SAN DIEGO MESA COLLEGE

Program Review

Summary and Reflections with Unit Goals, Action Plans, and Updates

Leadership - Office of Communications

Executive Summary

Describe the successes and challenges your unit has faced since the last comprehensive review.
Overview:
The Mesa College Office of Communications provides public relations, community engagement, social media, web development and support, graphic design, event promotions, photography, videos and other marketing and communications support to the campus community. We additionally serve in a liaison capacity with the District, the region, elected officials, community and industry groups and the greater San Diego region. Office of Communications office staff are skilled in their areas of expertise, and have won industry awards for writing, social media, web, photography, video, graphic projects, and printed publications. We embrace new challenges and direction with positive spirit. We improve our skills through training, webinars and independent research. We work diligently to provide services, solve issues and create better processes for the College and better access for students. The office engages in open and constant communication which is maintained with and by all members ? including those that work part?time.
The team works well together and has been instrumental in taking on new tasks, learning new skills, and embracing new communication tools and platforms. Via the newly implemented Project Request system, staff are able to track projects, meet deadlines, offer creative solutions, and uphold the college branding guidelines. The Office of Communications is customer oriented, and maintains contact with internal and external clients. We enjoy working with our campus clients and vendors to create materials and assist with events and programs that promote and create conditions for students to succeed. Based on a variety of feedback, the staff are well-regarded by district colleagues and campus clients, as well as vendors, the Foundation, members of the community, the media and other college partners.

Successes:
Successes in the past year include: Deployment of new academic program and academic and career pathways webpages, providing photography and video support at over 100 events, including major events such as the Equity & Excellence fundraising event, and annual events such as the Scholarship Awards Ceremony and Commencement. Annually, we have successfully produced the Annual Report, the Faculty & Staff Handbook, as well as promotional and support materials, for nearly 60 events. We implemented – in conjunction with Regional, District and Mesa partners - enrollment marketing campaigns (in both English and Spanish) for Fall 2022, Spring 2023 and Summer 2023, resulting in meeting and/or exceeding enrollment targets. We produced videos for Strong Workforce programs, Commencement, academic programs, Pathways, the Career Launchpad Guidebook and athletics. We also supported enrollment and participation in specific programs and events such as Allied Health applications, the Promise Program, CRUISE and JumpStart. Despite a 4 month vacancy in the Digital Communications Specialist position, and with the assistance of categorical funding and a consultant, we were still able to increase our social media engagement and reach by nearly 10%. We arranged and conducted multiple successful media events for fundraisers, art exhibitions, athletics, grand openings, and events including elected officials. We have shared, written and posted nearly one hundred stories highlighting campus, student, faculty and staff successes. We have participated in committees for scholarship, commencement, pathways, canyon classroom, enrollment management, program review, PCAB, information technology, strong workforce, advancement, DEI, LatinX Alliance, AANAPISI, BSU, professional development, Mesa2023, regional marketing, district marketing and outreach, and have served as liaisons for a variety of community groups. We have contributed to and promoted multiple college-wide initiatives including equity, pathways, and basic needs.

Mesa College 60th Anniversary Planning and Implementation:
In early 2023, the Office of Communications began planning for the Mesa College 60th Anniversary in 2024. We served as members of the 60th Anniversary committee to help create and plan for the College's milestone year. All staff members - both full-time and part-time - assisted with this effort. We began by creating the logo, branding and slogan for the 60th Anniversary. We conducted ten months of research - reviewing thousands of photos, hundreds of documents and over 50 hours of archival video footage. We collected information from our own office archives as well as the Mesa College LRC, the District office, the San Diego Public Library, the City Clerks office , the Mesa College Foundation, the World Arts Collection, and news stations CBS8 and KPBS. We were able to use the photos and the footage to create banners and promotional graphics, as well as nearly 30 historical photo albums,

allowing us to share over 500 photos in the Mesa College Flickr album with the campus community. We created a 60th Anniversary commemorative video, and a 60th Anniversary Playlist on YouTube, showing casing nearly a dozen archival videos. We designed and created a 60th Anniversary webpage (www.sdmesa.edu/60thAnniversary), which showcases and houses links to all the assets, including a calendar of events. We ordered shirts, lapel pins and buttons. We conducting months of publicity, reaching out to alumni, elected officials, the campus, students and the public in anticipation of the event kick-off, which we successfully planned and held in January 2024. Into 2024, we are continuing to directly manage and support Alumni engagement efforts as well as multiple signature events, including the culminating Fundraising Gala, schedule for October 2024.

