

2020 Annual Program Review

Program Name: Community and Academic Relations

Program Review Author: Kiersten Elliott, Dean, Community and Academic Relations

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, feel free to copy and paste from your last 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.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Continue to assist with the college's enrollment/marketing needs.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	This is ongoing and I feel we are making progress with breaking down silos. Please see the description of the specific activities accomplished in the achievements section below.
Work closely with marketing to be ready for the leads we receive from the LA 19 marketing campaign.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	The leads came in- and because our internal processes were not in place- not much happened. We are still trying to work on this internal issue and I feel like we might actually have the right people in place to fix the problems now. I am cautiously optimistic that we have the right team to focus on out of state recruitment priorities now.
Continue to investigate a marketing communication tool separate from Target X. (Goal to create inquiry form that tracks leads through enrollment.)	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	We finally (2+ years later) have the online inquiry form and access to Target X to create a drip campaign for students who are interested in learning more about SMC. We are not able to track the leads through to enrollment because of MIS limitations.
Create enrollment videos to support students during the enrollment/on boarding process.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	Please see the summary of the approximately 40 videos we created in the last 3 months.
Create a communication plan that serves as a retention tool.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	The collaborative work with the Communications Coordinator (Cleve Barton) to help with onboarding messages, as well as

		strategic messaging to support students during the semester have proven to be very important to student retention. Especially now that students can't see their support system on campus- these messages from the institution create a sense of belonging and support that is crucial right now.
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III. ACHIEVEMENTS

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

Marketing, Enrollment, Communication and Events...

Highlights: 90th Anniversary Celebration, Student Services Center Move-In & Ribbon-Cutting, Video Production & COVID-19 response

ENROLLMENT AND MARKETING COLLABORATIONS update

Because of the troubling enrollment concerns, for the past five 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. Moving into the Student Services Center also created greater opportunity for collaboration between Admissions, the Welcome Center, Outreach, Marketing and Counseling as systems and processes began to evolve to be more student focused and streamlined. COVID-19 forced all operations to rethink how we best serve students and meet their needs.

Video Production: A contract with Blue Star Media was secured to produce 40 campus videos. Twenty of these videos were created to address common “pain points” in the admissions and onboarding process for students. The goal is to assist enrollment and retention efforts while creating a culture of information sharing and support. The original plan for the remaining 20 special program marketing videos was shifted to address the communication needs surrounding COVID-19 as well as supporting the pivot to move commencement into an online format. Thankfully the vendor was flexible and responsive to the college communication needs. It is hoped that another contract with a video vendor will be secured for next year as well, as this type of communication tool has been well received and many offices are reaching out with video communication requests.

****I am proud to say that the SMC Promise Video that I produced last year with Francesco Carmuffo won a Bronze Paragon Award at NCMPR’s national conference.*** I have been intimately involved in every video produced. For a full list of the video projects completed this year.

I continued to facilitate the following enrollment related communication efforts which were new initiatives for summer 2017 and continue three years later:

SMC Promise Program Campaigns: Print rack cards, vertical banners and digital messaging were created and reevaluated annually 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 video went on to win the Bronze NCMPR Video Award.

High School Concurrent Campaigns/Summer Experience at SMC Promotions: Print rack cards, vertical banners and digital messaging were created to promote this program internally and externally. Additionally, a short video promoting HSCE was created. This was shown at the SAMOHI Career day to 750+ juniors and was also sent to their families via email.

Summer/Fall Enrollment promotional materials: Postcards, digital messaging (Peachjar, emails and district messages) are created as a way to promote our summer and fall offerings. Especially now that we are not able to physically print things, these digital messages are extremely important.

SMC participation in SAMOHI Career Day- we increased our participation in the event the past three years 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!). Vicki Rothman, faculty lead for the Career Services Center is co-chair of this event and integrates SMC whenever possible.

SMC is Right for You: May Campaign 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 2017.) The theme this year was "Stay Local. Stay on Track." This theme addressed the desire to stay at home because of COVID-19 but to still feel like you were moving forward with your education.

