

2020 Annual Program Review

Program Name: Marketing

Program Review Author: Ming-Yea Wei

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>

Institutional Communications (a term that include the Public Information Office, Marketing and Graphics, and Web and Social Media services areas) and Public Programs (a term that includes the Community and Academic Relations service areas) serve to provide a public face, brand awareness, and unified voice for Santa Monica College and act as the key facilitator of the College’s many public constituencies. We lead the mission of the College by creating communications that support the strategic initiatives and fulfill the Board’s vision for the College as “...a leader and innovator in learning and achievement.”

The program unit seeks to convey strategically to as many constituents as possible — current students, prospective students, employers, community partners, key stakeholders, SMC employees, and the general public — through a variety of channels to provide the highest quality and most accessible education there is in transfer, career training, and lifelong learning.

Overall, the efforts of Institutional Communications and Public Programs are critical to meeting enrollment goals, engendering community support, assisting with staff recruitment, and launching new initiatives. In particular, the program is critical to achieving apportionment goals, the recruitment of international students, and establishing trust by the District electorate for SMC bond measures. This effort underlies SMC’s growth and establishes a scale of resources that would not otherwise be available.

SMC’s Marketing and Graphics is an administrative service area that produces external and internal promotional materials and marketing campaigns for institutional advancement, community and academic programs and services, and College initiatives for enrollment growth, capital campaigns, transportation solutions, resource partnerships, and master planning. This service area prepares visuals and communication to support the College’s mission and commitment to student education goals, lifelong learning, global awareness, diversity, and economic and technological development. Our goals include finding effective marketing strategies and options based on budget and target outcome, ensuring the accuracy of information, providing professional high-quality service and product, obtaining competitive pricing of outside resources and vendors, and delivering final product on time to meet client’s expectations.

[Appendix](#)

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
Review, consolidate, and update student information on the website and other publications such as the SMC Catalog, schedule of classes, and program	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	We continue to update information and maintain consistent language in print and digital publications, including reviewing information in preparation for the new SMC website.

materials		
Create digital materials to comply with accessibility standards and guidelines	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	We continue to support the Web and Social Media team in complying with Federal Section 508 standards to ensure accessible user experience as we move forward with the new SMC website launch.
Work with SMC IT to redesign the online schedule of classes and expand the use and design of the class searchable by adding advanced search functions	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	The online class searchable now provides a more comprehensive and dynamic system, in which students can customize searches based on semester, class type, class status (open/closed), subject, and additional advanced search functions such as location, instructor, meeting time, and classes using the Zero Cost or Open Educational Resource (OER) textbook only.
Expand the photo library for promotional materials	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	We hired photographer Ben Gibbs in spring/summer 2019 to expand the photo library for SMC promotional materials which included student/faculty classroom engagement, students on campus, and Santa Monica and Los Angeles lifestyles.
Migrating the on-campus Marketing server “marketing01” to a cloud-based platform to access remotely and from any devices	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	SMC IT assisted us in migrating the Marketing archived files (photos, projects, videos) on the “marketing01” server to the “SMC-Marketing” Microsoft Teams/SharePoint site. Microsoft SharePoint is cloud-based, providing easier access from anywhere and from any devices. This migration helped our team and student workers access files remotely during the Covid-19 pandemic. We continue to work closely with IT to resolve any issues to complete the migration process.
Research and select a digital asset management system or app to integrate with Microsoft SharePoint to manage digital assets	<input checked="" type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	We are in discussion with SMC IT in integrating a DAM system to create metadata to identify and search for files, perform actions on “batches for assets, and to simplify and streamline workflow.