Challenges:

Staffing:
Currently, digital engagement is increasing. Website and media traffic has increased by over 35%. As engagement, traffic and users increase, workload, production needs and marketing maintenance increases. This creates a cycle where we do not have the capacity to improve our efforts or keep pace with demand. For example, in the past year, the Office has provided support for over 200 events – both on and off campus (in-person and on-line) . As the number of campus events continues to rise, so does the need for event support. Communications staff has provided logistical support, materials creation, web page updates and event photography as well as promotional support (public relations and social media promotions) for the majority of events both on and off campus. Currently the office is limited in its ability to respond and serve campus needs. We are frequently reactive, with very little opportunity to be pro-active. In the next 3-5 years, we anticipate increases in social media usage, and with the implementation of new technology and webpages, the need to train more faculty and staff on communications methods. Additional staff would allow for increased workflow to fulfill multiple requests made for services which would increase productivity, and provide much-needed additional support in the areas of content creation for promotions and priority initiatives. Otherwise, the Office of Communications would continue to function as is, with a reduced capacity to fully fulfill the needs of the campus community.

Budget:
Our Office is currently funded at $25,000 per year. This is less than $1.00 per student per year.
According to a 2019 SimpsonScarborough survey, 4-year educational institutions frequently spend between $429 and $623 per enrolled student, per year, on marketing. As a result of the pandemic, and the changing digital landscape, new and more frequent methods of marketing and communications are needed to reach both younger (HS pipeline) and older (return to college) prospective students. Generation Z has been dubbed as “digital natives” and they do not engage in the same way or display the same psycho-graphics and behaviors as generations before them. New modes and methods – and more frequent – marketing and promotions are needed. In the past year, the Office of Communications has been able to take advantage of categorical funding for advertising, and we have seen increased correlation with our KPIs to include engagement, attendance at events and enrollment. This demonstrates that our office needs an updated, appropriate and increased budget (at least $5-10 per student per year) that will allow us to increase marketing and promotions in the broader community and to a greater variety of stakeholders across multiple demographics, regarding Mesa courses, programs and services. We feel that it is imperative to keep an active and engaged pipeline of interested incoming students, and to increase and impact enrollment trends.

If applicable, describe any major curricular or service changes your unit has engaged in and the impact of those changes since the last comprehensive review.
With growing demand to implement and promote new programs and services, the office is still challenged with serving our campus clients and protecting the campus brand. We are working to streamline and improve how we do business, and trying to find solutions when there are capacity and bandwidth issues.

If applicable, describe the impact of any new resources (human, fiscal, etc) on the unit and/or action plan implementation.
In the past year, the Office of Communications has been able to take advantage of categorical funding from Pathways, Strong Workforce, HEERF and the Block Grant. This has increased our ability to hire part-time staff and consultants to support our work in the areas of web development/design, social media, event support, news, photography and marketing. It has also allowed us to place paid advertising across multiple channels such as

television, radio, digital streaming platforms, social media and web. Preliminary analytics on enrollment trends confirm that this additional infusion of resources (PT staff, consultants and budget) has correlated directly with increased the effectiveness, reach and therefore success of our efforts in the areas of engagement and enrollment.

If you assess OUTCOMES, please confirm that the outcomes have been reviewed for accuracy. If you do not assess Outcomes, skip this question.

Related Documents for Charts and Graphs

Executive Summary Complete
Yes

Data Reflection

Trends observed in program/service area's data.
In the past year, the Office of Communications has:

Received over 700 work requests, from over 200 unique clients.
- This is a 14% increase since last year, and a 17% increase since 2021, and more than twice the amount of requests we were receiving just 5 years ago.
- This is an average of 63 request each month.
- During every month, there were over 100 requests in the queue each month.
- During 5 of those months, there were over 200 project requests in our queue at one time, with 3 month having over 250 request at once
- Over 500 of the 700 requests included more than one element, such as design, photography, social media and/or PR requested at one time.
- Project Request completion can take anywhere from1 - 60+ days, depending on the project components, availability of assets, prioritization, and requested/required due dates.

