

Administrative Services Program Review 2019/20 UPDATE

Office of Communications

**Created on: 07/31/2019 02:31:00 PM PST
Last Modified: 02/10/2020 03:33:34 PM PST**

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General Information (Administrative Services Program Review 2019/20 UPDATE)

2019/20 Administrative Services Program Review

SUBMISSION INFORMATION AND UPDATES (REQUIRED)

- Name of Lead Writer: Jennifer Kearns
- Name of Liaison: Larry Maxey
- Name of Manager/Service Area Supervisor: Jennifer Kearns/Pamela Luster

OUTCOMES AND ASSESSMENT (REQUIRED)

Form: 2019/20 Program Review Outcomes and Assessment Section (See appendix)

PROGRAM ANALYSIS FOR EQUITY AND EXCELLENCE (REQUIRED)

Form: 2019/20 Program Review Administrative Services Analysis Section (See appendix)

PROGRAM GOALS (REQUIRED)

Office of Communications Goals 2018-2019

Provide and implement new and progressive communication and promotional strategies

With the introduction of new technology and ever changing digital and social communications methods, the office needs to be able to constantly adapt to meet the needs of students. Staff will stay abreast of technology changes via research and training, and work to implement new programs and procedures. The current website will be redesigned to be “student-facing” and representing the needs of our students, and to be able to effectively communicate campus activities.

Mapping

CA- Mesa College Strategic Directions and Goals: Strategic Goal 1.4, Strategic Goal 1.6, Strategic Goal 2.4, Strategic Goal 4.3, Strategic Goal 5.1, Strategic Goal 5.2, Strategic Goal 6.1,

Institutional Learning Outcomes 2016/17: Communication, Critical Thinking, Information Literacy

Improve internal communication practices.

The office is working hard to serve our campus clients (students, staff, administrators, programs and services) and protect the campus brand. We are working to streamline and improve how we do business based on the methodologies developed. We have recently implemented a series of design templates so that clients can create their own flyers, posters and other graphics.

Mapping

CA- Mesa College Strategic Directions and Goals: Strategic Goal 1.4, Strategic Goal 1.6, Strategic Goal 2.4, Strategic Goal 4.3, Strategic Goal 5.1, Strategic Goal 5.2, Strategic Goal 6.1,

Institutional Learning Outcomes 2016/17: Communication

Enhance college web and digital presence.

We are currently redesigning the college web site to incorporate Strong Workforce and Pathways. We have conducted surveys and working with consultants to improve the site, and are now in the process of a web redesign. In order to keep up with campus web demand, we hope to hire a new web designer/programmer, and develop a training program and train content managers. Additionally, digital advertising has shown success, and our goal is to continue strategies for online and social media platforms.

Mapping

CA- Mesa College Strategic Directions and Goals: Strategic Goal 1.1, Strategic Goal 2.1, Strategic Goal 2.4, Strategic Goal 4.3,

Institutional Learning Outcomes 2016/17: Communication, Critical Thinking, Global Consciousness, Professional & Ethical Behavior

Increase staffing in the Office of Communications

With the continual growth and creation of new programs and the stimulus from numerous grants there has been a significant increase in volume in work requests to the office. The Newsroom has also brought new challenges in additional work in order to keep the content up to date and make it a valuable resource as a promotional tool. The office has assessed its current staffing and determined that additional staff are needed to effectively serve the needs of the campus and community.

Mapping

CA- Mesa College Strategic Directions and Goals: Strategic Goal 1.4, Strategic Goal 2.4, Strategic Goal 4.2, Strategic Goal 4.3, Strategic Goal 5.1, Strategic Goal 5.2, Strategic Goal 6.1,

Institutional Learning Outcomes 2016/17: Communication, Information Literacy

ACTION PLANS FOR GOALS (REQUIRED)

Actions

Office of Communications Goals 2018-19

Outcome

Goal: Provide and implement new and progressive communication and promotional strategies

With the introduction of new technology and ever changing digital and social communications methods, the office needs to be able to constantly adapt to meet the needs of students. Staff will stay abreast of technology changes via research and trainings, and work to implement new programs and procedures. The current website will be redesigned to be “student-facing” and representing the needs of our students, and to be able to effectively communicate campus activities.

