and reorganize their pages. Content clean-up and accessibility formatting is an ongoing effort. | | assistance and reviewing content at the moment. | |
| Increase feedback and ask additional questions to continue to improve training. | Part of web redesign project. | In initial discovery phase of the web redesign project, we solicited feedback through surveys, stakeholder interviews, and a town hall event with students and student-centered experts (faculty, staff, and management). | Project in progress until 2019-2020. |
| Implement trainings on a regular basis and collaborate with departments to continue dissemination of best web practices. | Held trainings | Held trainings on flex day as well as one-on-one trainings. Also created and fine-tuned guides on accessibility and best web practices. | Ongoing |
| Improve social presence by 1) continuing to meet with stakeholders to update/improve content on the website and social media, and 2) continuing to fine-tune content on social media accounts by providing relevant, targeted information and visuals. | Increased engagement numbers, including likes and followers. | Increased numbers | Ongoing |

B. Reflect on other effectiveness data you collected and analyzed for the program this year.

1a: Course Success and Retention (Instructional Depts Only)

After reviewing the course success and retention rates for your program, describe how these rates reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). *Access data in Tableau (<http://tableau.smc.edu>)*

N/A

1b: Racial and Other Equity Gaps for Course Success (Instructional Depts Only)

After reviewing the course success rates by ethnicity/race and other demographic variables, identify any equity gaps, and discuss any planned changes or actions your program plans to take to address the gaps (if applicable). *Access data in Tableau (<http://tableau.smc.edu>)*

N/A

2: Degrees and Certificates (Instructional Depts Only)

After reviewing the numbers of degrees and certificates awarded by your program, describe how the data reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). *Access data in Tableau (<http://tableau.smc.edu>)*

N/A

3: Additional Data Demonstrating Effectiveness (If applicable)

If available, describe the results of other data indicating the effectiveness of the program and discuss any planned changes or actions your program plans to take to address the results.

Examples of other data include: surveys, document reviews, observations, performance indicators, focus groups/interviews, advisory committees, labor market demand, license exam pass rates

Main SMC Website (www.smc.edu)

- Receive anywhere 841 web requests in the past year
- 2,549,882 users (6% increase)
- 20,743,459 page views (2.4% increase)

Social Media

- 63,467 LinkedIn followers (7.9% increase from last year)
- 30,998 Facebook followers (5.65% increase)
- 10,412 Twitter followers (3.6% increase)
- 7,278 Instagram followers (36.7% increase)

Part 2: Analyses of Results

This question is designed to bridge the results of your evaluation and outcomes assessment with next year's objectives (VI).

In one or two paragraphs, describe what you have learned about your program and how this knowledge will inform your plans for next year.

As digital engagement and technology reliance continues to grow, the Web & Social Media office is experiencing an increase in number of requests and interaction online. On a yearly basis, we will continue to monitor technology trends and understand what tools and platforms are utilized to effectively reach our constituents. Particularly, as a small office of two individuals with 10-15 student workers, we need to keep in mind what resources may be required to meet growing digital demands.

VI. NEXT YEAR'S OBJECTIVES:

Itemize any specific strategies or projects you plan to accomplish next year to improve the effectiveness of your program. *Limit 3 objectives.*

| Objective | Rationale for Setting Objective <i>Link to data, if applicable.</i> |
|---|--|
| Complete website redesign project | Need to update outdated content and shift to new content management system that provides user-friendly, flexible design. |
| Continued compliance with accessibility standards | Compliance with federal law |
| Improve social presence | Fine-tune channels that act as enrollment and program messaging platforms. |

VII. CURRENT PLANNING AND RESOURCE NEEDS:

Part 1: Narrative

Broadly discuss issue or needs impacting program effectiveness for which institutional support or resources will be needed for the coming year.

Digital technology and media is ever-evolving. On the web end, more developments continue with new tools that automate functions or increase engagement. These trends signal a step towards the next iteration of the college website that is more personalized, accessible, and dynamic to provide students with a seamless digital experience. On the social media end, Facebook continues to decline for the college's target student demographic but is popular among community members. The SMC Instagram channel is experiencing the most growth. Overall, social media will continue to grow and require more resources for graphics, video content, and third-party tools to support engagement and current innovations, like live streaming and virtual reality.

Part 2: List of Resources Needed

Itemize the specific resources you will to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives.

While this information will be reviewed and considered in institutional planning, this information does not supplant the need to request support or resources through established channels and processes.

| Resource Category | Resources Description/Item | Rationale for Resource Need (Including Link to Objective) |
|--|--|---|
| Human Resources | | |
| Facilities <i>(information inputted here will be provided to DPAC Facilitates)</i> | | |
| Equipment, Technology, Supplies <i>(information inputted here will be provided to TPC)</i> | As an inherently technology-based office, Web & Social Media will continue to need resources for technology (accessibility checker software, live broadcast equipment, design and development assistance tools). | To update the current website and to move to the next stage of digital engagement, which includes live video streaming and virtual reality. |
| Professional Development | | |

VII. CHALLENGES:

(Optional) List significant challenges your program faced in the past year (optional)

As Web & Social Media continues to expand and update its digital presence through the website overhaul project, additional resources will be needed since we have a small core web team of three people. We also need campus-wide assistance to comply with updated federal Section 508 accessibility standards and to address outdated web content (continuing disclosures and catalog rights).

On the social media front, engaging visuals in the form of graphics and video are needed. The program is working with the marketing/graphics to meet some of these needs. Photography needs that cater to social media users have somewhat been met yet. Video content is needed to address evolve information consumption needs. Student assistants are currently addressing some needs, though to execute full campaigns to increase visibility will require professional assistance.