Office of Communications engagement impacts:
- Website: Over 7 million total pages views, and 35% increase in the past 2 years
- Photos: Added over 50 albums and over 15,0000 photos to Flickr (62,000 photos and counting)
- News: Issued over 65 news stories, media advisories and articles, and been mentioned over 250 times in local, regional and national news and trade publications.
- Social Media: Over 53,000 followers across all platforms
- Radio and streaming (local radio and Pandora): Over 2,600,000 impressions to promote Spring/Summer 2023 enrollment
- Video: Streaming and cable: Over 115,000 Impressions to promote Spring/Summer 2023 enrollment.

Committee work: Office staff have/are participating in nearly 20 committees, task-forces and work-groups across campus, the district and the region.

Describe any equity gaps in the data. Are there differences and/or patterns observed by demographics (e.g.race/ethnicity, gender, age, etc.)
Although the Office of Communications does not/cannot collect demographics in our advertising analytics (GA), we remain committed to providing equity in all of work, and creating content that reaches multiple and diverse audiences, and is culturally responsive. We work actively with academic and student support services (such as Ethnic Studies, HSI, AANAPISI and LGBTQ+) to promote programs and services designed to close any equity gaps revealed in the data. For example, upon reviewing the Equity Analysis for Scholarships with the Office of Institutional Effectiveness and Student Affairs, we immediately adjusted the way that we promote and advertise scholarship opportunities, which resulted in the closure of multiple equity gaps. Prominent support and publicity for our Dreamers, FAST, BSU, and Pride Center, along with Basic Needs and other equity initiatives, has allowed more students to become aware, and take advantage of those services, and feel included and supported.

Summary and Reflection

Related Documents for Charts and Graphs

Describe the discussion(s) that took place about the unit's learning outcomes assessment data.
The Office of Communications has been actively engaged with the Regional and District efforts to gather new data on students' needs since the pandemic. We have reviewed our own office goals, in order to crosswalk them with the goals in Mesa2023. We have also conducted analysis of recent enrollment trends, as well as marketing strategies and tactics that may be more effective than those used previously. These are ongoing discussions in our unit, as we believe in pursuing the best course that can reach and assist students.

Data Reflection Complete
Yes

Practice Reflection

Describe current practices your program/service area has engaged in that you believe impact the above data trends and equity gaps.
In addition to supporting campus equity initiatives as stated above, Internally, we review and analyze our own processes and methods to achieve equity, such as having information available online and via digital means which has shown success in removing many barriers for our students. Our goal is to continue to provide strategies and implement tactics using online and social media platforms, as well as traditional methods that best fit the needs of our students. Ultimately, the ability to provide more information and resources will be reflected in our ability to be more equitable and serve more students - particularly those that have been traditionally underserved. Providing digital assets and universal access helps removes economic barriers for students – and makes accessing materials and information easier and more streamlined. Students at Mesa have utilized on-line textbook resources and collectively saved millions of dollars. We have seen a similar trend in website access and usage; students are accessing the Mesa College website to get the information they need when they need it – and from wherever they are.

What other factors (internal or external) might also impact the above data trends and equity gaps?
Both internal and external factors will impact trends and our ability to close equity gaps, including legislation, new and emerging technology, programs offered by competitors, staffing and budget (see above), and increased requests to support new District and college-wide initiatives, activities of the Mesa Foundation and new grants.

Related Documents for Charts and Graphs

Practice Reflection Complete
Yes

Mid-Cycle Updates

YEAR 2 Updates (2023 - 2024)
Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 2.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 2.

Review Outcomes Report. Review the unit's outcomes assessment process for 2022 - 2023. Discuss connections to unit goals/action plans/resource requests.

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 2.

Summary and Reflection

YEAR 3 Updates (2024 - 2025)

Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 3.