Action: Hire a Web Designer

Describe the actions needed to achieve this objective:

The District has instituted a hiring freeze. If not, we propose hiring a web designer to assist with maintaining and updating the College website (See Classified Staff Request #2). Obtain approval and funding. Begin hiring process. Position would report to Director of Communications in the Office of Communications.

Who will be responsible for overseeing the completion of this objective: Director of Communications (PIO), President

Provide a timeline for the actions: TBD

Describe the assessment plan you will use to know if the objective was achieved and effective: Position filled.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other): Workstation (desk), computer, conferences/training.

Supporting Attachments:

[Office of Comms - Request for Web Designer 2019-20 \(Adobe Acrobat Document\)](#)

The Mesa College Office of Communications provides public relations, social media, web development and support, graphic design, event promotions, photography, videos and other marketing and communications support to the campus community and the public. The office currently employs a full time web designer/programmer but is in need of a lower level web designer to help with an increased workload (over 185 web requests in 2019).

Action: Review best practices; develop and implement new strategies

Describe the actions needed to achieve this objective: Continuously work with staff to analyze effectiveness and develop campus guidelines for campus promotion methods. Review research and trends for new methods and technology. Survey faculty, staff and students as to what forms of communications they use and want to see. Create landing pages to track specific promotions. Track social media.

Promote to campus community, conduct training for faculty and staff.

Who will be responsible for overseeing the completion of this objective: Director of Communications, assigned staff, with help from campus-based researcher.

Provide a timeline for the actions: Processes are underway and data is being collected. Some information is available and contained within other sections of this report.

Describe the assessment plan you will use to know if the objective was achieved and effective: Client surveys, web, social media and digital analytics, etc.

List resources needed to achieve this objective and associated costs (Supplies, Budget for additional trainings and implementation and placement of marketing/advertising.

**Equipment, Computer
Equipment, Travel &
Conference, Software,
Facilities, Classified Staff,
Faculty, Other):**

Goal: Improve internal communication practices.

In light of the other goals listed here, and with growing demands due to new programs and services, the office is still challenged with serving our campus clients (students, staff, administrators, programs and services) and protecting the campus brand. We are working to streamline and improve how we do business based on the methodologies developed.

Action: Hire an Administrative Technician

Describe the actions needed to achieve this objective: The District has implemented a hiring freeze. Otherwise, we would propose a new hire (See Classified Staff Request #1). Obtain approval and funding. Begin hiring process. Position would report to Director of Communications in the Office of Communications.

Who will be responsible for overseeing the completion of this objective: Director of Communications (PIO) and hiring committee, President

Provide a timeline for the actions: TBD

Describe the assessment plan you will use to know if the objective was achieved and effective: Position filled

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other): Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities

Supporting Attachments:

[Office of Comms - Request for Admin Tech 2019-20 \(Adobe Acrobat Document\)](#)

In the past year, the Office of Communications has received over 850 work requests, averaging 3.5 requested entered per working day, with 111 projects requested in August 2019 alone (@4-5 per day). The office utilizes a web-based Project Request system in Caspio to track and complete work orders. Most client entries include requests for more than one campaign element, so projects tend to have multiple components (i.e. flyers, rack cards, banners, posters, web updates and social media promotions as opposed to a request for just a flyer). For many requests, multiple staff work on various components of each project, and the office is committed to providing communication on project status with every client. Currently, the Director of Communications is serving in the project management capacity, and due to workload, there are inefficiencies and gaps in communication regarding project status. This service is vital to office

operations and office goals would be better met by having one staff member dedicated to performing this task.

