

## 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>

**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.

Once again, planning and executing the Associates fall and spring lecture series took up a great deal of time. Our team has still not been able to replace the AA2 vacancy, so Marilyn Landau and I continue to execute the lectures and events to ensure they are successful. There has not been a break in the lecture series for the past 20 years and while we do not want to stop hosting these events entirely, a more strategic effort was made once again this year to more efficiently use staff time and the Associates resources. We were pleased that while we offered slightly fewer lectures, we still benefited 3880 students in the fall and 1010 students in the spring through our programming totaling 4890...and spring programming is not over. *Please see Community and Academic Relations Appendix for details.*

### **Event Summary for the 2018-19 academic year:**

- 12 Associates events (meetings and annual Kick-Off at the Broad Stage)
- 9 GAB meetings (general board and executive meetings)
- 58 Associates lectures (see attached for details)
- 15 Public Policy Institute events (symposiums, special lectures)
- 23 Special events

## **II. PARTNERSHIPS:**

**(CTE only): While we are NOT CTE- I would like to include our department's Partnerships:**

### **COMMUNITY EVENT PARTNERSHIPS**

- Celebrate America – Facilitation of the SMC Welcome Lounge to promote the many aspects of the college. This year we included funding support from Associated Students to add large inflatables to the event to engage more students. We increased the promotion of the event to current and new students for the fall as a way to engage and retain students.
- Santa Monica Arts and Literacy Festival- Virginia Park
- Santa Monica Art Walk – 13<sup>th</sup> anniversary
- Santa Monica Community Martin Luther King, Jr. celebration

- Santa Monica High School Career Day participation – SMC speakers in each workshop to promote the college and high school concurrent enrollment opportunities and creation of two videos promoting the SMC Promise and High School Concurrent Enrollment.
- Santa Monica Chamber of Commerce:
  - Board member (2015-present)
  - Chamber Education Foundation Board Member (2018-present)
  - Education Committee (Career Day and New Heroes event)
- Pico Youth and Family Center/Venice Cinco de Mayo Parade and Festival participant (4th year)
- City of Santa Monica Fourth of July Parade participant with Emeritus College band (4<sup>th</sup> year)
- And many, many more.

**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"> <li>• Advisory attendance</li> <li>• Internship site</li> <li>• Donations</li> <li>• Job placement</li> <li>• Other</li> </ul>	Optional: Additional information about partnership or collaboration

**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.

Objectives for 2018-19	Status Report on Objectives
Continue to assist with the college's enrollment/marketing needs.	This is ongoing and I feel we are making progress with breaking down silos.
Georgia Goals- Academic Partnership	This is in process. I'm working with Regina on

Coordinated through me (i.e. ASU, Columbia College, UCLA IP, Charles Drew University, etc.) I plan to coordinate the ones we have on a webpage and then create a simple structure for folks to use if they want to create partnerships with us in the future so they know who to start with.	how to integrate this into the new website.
Assist the Innovation Team to reach its designated objectives	I'm working closely with the LA 19 reps at SMC to help pick the social media firm and to help promote the findings from the market research so we can all be brought up to speed.
Explore video capturing software for the classrooms to help create more video content for the college.	This has shifted to the desire to create more video content to support students during the enrollment and onboarding process.
Assist with the implementation of the new web platform and other social media marketing efforts as needed.	I'm fully supporting Regina Ip in her great efforts to make this monumental task happen.
Investigate changing the Retirement and Recognition event to a date where more people can participate.	I spoke to key stakeholders and we are moving this event to the Monday before graduation. I have found funding to offer a free lunch- so I think this might be a good adjustment and increase the turnout for the event.
Assist in the transition of ISIS by supporting the MIS team and supporting the college in adapting to a new system.	I've attended stakeholders meetings and meetings to represent my desire to obtain a CRM when we move to a new SIS. The process is slow and steady and it is likely that we will need to use create work-arounds before we are able to get a real tool in place.
Investigate a marketing communication tool separate from Target X. (Goal to create inquiry form)	This is in the works.
Create Video Content to promote High School Concurrent Enrollment for the SAMOHI Career Day.	This was successfully completed and was very well received.
Scale-up the Media and Tech Summer Experience to include other academic courses/themes.	These improvements were discussed, and the adaptations were made for this summer. Thus far, the improvements have been well

	received and we hope to have significantly increased our number of students who participate in the program.
Create Campus Redesign/Pathways Promotional Videos	This was completed and the videos were used in all English 1 classes to help decide on the name "Areas of Interest".
Any other objectives set before me by my supervisor or the College President.	I have remained responsive and open to any projects and suggestions that I have received from my supervisor and the President.