III. ACHIEVEMENTS

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

AWARDS

National Council for Marketing & Public Relations (NCMPR) 2019 Awards

- 1st Place, Notes/Cards/Invitations, “90th Anniversary”
- 1st Place, Communication Success Story or Crisis Communication, “Woolsey Fire”
- 3rd Place, E-Newsletter, “SMC in Focus”
- 3rd Place, Video Shorts-Single, “SMC Promise Program”

Community College Public Relations Organization (CCPRO) 2020 Pro Awards

- 1st Place, Note/Card/Invitation, “SMC Foundation Holiday Card”
- 1st Place, Commencement Program, “2019 Graduation Program”
- 2nd Place, Media Story, “Food Security at SMC”

- 2nd Place, Note/Card/Invitation, “90th Anniversary Invite”
- 3rd Place, Logo Design, “90th Anniversary Logo”
- 3rd Place, News Release, “Hesham Jarmakani Wins Jack Kent Coke Foundation Scholarship”

The ongoing advertising and strategic marketing efforts led to SMC’s 29th 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. SMC continues to be top of mind with local residents as a preferred choice for higher education.

To support student success, SMC unveiled the **Areas of Interest** in fall 2019, which help students understand the wide range of many degrees and certificates SMC offers and select an Academic and Career Path to ensure their success. SMC increased the number of distance education offerings from last year and **online degrees or certificates** in Business, Computer Science and Information Systems, Education/Early Childhood, Media and Design, and more, are now available to support the growth of online education. The **Noncredit Program** expanded their marketing efforts and free noncredit certificate courses to community members to obtain lifelong learning for career development and college preparation. The Marketing design team actively prepared materials for these initiatives and continued to promote the **SMC Promise Program** through various channels — radio, print and digital advertising, email bulletins, video, web, and social media.

We collaborated with **Collier Simon** who provided digital marketing content and advertising services to increase Career Education enrollment.

To increase user engagement for prospective students and to explore the SMC campus from anywhere in the world, we created a **360 virtual tour** of the main campus, highlighting buildings, programs, and services at SMC.

We contributed and designed promotional materials for major college campaigns and projects — **SMC 90th Anniversary Celebration** event celebrating 90 years of innovation and excellence at SMC; SMC’s designation as a **vote center** by LA County to increase civic engagement among the state’s 3.1 million students enrolled at public universities and colleges; SMC’s first **Virtual 2020 Commencement**; first-ever virtual Zoom event of the **Emeritus Gallery Student Art Exhibition** to showcase over 150 artwork created by SMC Emeritus students; SMC Foundation’s **Feed Their Dreams** to provide food, textbook, and emergency aid to SMC students in need and **Meal Project** drive-thru pantry program.

Marketing prepared materials and signage to support the communication efforts during the **Covid-19 pandemic**, which included the temporary closure of campuses and facilities, student access to Wi-Fi at the Bundy Campus, free Covid-19 testing at the Airport Arts Campus, and the response and safety visuals for SMC’s recovery plan to reopen campus.

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.

With the expansion of digital marketing and institutional advancement, the demands for services provided by the Marketing Department have increased; therefore, support for the expansion and reorganization of the department members should be considered to meet the ever-growing demands and institutional objectives.

Updating equipment and software are essential to keep abreast with current technology to support the increasing demands for Marketing’s services and College growth.

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	<p>Redefine and hire a Director of Marketing</p> <p>Reclassify the Marketing Design Analyst position to a Classified Manager</p> <p>Hire a Content Writer</p> <p>Hire a Graphic Designer</p>	<p>To alleviate some of the responsibilities of the Director of the Senior Government/Community Relations, the Director Marketing will focus on developing comprehensive strategic marketing and communication plans to support the advancement of institutional goals and objectives.</p> <p>The Marketing Design Analyst role is a managing position, who oversees the daily operation, design production, quality and delivery of product and supervises the design team, consultants, and vendors.</p> <p>We do not have a writer on staff and a full-time content writer can assist the design team in increasing brand awareness, transforming ideas into words, and maintaining accuracy of information on the website, publications, and promotional materials.</p> <p>Due to the growing number of job requests and production, an additional Graphic Designer can support the current design and web teams to accommodate client expectations and deadlines.</p>
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>	<p>Update computer equipment and software to keep abreast with latest design technology.</p> <p>Digital Asset Management (DAM)</p>	<p>Keeping up with technology advancement helps the college to grow faster, produce better products, and serve the needs of the students, staff, and faculty more effectively. The college license for Adobe Creative Cloud has allowed the Marketing team to have the latest updates on our computers to ensure that the software runs safely and efficiently. Generally, we upgrade our computers and hardware every 5 years to support the latest software updates, performance, and requirements. Our last purchase was in 2015.</p> <p>With the migration of the Marketing server to a cloud-based Microsoft SharePoint site, a digital asset management app or system is needed to manage the digital assets and streamline the workflow. We will need support and resources from SMC IT to integrate DAM features to the SMC-</p>