Action: Review best practices; develop new strategies

Describe the actions needed to achieve this objective:	Work with staff to analyze effectiveness and develop campus guidelines for campus promotion tools, i.e. Visix monitors. Create input form for new web calendar. Maintain campus web calendar. Survey faculty, staff and students as to what forms of communications they use and want to see. Create landing pages to track specific promotions. Track social media. Promote to campus community, conduct training for faculty and staff.
Who will be responsible for overseeing the completion of this objective:	Director of Communications, assigned staff, with help from campus-based researcher.
Provide a timeline for the actions:	Processes are underway, and analysis is underway, with some data available for specific campaigns.
Describe the assessment plan you will use to know if the objective was achieved and effective:	Client surveys; web, social media and digital analytics, etc.
List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):	Budget augmentation needed to employ new marketing and advertising strategies and techniques.

Goal: Enhance college web and digital presence.

The current college website is in need of updating, redesign and training of content managers. Having recently (2014) taking on the responsibility of the college web site, we have conducted surveys to improve the site, and are now in the process of a web redesign, with plans to hire a new web designer/programmer, and develop a training program and train content managers. Additionally, digital advertising has shown success, and our goal is to continue strategies for online and social media platforms.

Action: Conduct Campus-wide web and social media training

Describe the actions needed to achieve this objective:	Ask for feedback from administrators and chairs to develop list of faculty and staff who might need training, schedule sessions (both group and 1:1, as needed).
Who will be responsible for overseeing the completion of this objective:	Information Officer, Web Designer/Programmer. Campus Social Media Specialist
Provide a timeline for the actions:	As needed.
Describe the assessment	Campus surveys. Number of workshops and staff trained. Survey of campus web

plan you will use to know if the objective was achieved and effective: pages after training.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other): Facilities for training, staff time for training.

Action: Hire Web Designer/Programmer

Describe the actions needed to achieve this objective: The District has instituted a hiring freeze. If not, we propose hiring a web designer to assist with maintaining and updating the College website (See Classified Staff Request #2). Obtain approval and funding. Begin hiring process. Position would report to Director of Communications in the Office of Communications.

Who will be responsible for overseeing the completion of this objective: Public Information Office, Hiring committee; President

Provide a timeline for the actions: TBD

Describe the assessment plan you will use to know if the objective was achieved and effective: New hire in place; training and orientation complete and training in new OU Campus, etc.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other): A new station will need to be set up in the office of communications for this position. We will need an additional computer and monitor to test programming and screen shots.

Supporting Attachments:

[Off of Comms Web Designer CHP Request 2019-20 \(Adobe Acrobat Document\)](#)

Website traffic has increased by @20%, with total pages views at over 6.5 million. In the past year, the Office of Communications has received over 850 work requests from over 300 clients, averaging 3.5 requests entered per working day, with 101 projects requested in August 2019 alone (@ 3.25 per day). Of those 850 requests, over 175 were web-related project requests, to include projects with a web component, such as a page update, averaging 1 per day.

Over the past year the need for digital infrastructure has grown significantly as the campus moves away from paper processes and begins to digitize and streamline many of its internal administrative processes. This position 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.

GOAL STATUS REPORT (REQUIRED)

Action Statuses

Office of Communications Goals 2018-19

Outcome

Goal: Provide and implement new and progressive communication and promotional strategies

With the introduction of new technology and ever changing digital and social communications methods, the office needs to be able to constantly adapt to meet the needs of students. Staff will stay abreast of technology changes via research and trainings, and work to implement new programs and procedures. The current website will be redesigned to be “student-facing” and representing the needs of our students, and to be able to effectively communicate campus activities.

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Who will be responsible for overseeing the completion of this objective: Director of Communications (PIO), President

Provide a timeline for the actions: TBD

Describe the assessment plan you will use to know if the objective was achieved and effective: Position filled.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other): Workstation (desk), computer, conferences/training.