**IV. ACHIEVEMENTS:**

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

**Summer/Fall:** New Student Services Center grand opening event (s), Celebrate America, Santa Monica July 4<sup>th</sup> City Parade, VIP Welcome Day, Professional Development Day (fall), Associates Annual Kick Off at the Broad Stage with distinguished panel discussing student homelessness, SMC Faculty and Staff Holiday Gratitude lunch and dinner

**Winter/Spring:** MLK Annual Celebration event, Professional Development days (Spring), State of the City event, Santa Monica High School Career Day, Santa Monica Art Walk, Art and Literacy Festival, USC Festival of Books, Organization of Women Leaders community event, KCRW Welcome Home breakfast at CMD, Venice Cinco de Mayo Festival and Parade, IXD BA Grad Show event, GAB Athletic Awards/Foundation Scholarship and Awards ceremony, College 90<sup>th</sup> anniversary events(s), SMC Graduation, LGBT Pride Parade, Retirement & Recognition Ceremony and lunch, (at the time of this report).

**New and improved! SMC Summer Springboard!** We've taken the Media and Tech Summer Experience (MTSE) at the Center for Media and Design Campus and expanded the idea to introduce 9-12<sup>th</sup> graders and their families to more of our programs. Last summer we had 150 rising 9<sup>th</sup> through rising 12<sup>th</sup> graders from all over Los Angeles join our program. They enrolled in up to two of nine courses offered on the CMD campus which focused on Computer Science, Film Production, Broadcasting, Journalism or Photography. We also offered an optional component to the experience called Career Connection Friday's which bring local industry professionals to campus to speak to students as well as offered career counseling and field trips off campus to help students find their passion. A full assessment of the program was done at the end and it was seen that there was indeed a market for broadening the program where students are exposed to college level courses on a college campus along with counseling support and targeted career counseling influences. We are recruiting for this summer's program now but have seen a strong level of support from the community based on the attractive marketing materials we've created and promoted widely.

**GAB ATHLETIC AWARDS: Strategic Collaboration = continued success.**

Spring 2017 was the first year that the GAB Athletic Awards was held in combination with the SMC Foundation Scholarship ceremony. This collaboration helped share the costs and will give the athletic awards a larger audience in which to be acknowledged. This spring 2019, Associated students were not able to provide

scholarship funding to the winners of the Athletic awards so additional fundraising is needed from the Athletics Department. The event is a huge success and the athletic department is in agreement to continue in this fashion going forward.

**RETIREMENT and RECOGNITION EVENT:** I was involved in the coordination of the event in collaboration with multiple offices for 87 retirees, 5 recipients of the 25 years of service award as well as other recognition given to specific groups on campus. This event continues to evolve to find ways to help retirees (and current employees) stay connected/get connected with SMC. Campus Kitchen was the main sponsor for the event so ticket sales could be used in the future for the purchase of more retirement watches. I have spoken to the Chair of the Academic Senate to discuss how to elevate the event to ensure that more people participate. The timing might be a tradition- but it's a very busy time of year for everyone which cuts into the turnout (possibly.)

**ANNUAL HOLIDAY GRATITUDE LUNCH-** Once again Marilyn and I coordinated and promoted this important campus wide community building activity to give it a fresh new look and feel and tie in more social interaction where possible. This year we opened the event up to have multiple different "ways that SMC gives" showcased so people could see the many different philanthropic opportunities available to support our students and the local community.

**GRADUATION:** Participation through:

- The selection of the commencement speaker
- The selection of the student commencement speaker and student profiles in the program
- Producing and creating the student rehearsal video which replaces the in-person rehearsal.
- MCing the pre-graduation rehearsal and pep talk for the graduates in the Pavilion.
- Coordinating the event photography and post event marketing video creation.
- Participation in all pre-event planning meetings and set up for the post event alumni reception.

### **COMMUNITY EVENT PARTNERSHIPS**

- Celebrate America – Facilitation of the SMC Welcome Lounge to promote the many aspects of the college. This year we included funding support from Associated Students to add large inflatables to the event to engage more students. We increased the promotion of the event to current and new students for the fall as a way to engage and retain students.
- Santa Monica Arts and Literacy Festival- Virginia Park
- Santa Monica Art Walk – 13<sup>th</sup> anniversary
- Santa Monica Community Martin Luther King, Jr. celebration
- Santa Monica High School Career Day participation – SMC speakers in each workshop to promote the college and high school concurrent enrollment opportunities and creation of two videos promoting the SMC Promise and High School Concurrent Enrollment.
- Santa Monica Chamber of Commerce:
  - Board member (2015-present)
  - Chamber Education Foundation Board Member (2018-present)
  - Education Committee (Career Day and New Heroes event)
- Pico Youth and Family Center/Venice Cinco de Mayo Parade and Festival participant (4th year)

- City of Santa Monica Fourth of July Parade participant with Emeritus College band (4<sup>th</sup> year)
- And many, many more.