As the Office of Communications transitions under new leadership, our focus remains on growing our social media audience and enhancing engagement by representing San Diego Mesa College with an equity lens. We are committed to promoting the college's mission of equity and excellence through storytelling that reflects the diverse experiences of our students, staff, and faculty.

In the upcoming year, we are committed to being more inclusive with ADA compliance across all digital platforms and communications. We recognize the importance of creating accessible content for individuals with disabilities and will ensure that our materials meet ADA standards to remove barriers and provide equitable access to information.

Additionally, we will focus on providing self-serve marketing templates to empower faculty, staff, and departments across campus to create their own branded, accessible content. These templates will streamline the creation process, ensure consistent branding, and promote wider engagement with Mesa's key messages.

To improve our planning and efficiency, we aim to leverage data to better manage project workflows. With years of data available, we can more accurately predict the peaks of work demands, allowing us to optimize our resources. We will continue to build out the technical infrastructure for the website and related applications in order to increase access to on demand information when students and increase data integrity, providing the most accurate information possible.

Our updates to the Executive Summary will continue to reflect these evolving practices, with a commitment to reviewing and analyzing how our strategies impact equity gaps. We are dedicated to ongoing improvement by incorporating feedback via surveys and adapting to the changing needs of our students and our college community.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 3.

The following data was collected from July 2023 through December 2024 and will serve as a new benchmark for tracking campus requests, web usage, and photography needs in future years.

Project Requests Submitted to the Office of Communications
976 unique requests.

Photography
318 photo albums created
29,648 photos uploaded
1,738,398 public photo views

Website Interaction
6,404,672 total page views
Top 10 Most Viewed Pages
Homepage – 1,339,908 views
Individual Course Page – 378,821 views
Academic Programs – 157,356 views
Apply to Mesa – 123,356 views
Radiologic Technology Program (Main Page) – 93,758 views
Radiologic Technology Program (Application Page) – 87,166 views
Fall Page – 77,937 views
Academic Calendars – 69,507 views
Counseling – 68,332 views
Spring Page – 64,926 views

Top 10 Project Requestors

Summary and Reflection

Communications Office
President's Office
Student Affairs
Languages Department
TCE (Transfer, Career, and Evaluations)
Counseling
Outreach
Social Sciences
Resource Development/Foundation

Review Outcomes Report. Review the unit's outcomes assessment process for 2023 - 2024. Discuss connections to unit goals/action plans/resource requests.
NA

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 3.

YEAR 4 Updates (2025 - 2026)

Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 4.

As the Office of Communications continues to mature under new leadership, our work has shifted from transition to strategic implementation. We remain focused on growing our social media audience and deepening engagement while representing San Diego Mesa College through an intentional equity lens. Our storytelling strategy revolves around the experiences of students, staff, and faculty, ensuring our platforms reflect the diversity and stories of our college.

Over the past year, we have strengthened our commitment to accessibility by embedding ADA compliance into our standard operating procedures across digital and print communications. We have prioritized captioning, accessible document formatting, alt text standards, and website compliance practices to reduce barriers and expand equitable access to information. I have taken initiative to participate in department meetings and one-on-one meetings to provide tips on creating flyers with ADA Accessibility in mind, here is a pdf to that training: ADA Compliance Training Tips

To empower campus partners, we expanded our self-serve marketing toolkit, providing branded, accessible templates and guidance that allow departments to create aligned communications while maintaining institutional standards. This approach has increased consistency across platforms, reduced turnaround times, and strengthened campus-wide engagement. Her is one example of a template: https://www.canva.com/design/DAGwiP4J9Vg/dLRz8LIMA5-mbSPEcaX8bg/edit?utm_content=DAGwiP4J9Vg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Operationally, we have implemented more structured project management practices, including clearer intake processes and follow-up protocols. By using project data, we are better able to anticipate peak production cycles, allocate resources more strategically, and manage workload distribution across the team. This data-informed approach has improved efficiency while maintaining quality and responsiveness.

We also continued enhancing the college's digital infrastructure to support on-demand access to accurate, timely information. We have worked with the Office of Administrative Services to provide improvements to website content to strengthen alignment between messaging, institutional priorities, and student needs.