Supporting Attachments:

[Office of Comms - Request for Web Designer 2019-20 \(Adobe Acrobat Document\)](#)

The Mesa College Office of Communications provides public relations, social media, web development and support, graphic design, event promotions, photography, videos and other marketing and communications support to the campus community and the public. The office currently employs a full time web designer/programmer but is in need of a lower level web designer to help with an increased workload (over 185 web requests in 2019).

Status for Hire a Web Designer


Current Status: Not started

If the Current Status was marked Completed, what was the impact of the completed objective on your program:

If the Current Status was not marked Completed, what are the implications and next steps:

Due to budgetary issues/hiring freeze, we were unable to proceed with approval to hire for the web position. Currently, we have three NANCe positions assisting with a priority web project. However, they are paid via a grant that ends in June 2020.

Substantiating Evidence:

 Off of Comms Web Designer CHP Request 2019-20 (Adobe Acrobat Document)

Filling this position 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.

Action: Review best practices; develop and implement new strategies

Describe the actions needed to achieve this objective:

Continuously work with staff to analyze effectiveness and develop campus guidelines for campus promotion methods. Review research and trends for new methods and technology. Survey faculty, staff and students as to what forms of communications they use and want to see. Create landing pages to track specific promotions. Track social media.

Promote to campus community, conduct training for faculty and staff.

Who will be responsible for overseeing the completion of this objective:

Director of Communications, assigned staff, with help from campus-based researcher.

Provide a timeline for the actions:

Processes are underway and data is being collected. Some information is available and contained within other sections of this report.

Describe the assessment plan you will use to know if the objective was achieved and effective:

Client surveys, web, social media and digital analytics, etc.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):

Budget for additional trainings and implementation and placement of marketing/advertising.

Status for Review best practices; develop and implement new strategies

Current Status: In Progress

If the Current Status was marked Completed, what was the impact of the completed objective on your program:

If the Current Status was not marked Completed, what are the implications and next steps:

Our staff continuously sources n=for new methods and process improvements. We will continue to provided trainings and templates as needs arise. We are currently redesigning the website to make it more student-facing and user-friendly. At the completion of the website redesign, we will provide additional training to content users so that they can update their materials more quickly and easily.

Goal: Improve internal communication practices.

In light of the other goals listed here, and with growing demands due to new programs and services, the office is still challenged with serving our campus clients (students, staff, administrators, programs and services) and protecting the campus brand. We are working to streamline and improve how we do business based on the methodologies developed.

Action: Hire an Administrative Technician

Describe the actions needed to achieve this objective:

The District has implemented a hiring freeze. Otherwise, we would propose a new hire (See Classified Staff Request #1). Obtain approval and funding. Begin hiring process. Position would report to Director of Communications in the Office of Communications.

Who will be responsible for overseeing the completion of this objective:

Director of Communications (PIO) and hiring committee, President

Provide a timeline for the actions:

TBD

Describe the assessment plan you will use to know if the objective was achieved and effective:

Position filled

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):

Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities

Supporting Attachments:

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Status for Hire an Administrative Technician

Current Status: Not started

If the Current Status was marked Completed, what was the impact of the completed objective on your program:

If the Current Status was not marked Completed, what are the implications and next steps:

Substantiating Evidence:

Off of Comms Admin Tech CHP Request 2019-20 (Adobe Acrobat Document)

A full time Admin Tech would allow the Communications Office to not only handle project management more effectively, but also fulfill other goals such as provide higher level event support, initiate more publicity campaigns, achieve efficiencies and better serve the campus community.

Action: Review best practices; develop new strategies

Describe the actions needed to achieve this objective:

Work with staff to analyze effectiveness and develop campus guidelines for campus promotion tools, i.e. Visix monitors. Create input form for new web calendar. Maintain campus web calendar. Survey faculty, staff and students as to what forms of communications they use and want to see. Create landing pages to track specific promotions. Track social media. Promote to campus community, conduct training for faculty and staff.

Who will be responsible for overseeing the completion of this objective:

Director of Communications, assigned staff, with help from campus-based researcher.