		Marketing SharePoint site.
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 Marketing team transitioned to working remotely due to the Covid-19 pandemic in March. We were provided Citrix to navigate our desktop virtually to access the Marketing on-campus **marketing01 server**, but accessing the files remotely was slow and inefficient. We worked closely with IT to migrate our **marketing01 server** to Microsoft SharePoint, a cloud-based platform that allow us to access our archived files faster and easier without having to connect to the internal network on campus. We continue to work with IT to resolve any issues to complete the migration process.

SMC’s move to cloud-based productivity Microsoft Office 365 continues to be beneficial to the Marketing design team, allowing us to communicate, collaborate on projects, and share documents remotely.

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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Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.

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
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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APPENDIX:

With the supervision from the Senior Director of Government Relations and Institutional Communications and a creative team of one Senior Graphic Designer, two Graphic Designers, and the Marketing Design Analyst, SMC Marketing produces over 500 marketing projects to support enrollment growth, student success, community relations, and College initiatives through various channels — print, radio, transit and print/digital advertisements, video, web, and social media.

- Total of 12 schedule of classes for print and online publications, featuring course offerings and programs for credit classes, Emeritus, Community Education and Professional Development
- Comprehensive ad campaigns for outdoor transits (Big Blue Bus and Metro), broadcast radio with expanded digital component, and print/digital advertising publications
- Annual SMC Catalog to provide information of academic programs, student services, general requirements and procedures for prospective and enrolled students, and college policies and community
- Student support materials: Welcome Week for new students, Super Saturday event for high school students to receive enrollment information and meet with SMC counselors, SMC Promise Program, online certificates and degrees, a student services and workshop calendar distributed in the fall and spring, and International Education and study abroad program opportunities
- Special events, lectures, and performances materials to support: The Broad Stage, SMC Associates, SMC General Advisory Board, SMC Foundation, Classified Professional Development Committee, art gallery and photo exhibits, Athletics and recreations, commencement, college fair, internship fair, lectures/events sponsored by the Global Citizenship grant, Celebrate America, Career Education, and Academic Departments (Business, Career Education, Communications and Media Studies, Dance, English, Theatre Arts, Public Policy Institute, Music, and others)
- Each semester we produce a series of postcards to increase enrollment and inform students and neighbors to plan ahead
- Biannual SMC Campus Events brochures published in the fall and spring, which are distributed to our neighboring communities and constituents to inform them about upcoming public events at SMC
- Biannual Santa Monica Review published in the fall and spring, SMC's esteemed national literary art journal and only literary magazine published by an U.S. community college
- Materials for Noncredit Adult Education and SMC Emeritus programs for adult learners seeking opportunities for career development, college preparation, and/or lifelong learning
- SMC Emeritus Publications: Ongoing Moment, Emeritus Chronicles, and Emeritus Voice Newsletter
- Signage: Campus maps and directories, aerial views of SMC campuses, enrollment banners, Covid-19 for emergency preparedness and recovery
- Provide visuals and communication to support capital campaigns, enrollment and outreach, government relation initiatives, resource partnerships, accreditation, transportation solutions, and master planning and environmental assessment
- Promotional materials for special programs and services in various formats: rack cards, flyers, posters, postcards, banners, digital graphics for email bulletins, social media channels, and SMC TV
- Digital graphics for SMC website, SMC TV, and social medial channels

We collaborate with the Web & Social Media and Academic & Community Relations teams, the Public Information Officer, and consultants in developing consistent messaging, accuracy of information, and the SMC brand.

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!