As we enter Year 4, our Executive Summary reflects not only evolving practices but measurable progress. We will continue to assess the impact of our communications strategies on equity gaps, incorporating feedback through engagement, and refining our approach to ensure that communications at Mesa are inclusive, strategic, accessible, and student-centered.

Summary and Reflection

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 4.

Review Outcomes Report. Review the unit's outcomes assessment process for 2024 - 2025. Discuss connections to unit goals/action plans/resource requests.
N/A

Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 4.

YEAR 5 Updates (2026 - 2027)
Provide any edits or updates to the prompts originally documented in the Executive Summary section for Year 5.

Provide any edits or updates to the prompts originally documented in the Data Reflection section for Year 5.

Review Outcomes Report. Review the unit's outcomes assessment process for 2025 - 2026. Discuss connections to unit goals/action plans/resource requests.
Provide any edits or updates to the prompts originally documented in the Practice Reflection section for Year 5.

Unit Goals, Action Plans, and Updates

Increase Awareness of Mesa College

Unit Goal: Develop and execute diverse communication, marketing, advertising, and promotional strategies to enhance awareness of Mesa College.

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030:

- **Completion - Objective 3:** Design and promote programs and services that intentionally target a reduction in equity gaps in completion outcomes (✓)
- **Pathways and Partnerships - Objective 1:** Develop and implement frameworks to create communities that can provide more targeted delivery of educational resources and support services. (✓)
- **Pathways and Partnerships - Objective 3:** Increase community engagement, experiential learning, integrated career planning, and workforce training to prepare students for future careers (✓)

Action Plans	Updates
Action Plan Status: Active **Action Plan:** Goal 1: Conduct a variety of communications, marketing, and promotions to increase awareness of Mesa College and close equity gaps. Actions 1. Promote course offerings, initiatives, events, activities, programs, and services to drive enrollment 2. Work with departments and offices to analyze equity trends and provide focus in needed academic and student support areas 3. Promote accomplishments and manage community engagement **Action Plan Cycle:** 2025 - 2026, 2024 - 2025, 2023 - 2024, 2022 - 2023	**Submission Date**: 01/07/2025

Unit Goals, Action Plans, and Updates

Action Plans	Updates
	Action Plan Update: Growing Social Media Audience, Creation of Personas for Digital Marketing Campaigns and Strategies. Enhancing Engagement with Equity Lens. Objective: Increase social media presence and engagement by reflecting the diversity and experiences of the college community, with a focus on equity and inclusion. Identify our college audience and create personas for our students and influencers. Action Steps: Content Strategy Development: Create a content calendar that highlights diverse stories from students, staff, and faculty, with an emphasis on experiences that reflect the college's commitment to equity and excellence. Diverse Representation: Feature various demographics, showcasing their achievements, challenges, and perspectives. Audience Engagement: Use polls, Q&A sessions, and interactive content to engage followers. Foster a community where students feel heard and supported. Hashtags & Campaigns: Create specific campaigns to promote important college initiatives like scholarships, student resources, and community events. Measure Impact: Track engagement metrics (likes, shares, comments) and analyze which types of posts resonate most with the community. Adjust the strategy accordingly. Timeline: Monthly reviews and adjustments to content based on engagement metrics. **Update Year**: 2024 - 2025 **Action Plan Progress**: On Track

Meet Communication Needs

Unit Goal: Fulfill the communications needs of campus clients and the District in a timely manner.

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030:

- **Community - Objective 2:** Develop activities, spaces, and programs that support a sense of belonging with a focus on antiracism, historically minoritized groups, and inclusion. (✓)

Unit Goals, Action Plans, and Updates

- **Completion - Objective 1:** Develop pathways that provide students with clarity about degree, certificate, and transfer requirements. (✓)
- **Completion - Objective 4:** Support students' access to resources to mitigate the impact caused by technological and basic needs insecurity (✓)

Action Plans	Updates
Action Plan Status: Active **Action Plan:** Goal 2: Fulfill the communications needs of campus clients, the District and the region. Actions: 1. Provide support with graphic design, photography, event panning/execution, multimedia (web and social media). 2. Serve on committees and liaise with colleagues 3. Issue news releases and stories to support Mesa, District and regional public relations/media. **Action Plan Cycle:** 2025 - 2026, 2024 - 2025, 2023 - 2024, 2022 - 2023	**Submission Date**: 01/07/2025