Provide a timeline for the actions:

Processes are underway, and analysis is underway, with some data available for specific campaigns.

Describe the assessment plan you will use to know if the objective was achieved and effective:

Client surveys; web, social media and digital analytics, etc.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):

Budget augmentation needed to employ new marketing and advertising strategies and techniques.

Status for Review best practices; develop new strategies

No Status Added

Goal: Enhance college web and digital presence.

The current college website is in need of updating, redesign and training of content managers. Having recently (2014) taking on the responsibility of the college web site, we have conducted surveys to improve the site, and are now in the process of a web redesign, with plans to hire a new web designer/programmer, and develop a training program and train content managers. Additionally, digital advertising has shown success, and our goal is to continue strategies for online and social media platforms.

Action: Conduct Campus-wide web and social media training

Describe the actions needed to achieve this objective:

Ask for feedback from administrators and chairs to develop list of faculty and staff who might need training, schedule sessions (both group and 1:1, as needed).

Who will be responsible for overseeing the completion of this objective:

Information Officer, Web Designer/Programmer. Campus Social Media Specialist

Provide a timeline for the actions:

As needed.

Describe the assessment plan you will use to know if the objective was achieved and effective:

Campus surveys. Number of workshops and staff trained. Survey of campus web pages after training.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):

Facilities for training, staff time for training.

Status for Conduct Campus-wide web and social media training

Current Status: In Progress

If the Current Status was marked Completed, what was the impact of the completed objective on your program:

If the Current Status was not marked Completed, what are the implications and next steps:

We will continue to provide trainings as needs arise. We are currently redesigning the website to make it more student-facing and user-friendly. At the completion of the website redesign, we will provide additional training to content users so that they can update their materials more quickly and easily.

Action: Hire Web Designer/Programmer

Describe the actions needed to achieve this objective:

The District has instituted a hiring freeze. If not, we propose hiring a web designer to assist with maintaining and updating the College website (See Classified Staff Request #2). Obtain approval and funding. Begin hiring process. Position would report to Director of Communications in the Office of Communications.

Who will be responsible for overseeing the completion of this objective:

Public Information Office, Hiring committee; President

Provide a timeline for the actions:

TBD

Describe the assessment plan you will use to know if the objective was achieved and effective:

New hire in place; training and orientation complete and training in new OU Campus, etc.

List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):

A new station will need to be set up in the office of communications for this position. We will need an additional computer and monitor to test programming and screen shots.

Supporting Attachments:

[Off of Comms Web Designer CHP Request 2019-20 \(Adobe Acrobat Document\)](#)

Website traffic has increased by @20%, with total pages views at over 6.5 million. In the past year, the Office of Communications has received over 850 work requests from over 300 clients, averaging 3.5 requests entered per working day, with 101 projects requested in August 2019 alone (@ 3.25 per day). Of those 850 requests, over 175 were web-related project requests, to include projects with a web component, such as a page update, averaging 1 per day.

Over the past year the need for digital infrastructure has grown significantly as the campus moves away from paper

processes and begins to digitize and streamline many of its internal administrative processes. This position 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.

Status for Hire Web Designer/Programmer

Current Status: Not started

If the Current Status was marked Completed, what was the impact of the completed objective on your program:

If the Current Status was not marked Completed, what are the implications and next steps:

Request Forms

CLASSIFIED POSITION, BARC AND FACULTY POSITION REQUEST

Reviewers

LIAISON'S REVIEW

Form: Administrative Services Liaison's Review 2019/20 UPDATE

MANAGER'S REVIEW

Appendix

-
- A. **2019/20 Program Review Outcomes and Assessment Section** (Form)
 - B. **2019/20 Program Review Administrative Services Analysis Section** (Form)
-

Form: "2019/20 Program Review Outcomes and Assessment Section"

Created with : Taskstream

Participating Area: Office of Communications

(REQUIRED) Program name

Office of Communications

(REQUIRED) Are you on target with your assessment schedule?