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 Experience at SMC program students to make sure they have the support they need as well as know what opportunities are available at SMC.

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 help promote the college.

Summer Experience @ SMC! For two years now the marketing promotions have been expanded to introduce 9-12th graders and their families to more of our summer programs. The need for this program became even more apparent after COVID-19 when parents were looking for meaningful ways for their students to spend their summer online. Unfortunately, there was miscommunication at the high school which created an enrollment overload on SMC's system and created frustration for students who were not able to get into the courses they needed. Additional application support videos were created, but the process was still unclear to prospective students. This is an area to continue to improve upon in the future.

CAMPUS EVENT PRODUCTION HIGHLIGHTS:

Once again, planning and executing the SMC Associates and campus events filled a great deal of time. Thankfully, Marilyn Landau, (AA2) took the lead and implemented all details associated with the Associates lecture program. 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 in the fall (38), we still benefited 3838 students. Spring semester was significantly impacted by COVID-19 and all employees and programs had to pivot and reevaluate what was important for student success during a pandemic. Of the 37 lectures planned for spring 2020, 9 were executed and surprisingly served 1140 students (665 at 6 in-person events and 475 students at 3 virtual events).

Event Summary for the 2019-20 academic year:

- 10 Associates meeting (Executive and Board)
- 8 General Advisory Board (GAB) meetings (Executive and Board)
- 41 Associates lectures (See appendix A for details)
- 12 Public Policy Institute events (symposiums, special lectures)
- 11 Special events (outlined below)

Summer/Fall 2019: Celebrate America, Santa Monica July 4th City Parade, VIP Welcome Day, Professional

Development Day (fall), New Student Services Center grand opening event(s), SMC 90th Anniversary Celebration; Santa Monica History Museum Gala, SMC Faculty and Staff Holiday Gratitude lunch and dinner **Winter/Spring 2020:** MLK Annual Celebration event, Professional Development days (Spring), Santa Monica High School Career Day.

Once COVID-19 hit, the following events which were scheduled were cancelled: Santa Monica Art Walk, Art and Literacy Festival, USC Festival of Books, Organization of Women Leaders community event, Venice Cinco de Mayo Festival and Parade, GAB Athletic Awards/Foundation Scholarship and Awards ceremony, LGBT Pride Parade, Retirement & Recognition Ceremony and lunch, (at the time of this report). The retirement event has been rescheduled for summer 2020 and will be done in a zoom format.

90th Anniversary Celebration: This event was held on Oct. 22nd and had approximately 500 guest enjoy speakers, food and entertainment with the new Student Services Center building lit up at night as the backdrop. A 90th Anniversary tribute video was created by Jim Serikawa and partnerships with the Santa Monica History Museum allowed for an additional pop-up event at their museum to celebrate the college's history. SMC and our STEM program were honored at the SM History Museum Gala.

Student Services Grand Opening/Ribbon Cutting event: This ribbon-cutting event was an important milestone for the college and community. Tours of the new building were given and lunch was provided with funding from Associated Students.

90th Anniversary Virtual Commencement Planning & Execution: I was instrumental in the coordination and planning of the 90th Anniversary virtual commencement ceremony. I worked closely with Esau Tovar, Dean of Enrollment services to identify an online format, vendors and execute the plan to move this event online in a way that would be meaningful for our students and the community. I continued my traditional participation by selecting the commencement speaker and also selecting the student's to profile in the program. I also worked with Associated Students to secure funding for graduation-in-a-box/care packages to be sent to our graduates. This box would include a mortarboard, 2020 tassel, celebration sign for social media posts and a 2020 printed graduation program. The students were very happy to receive this care package as it helped to make the virtual ceremony more special- especially during the "move the tassel moment" when their degrees are conferred upon them. Feedback after the event was very positive.

GAB ATHLETIC AWARDS: Strategic Collaboration = continued success.