## **ENROLLMENT AND MARKETING COLLABORATIONS update**

Because of the troubling enrollment concerns, for the past few years this department has taken on a more active role in partnering with the Enrollment Development and Outreach departments. The past year continued to provide many opportunities for collaboration and coordination between Enrollment Development and the Marketing team.

**SMC Promise Program Campaigns:** Print rack cards, vertical banners and digital messaging were created to promote this 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 750+ juniors and was also sent to their families via email.

**High School Concurrent Campaigns/Summer Springboard Promotions:** Print rack cards, vertical banners and digital messaging were created to promote this 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 750+ juniors and was also sent to their families via email.

*This year, I continued to facilitate the following enrollment related communication efforts which were new initiatives for summer 2017 and continue two years later:*

**Summer Bridge Program postcard-** Update With Brenda Benson's leadership and the technical skills of Regina Ip and the marketing team, the 7 summer bridge programs/experiences that SMC offers were condensed into one, easy to understand, postcard with a matching webpage where students and parents could get more details and could sign up for each program. This information went out in April to allow for maximum promotion with parents.

**Summer/Fall Enrollment promotional postcard-** created as a piece we can use for each summer/fall enrollment cycle with enrollment information and website. This helps to hand someone something tangible at community events when promoting enrollment and eblasts that go out to SMMUSD and beyond.

**SMC participation in SAMOHI Career Day-** we increased our participation in the event this year to include a faculty, staff or student on each of the 70 career day panels to plug SMC. High School concurrent enrollment and SMC affordability and outstanding faculty/programs were highlighted along with giving out literature on the school. Additionally, two videos promoting the SMC Promise Program and the High School Concurrent program were shown at the opening ceremony to showcase SMC and taking high school concurrent enrollment classes (free!).

**KCRW/SMC promotional message at SUMMER NIGHTS-** we have created postcards to promote SMC and the IXD program along with static stickers which will be given away at their free concerts. (Continued since Summer 2018.)

**Welcome letter to SAMOHI Seniors/families-** this email message was sent to all seniors at SAMOHI's families in early May with the intent to remind families to "keep SMC in mind" as you make your decisions about next year! (Continued from spring 2018.)

**SMC Spring Break: Come Check Us Out!** Campaign to local high schools to encourage students to avoid the lines and get VIP treatment during SMC's spring break when things are quieter. Email promotions and on campus staffing/promotions were created to assist with the necessary coverage.

**SMC/SAMOHI Counselor Collaboration meetings-** Having a full time SMC counselor at SAMOHI has been wonderful to improve our communication with this population. I've met several times with Aimee Lem to keep her abreast of what we're doing and she's informed me of the great multi-SMC campus bus tours she's organized. This is a great opportunity that we should scale up next year. She will also be the counselor assigned to reaching out to the Summer Springboard students to make sure they have the support they need as well as know what opportunities are available at SMC.

**Emphasis on video content:** An effort is being made to create more video content (short, friendly, infographics) that explain the matriculation steps. The Marketing office is also creating more promotional videos to help showcase the programs which make SMC special. We also plan to create videos for each department website which will highlight the special programs, faculty and possibly alumni for each department.

**Classified Staff/District enrollment promotions:** Email campaign to encourage classified staff at SMC to enroll into courses for FREE (help yourself and SMC!) Companion email message sent to the District encouraging faculty and staff to get together and take a class (help yourself and miss some traffic!) These efforts have shown that our own internal staff are unaware of what's available at SMC- or have trouble enrolling themselves. By learning more they will be better ambassadors to the help promote the college.

**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
<i>Associates Program Effectiveness</i>	Attendance Numbers and student feedback	We have seen which of our lecture series are more popular with students	This information helps guide our decision with what lectures/events we fund in the future.

- 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>)

**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>)

**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>)

**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

Please see the attached summary of the SMC Associates lecture count.

## 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.

The campus needs a Director of Marketing to guide our efforts consistently and to set clear strategy to reach enrollment targets. Communication between Enrollment Services and Marketing need to continue to improve and marketing needs to be at the table when Enrollment makes their plans.

The campus also needs to invest in a new CRM to help update our online marketing and communication efforts with students.

## 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>
Continue to assist with the college's enrollment/marketing needs.	Communication between these two areas would benefit from being strengthened.
Assist the Campus Redesign/Pathways/Innovation Team to reach its designated objectives- specifically the role as Communication Squad leader and the transition to the use of Areas of Interest	This is completely within the marketing purview and benefits our enrollment process as it helps students more clearly understand our course offerings.
Work closely with marketing to be ready for the leads we receive from the LA 19 marketing	The college currently does not have a formalized way to receive these types of leads which could be a problem.

campaign.	
Continue to investigate a marketing communication tool separate from Target X. (Goal to create inquiry form that tracks leads through enrollment.)	This is currently an area of opportunity for SMC that I would like to look into.
Continue to evaluate the impact of the Summer Springboard program's effectiveness and opportunities for growth.	This is an area for possible enrollment growth.
Create a communication plan that serves as a retention tool.	By helping to coordinate the many departments who are communicating with students and make the messaging more strategic in nature, we will help ensure that students get the information they need at a time they need it, and in a format that they want to receive the information.
Create enrollment videos to support students during the enrollment/on boarding process.	The application and enrollment process has many pain points for students and I would like to help fix that.