	Action Plan Update: NEW: Assess Needs: Regularly meet with departments and campus stakeholders to assess their communication needs (e.g., event promotions, branding, social media strategies). Graphic Design Support: Create and deliver branded graphic design assets for events, campaigns, and social media (e.g., flyers, posters, banners, social media graphics). Photography & Videography: Provide photography and video production services for key events, departmental needs, and content for social media platforms and websites. Event Planning & Execution: Assist with the planning and execution of communication-related elements for events, such as promotional materials, programs, and multimedia content. Multimedia Production: Manage multimedia needs, including website content, video production, and social media content creation, to support a consistent and cohesive brand message. Committee Participation: Actively serve on cross-functional committees (e.g., marketing, diversity, and inclusion) to ensure that communication needs and priorities are identified and addressed. Regular Liaison: Schedule monthly or quarterly meetings with key colleagues in various departments (e.g., student affairs, academic departments, district communications) to discuss ongoing and upcoming communication initiatives. Collaboration & Coordination: Foster open lines of communication between departments to streamline efforts and avoid duplicated efforts. Work with other units to coordinate the timing of communication campaigns or messages. Identify Key Stories: Work with internal teams to identify noteworthy stories, achievements, or initiatives that can be communicated through news releases and media stories (e.g., faculty accomplishments, student success stories, new partnerships). Develop & Distribute News Releases: Draft news releases for internal distribution and public release, ensuring that they are clear, accurate, and aligned with institutional priorities. Media Outreach: Develop relationships with local media outlets and journalists to distribute stories and increase the visibility of Mesa College and the District. Monitor Coverage: Track media coverage and analyze the effectiveness of each release, making adjustments as necessary for future campaigns. Reshare any news mention on our social media channels and NewsCenter. Metrics for Success: Timeliness & Efficiency: Monitor project timelines to ensure communication materials and support are delivered in a timely manner. Stakeholder Feedback: Collect feedback via surveys from campus clients, district colleagues, and media contacts on the effectiveness of communication efforts. Engagement Metrics: Track engagement on social media and digital platforms to assess the effectiveness of multimedia content (e.g., video views, social shares, website traffic).

Action Plans	Updates
	Media Coverage: Track media placements and the reach of news stories and releases. **Update Year**: 2024 - 2025 **Action Plan Progress**: Barriers Encountered

Communications Subject Matter Experts

Unit Goal: Serve as communications subject matter experts for campus clients.

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026, 2024 - 2025, 2023 - 2024

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030:

- **Pathways and Partnerships - Objective 1:** Develop and implement frameworks to create communities that can provide more targeted delivery of educational resources and support services. (✓)
- **Scholarship - Objective 2:** Evaluate and improve Diversity, Equity, and Inclusion practice in classroom environments, campus activities, departments, schools, and administrative units (✓)

Action Plans	Updates
Action Plan Status: Active	**Submission Date**: 12/02/2025 **Action Plan Update**: Have completed x amount of trainings in a group or one on one setting. Provided department drafts with approved logos for ease of use. Started ADA compliance preparation for deadline in 2026. **Update Year**: 2025 - 2026 **Action Plan Progress**: On Track
	Submission Date: 01/07/2025