This event was cancelled this year. However, student athletes were sent their scholarships and award certificates (along with trophies for the overall male and female athlete of the year.) We hope that next year we will be able to resume this traditional event to celebrate our student scholarship winners and student athletes. We were able to raise additional scholarship money to support these students.

RETIREMENT and RECOGNITION EVENT: At the time of this report, this event had been moved to a zoom format in the summer. Additionally, the district is offering retirement incentives for classified and managers which will impact the timing of this event. Once we are able to have celebrations again, it would be important to evaluate this event (the timing, resources allocated toward it, as well as campus support) to ensure that it remains relevant and meaningfully supported going forward.

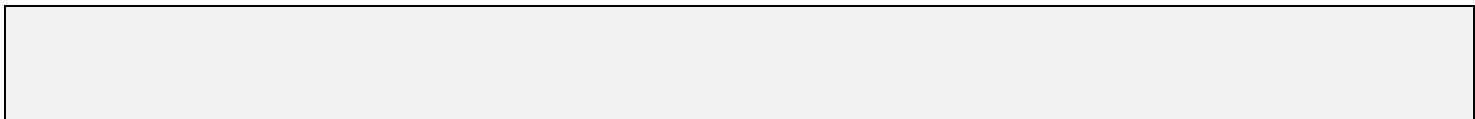
ANNUAL HOLIDAY GRATITUDE LUNCH- Once again Marilyn and I coordinated and promoted this important campus wide community building activity. This year the Foundation awarded the Above and Beyond awards to support people and offices who supported student food and housing insecurity. This was well received (as was the new color scheme of hot pink and gold).

COMMUNITY & COMMUNITY EVENT PARTNERSHIPS

- Celebrate America 2019 – Facilitation of the SMC Welcome Lounge to promote the many aspects of the college. For the past two years we have 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. The 2020 event has been cancelled.

- Santa Monica Arts and Literacy Festival- Virginia Park- Cancelled in 2020
- Santa Monica Art Walk – 13th anniversary- Cancelled in 2020
- 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 (2015-2019)
 - 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)- Cancelled in 2020
- City of Santa Monica Fourth of July Parade participant with Emeritus College band (4th year)- Likely cancelled in 2020
- And many, many more.



IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

The campus needs to clarify the institution’s top priorities so that we can focus our energy and resources. We all have too many objectives and priorities in our current positions and an opportunity to refocus the institution would be a healthy and productive process.

Part 2: List of Resources Needed

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

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

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	The marketing team needs a marketing analyst and copy writer. This position would aid in the communication objectives for the campus as well as support enrollment and recruitment initiatives.	Click or tap here to enter text.

Facilities (<i>info inputted here will be given to DPAC Facilitates Comm.</i>)	Click or tap here to enter text.	Click or tap here to enter text.
Equipment, Technology, Supplies (<i>tech inputted here will be given to Technology Planning Committee</i>)	The marketing department needs a Digital Asset Management tool (DAM) to better organize and retrieve the thousands of marketing photos and videos as well as share the items with other campus stakeholders (i.e. CMD campus faculty).	Click or tap here to enter text.
Professional Development	Click or tap here to enter text.	Click or tap here to enter text.

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

The Associates program had to pivot swiftly to move events fully online. Twenty-seven events were cancelled in the spring and many were rescheduled for the fall 2020 term. The campus had to adapt to use this new online platform to share information for lectures and events. I have tried to help coordinate the many campus event planners to ensure that moving forward we do not over program the campus (as we have done in the past) and we work together to pool our resources.

Marketing and the web team have been instrumental with the communications about COVID. Being part of the emergency communications team has enabled me to hear the communication and training needs for the campus and respond appropriately (i.e. Wifi at Bundy signage and promotion, returning to campus training for staff/managers, creation of name badge campus authorization process, etc.).

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
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Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

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
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CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review.

The following section will be completed by your program’s area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program’s annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_eric@smc.edu). If you have any questions, please contact us!

Thank you for your input!