Yes. The Office of Communications conducts assessment continually, and annually via Program Review. Office staff meet weekly to discuss and review project status, outcomes and assessment. We utilize multiple qualitative and quantitative evaluation methods (surveys, feedback forms, landing pages, traffic counts, digital tracking, etc.) for outcomes assessment. We frequently discuss process improvements and implement new best practices based on both internal and external recommendations. Discussion of outcomes is then taken to the President and Executive Staff meetings for further revision and requests.

(REQUIRED) What have your assessments revealed about your courses/programs/service area/school/division/office?

In the past year, the Office of Communications has received over 850 work requests, averaging 3.5 requests entered per working day, with 242 projects requested in August 2019 alone (@ 11 per day). This is a slight reduction in projects requests compared to 2018, most likely due to several factors including combined requests (i.e. flyers, rack cards, banners, posters and social media promotions as opposed to a request for just a flyer) and use of templates. Currently, digital engagement is increasing. We have added followers on all social media platforms over the past year (@1,000 on Facebook, @500 on Twitter, and @300 on Instagram). Website traffic has increased by @20%, with total pages views at over 6.8 million.

Every 6 months, the Office sends a "Client Satisfaction Survey" to our internal clients who have submitted or overseen Project Requests. **Of the 23 responses received from our 2019 Internal Client Satisfaction Surveys (fall), we received the following feedback:**

- 96% of respondents rated the quality of the product delivered by the Office of Communications as a 4 or 5 on a scale of 1-5
- 95% of respondents said that they were satisfied/very satisfied with the Creative Design.
- 88% of respondents said that they were satisfied/very satisfied with the Photography.
- 83% of respondents said that they were satisfied/very satisfied with the Social Media.
- 90% of respondents said that they were satisfied/very satisfied with Promotion Services.
- 86% of respondents said that they were satisfied/very satisfied with the Web services.
- 91% were satisfied/very satisfied with their overall experience
- 78% of respondents said that they received their project on-time
- 91% of respondents indicated that products and services provided assisted them in achieving their program goals.
- 68% of respondents had used our templates, and 85% of them found the templates useful. Of those who did not use templates most either did not know about them or wanted a custom design.

- 76% of respondents indicated that they would consider using the templates now that they are aware of them.
- 56% of respondents provided feedback

(REQUIRED) Based on your assessments, what resource needs have you identified?

- Budget
- Staff
- Equipment

Increased budget would allow us to increase promotions in the broader community regarding Mesa courses, programs and projects. We feel that it is imperative to keep and active and engaged pipeline of interested incoming students.

Increased staffing would assist us in completing internal projects in a more timely fashion, promote projects more externally and to be more proactive with the campus community.

Several staff will need new computers and other equipment in the near future.

Please provide any other comments.

No answer specified

Form: "2019/20 Program Review Administrative Services Analysis Section"

Created with : Taskstream

Participating Area: Office of Communications

Administrative Service Area Name

(REQUIRED) Type your service area name.

Office of Communications

Part A: In this section, please analyze your service area in terms of its role in promoting equity and excellence as well as its contribution to the College's identity of being a Hispanic Serving Institution.

(REQUIRED) A1. How does your area help foster equity and excellence across the campus?

The Office of Communications is mindful to create and design equity minded materials that accurately represent Mesa's Mission of equity as well as our status as a Hispanic Serving Institution (HSI). Our office uses inclusive language as well as photography depicting real Mesa College students to make sure that our students are accurately represented in all of the promotional materials that we provide for campus departments, programs and services. To increase the equitable dissemination of information we use multiple channels in both digital and print format. We also build and implement self-service tools and applications to make it easier for students to find information. We are involved in developing and implementing equity and diversity initiatives (staff serve on multiple committees and participate in planning sessions). We actively promote Mesa's status as an HSI. Our office developed and prominently displays the HSI logo on our website, campus banners and other materials. We further promote Mesa as an HSI through the creation of support materials, social media posts, web presence and news/press releases. In addition, a specific page for HSI was added this year to our Annual Report.