## 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.

My office is still working without one of the AA2 positions being filled.

The campus needs a Director of Marketing to guide our efforts consistently and to set clear strategy to reach enrollment targets. Communication between Enrollment Services and Marketing need to continue to improve and marketing needs to be at the table when Enrollment makes their plans.

The campus also needs to invest in a new CRM to help update our online marketing and communication efforts with students.

### 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	Director of Marketing	We are lacking a clear strategy for our unified marketing efforts (print/social/radio etc.) along with a shared strategy and communication with the Outreach team.
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>	CRM communication tool	We are unable to track our marketing efforts to see what works and leads to enrollments.
Professional Development		

## VII. CHALLENGES:

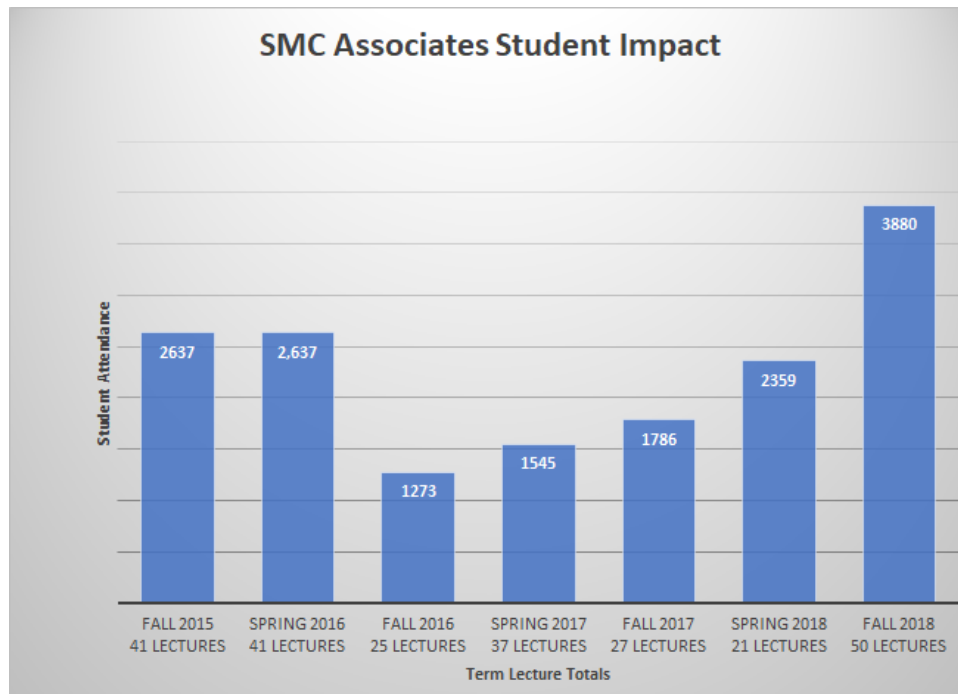
**(Optional)** List significant challenges your program faced in the past year (optional)

The continued disappointment surrounding not being able to hire a Director of Marketing for yet another year (thwarted by miscommunication and budget issues) has been a challenge. No matter who takes on this role, the reality is that our communication infrastructure is not where it needs to be. While we are in the process of updating our webpage- the reality is that our SIS also needs to be replaced and any new technology won't be implemented for 3-5 years (realistically). After three years of trying to get a shared CRM that will allow us to create social media/web campaigns that we can track- it seems that this is not something that MIS can take on right now while they research and replace our SIS.

I am hopeful now that the Campus Redesign Team/Pathways have given me the green light to move forward with promoting the Areas of Interest- I will now be able to create the long overdue online inquiry form and necessary drip campaigns that will go with that important marketing tool. We have pulled together a team of copywriters, marketing faculty and SMC marketing folks to use this momentum to overhaul the content on our non-CTE web pages and create the communication campaigns that we've been wanting to create for many years now.

## Appendix

**SMC Associates Student Impact Chart/Data**



**Table: 1**

Term	Lecture Count	Students Attended
Fall 2015	41	2637
Spring 2016	41	2,637
Fall 2016	25	1273
Spring 2017	37	1545
Fall 2017	27	1786
Spring 2018	21	2359
Fall 2018	50	3880
Spring 2019	33	TBD

*Source: Associates Lecture Counts, Community & Academic Relations Office*