Action Plan: Goal 3: Serve as communications subject matter experts for campus clients. Actions 1. Provide training and guidance to increase administrators, faculty and classified professionals knowledge of marketing and communications best practices. 2. Monitor current trends and strategies (via Professional development, research, conferences, etc.) to maximize the success of college promotional efforts **Action Plan Cycle:** 2025 - 2026, 2024 - 2025, 2023 - 2024, 2022 - 2023	**Action Plan Update**: NEW Action Steps: Develop Training Materials: Create a suite of training resources, including templates, videos, and presentations, focused on marketing and communications best practices (e.g., writing for social media, creating accessible content, branding guidelinesm website updates). Host Workshops and Webinars: Organize regular training sessions on various communication topics (e.g., social media best practices, graphic design tools, website edits). Schedule sessions throughout the year to reach all staff groups. On-Demand Resources: Update our online repository (Mesa Toolbox)where administrators, faculty, and staff can access training materials, templates, and resources at their convenience. One-on-One Consultations: Offer personalized consultations or small group sessions for departments and individuals who need more specific guidance on communication strategies. Survey Feedback: After each training, send out surveys to gather feedback on the content and delivery, and adjust future sessions accordingly. Professional Development: Encourage and support the communications team in attending relevant conferences, webinars, and training programs to stay informed about the latest trends and tools in communications. Research Trends: Dedicate time for researching emerging communication strategies (e.g., social media algorithms, data analytics tools, audience engagement tactics). Share key insights and reports with the wider campus community. Collaborate with Industry Experts: Establish connections with experts in the field of higher education communications and media to share insights and trends. Attend or participate in networking events to gather ideas for improving the college's promotional efforts. Incorporate Findings into Practices: Regularly update communication practices and strategies based on the latest trends. Integrate innovative approaches into training materials and campus communication efforts. Feedback & Adaptation: Continually monitor the effectiveness of the promotional strategies and adapt them based on feedback from faculty, staff, and target audiences. Timeline: Continuous monitoring of trends, with formal strategy updates every 6 months to reflect new findings. Metrics for Success: Training Engagement: Track the number of staff, faculty, and administrators attending training sessions/workshops. Survey Results: Collect and analyze feedback from training sessions to assess improvement in knowledge and application of communications best practices. **Update Year**: 2024 - 2025 **Action Plan Progress**: Barriers Encountered

New, Effective and Efficient Methods of Communication.

Unit Goal: Implement (where feasible) new, effective and efficient methods of communication.

Goal Status: Active

Beginning Year: 2022 - 2023

Projected Completion Year: 2025 - 2026

Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030:

- **Community - Objective 1:** Use technology to improve communication and accessibility across campus. (✓)
- **Pathways and Partnerships - Objective 5:** Develop and implement technologies, including website redesign, that will make pathways information available to students so that they can effectively utilize this information in their educational and career planning (✓)
- **Stewardship - Objective 2:** Support processes and initiatives that prioritize environmental sustainability and reduce Mesa College's impact on climate change (✓)

Action Plans	Updates
Action Plan Status: Active **Action Plan:** Goal 4: Implement (where feasible) new, effective and efficient methods of communication. Actions 1. Building and leveraging digital infrastructure for both internal and processes via the website. 2. Research, recommend and implement updated/emerging social media, digital promotions and web applications. **Action Plan Cycle:** 2025 - 2026, 2024 - 2025, 2023 - 2024, 2022 - 2023	**Submission Date**: 12/02/2025 **Action Plan Update**: Created a communication plan with Office of communications staff to provide 3 point contacts for each project request submission. Acknowledge receipt of request, provide opportunity for edits or content updates. First draft email. Final Approval and update email. **Update Year**: 2025 - 2026 **Action Plan Progress**: On Track **Submission Date**: 01/07/2025

Unit Goals, Action Plans, and Updates

Action Plans	Updates
	Action Plan Update: 1. Action Steps: Website Audit & User Experience (UX) Optimization: Focus on enhancing navigation, mobile responsiveness, and ADA compliance. Improve Web Accessibility: Ensure that the website meets or exceeds ADA standards for accessibility, ensuring all content is available to individuals with disabilities, including accessible navigation, alt-text for images, and screen reader-friendly formats. 2. Action Steps: Research Emerging Trends: Stay current on new tools, platforms, and trends in digital communication (e.g., new social media platforms, digital promotion strategies, chatbots, mobile apps). Attend conferences, and research other campuses to see what innovative things others are sharing successfully. Evaluate and Test New Social Media Platforms: Regularly assess the performance of current social media channels and test new platforms (e.g., TikTok, Threads) for potential student engagement. Determine whether these platforms align with the college's goals and demographics. Develop Digital Promotion Campaigns: Create campaigns that leverage emerging social media and web applications to promote campus events, student achievements, and key messages. Incorporate paid digital ads, and interactive content to increase reach. **Update Year**: 2024 - 2025 **Action Plan Progress**: Barriers Encountered