(REQUIRED) A2. How does your area contribute to the College's identity of being an Hispanic Serving Institution (HSI)?

The Office of Communications actively promotes Mesa's status as an HSI. Our office developed and prominently displays the HSI logo on our website, campus banners and other materials. We further promote Mesa as an HSI through the creation of support materials, social media posts, web presence and news/press releases. In addition, a specific page for HSI was added this year to our Annual Report. We also contribute to the college's identity of being an Hispanic Serving Institution by making sure that we use a variety of Latin/x groups of students on most of our marketing/websites/social media platforms.

We advertise new semesters (spring, summer, fall, winter) in a timely manner through Entravision, a Spanish speaking digital marketing platform. This year for the first time we have created a 2020 spring landing page in Spanish to be associated with our spring 2020 advertising campaign. Communicating in Spanish to Spanish speaking students who show an interest in our campus and would like more information on how to apply to our college. We provide support our administrators, faculty staff and

students when they attend events such as the Cesar Chavez breakfast, Latino Film Festival, and the Science Festival.

(REQUIRED) A3. Have you made any changes to services or procedures in support of the topics discussed in A1 and A2? Explain.

The Office is constantly exploring better ways to provide students with information, and working with our campus partners to implement and promote their methods and efforts to better serve our students. For example, we are working on redesigning the college website to make it more students-facing /student-friendly. We aided in the development of the Placement Assistant tool, which allowed for the entire process of assessment to be more equitable. We have created the first Spanish language landing pages for promotion of new semesters. In terms of social media, the Office of Communications promotes most campus events, outreach and promotions for all educational terms. We also work diligently to provide information on all of our social media channels and our campus newsroom allows all students to have access to this information on a platform of their choice.

(REQUIRED) A4. What data do you collect to inform your practices, policies, and procedures? How do you use this data? What have you learned from this data? If you don't collect any data, how can the Mesa Research Office support you in this area?

The Office of Communications conducts assessment continually, and annually via Program Review. Data that we collect and track includes a review of the types and number (quantity) of projects the office has completed for campus clients including, but not limited to social media engagement, visix slides, web traffic/web page visits, graphic design/materials production, content/stories (writing/editing), photography, event coordination, promotions and management, and external advertising, along with public/community relations efforts.

Office staff meet weekly to discuss and review project status, outcomes and assessment. We utilize multiple qualitative and quantitative evaluation methods (surveys, feedback forms, landing pages, traffic counts, digital tracking, etc.) for outcomes assessment. We frequently discuss process improvements and implement new best practices based on both internal and external recommendations. Discussion of outcomes is then taken to the President and Executive Staff meetings for further revision and requests.

Part B: In this section, look at the area of focus you identified in last year's program review and answer the following questions.

(REQUIRED) B1. How have you developed this focus? Are you seeing any results? What are your next steps?

Improving internal processes: The office continues to use the Caspio Project Request system to track projects. While this system has helped the office achieve efficiencies, there are still improvements that could be made. Due to the need for multiple staff to work on various components of each project, there is a need for central communications with clients. Attempts to utilize a part-time staff member for this purpose have been unsuccessful. Therefore, currently, the Director of Communications is serving in the project management capacity, which is not the most efficient or cost-effective solution. Client

communications on project status is a vital for customer service, yet time consuming, and could easily be performed by another staff member dedicated to this task.

Improving external methods of communication: In the second half of 2019, the Office of Communications did not have access to the same budgetary resources as in 2018 (Strong Workforce, etc.) so we relied heavily on organic digital and social media and news media to increase our promotions and presence across multiple platforms (Facebook, Twitter, Snapchat, Instagram, etc.). The Office continues to see an increase of followers and engagement across our multiple platforms (over 40,000 collectively). We created and managed an average of 20 posts per week across all platforms and issued over 40 Press/News releases in the past year (3-4 per month). We continue to monitor social media trends and changes to make sure that our targeted audience is viewing our posts.