

# 1. Assessment Plan - Three Column



## PIE - President: Public Affairs

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i>
<p><b>Government Relations</b> - Highlight and strengthen areas for collaboration by scheduling on-campus tours for state and federal legislators annually in addition to visiting district offices. Provide at least one opportunity (e.g. special event, community meeting, campus visit) for each Mt. SAC trustee member to interface directly with legislators. Continue working with Sacramento lobbyist and shadow when possible to increase knowledge.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2018-19, 2019-20, 2020-21</p> <p><b>Goal Entered:</b> 05/01/2019</p>	<p><b>Request - Full Funding Requested -</b> Budget for food</p> <p><b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Semi-annual breakfast with college president for district's legislative staffers.</p> <p><b>Lead:</b> Jill Dolan</p> <p><b>What would success look like and how would you measure it?:</b> Well attended by legislative staffers, more than 5.</p> <p><b>Type of Request:</b> OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.</p> <p><b>Planning Unit Priority:</b> Medium</p>	
<p><b>Community Relations</b> - Increase frequency of in-person college updates to district city councils, school boards and community-based groups to provide timely information and maintain transparency. Continue participation in community special</p>	<p><b>Request - Full Funding Requested -</b> Part-time employee to augment director's outreach efforts</p> <p><b>Describe Plans &amp; Activities Supported (Justification of Need):</b> Given the size of the district and the large number of councils,</p>	

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events. Schedule annual opportunities to speak at service clubs, chambers of commerce and business partners, utilizing Mt. SAC trustees, students , staff and faculty. Promote opportunities for community partners, such as Rotary or chambers of commerce, to tour the campus.  
**Status:** Active  
**Goal Year(s):** 2018-19, 2019-20, 2020-21  
**Goal Entered:** 04/29/2019

community groups, school boards, etc., a part-time employee would be supervised and assigned to specific cities to act as a "trustee area representative" and attend functions in those areas with or without the board member.  
**Lead:** Jill Dolan  
**What would success look like and how would you measure it?:** Staff member would be hired.  
**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.  
**Planning Unit Priority:** Low  
**On-Going Funding Requested (if applicable):** 30000  
**Request - Full Funding Requested -**  
 Funding for promotional items  
**Describe Plans & Activities Supported (Justification of Need):**  
 Annually, the college participates in several community events (i.e. Walnut Family Festival) and the Public Affairs director attends functions at which promotional items would be beneficial to distribute. For the past several years, Public Affairs has been fortunate to use promotional items purchased by Marketing & Communication.  
**Lead:** Jill Dolan  
**What would success look like and how would you measure it?:** Ample and diverse selection of promotional items on hand for distribution by staff and trustees.  
**Type of Request:** NON INSTRUCTIONAL EQUIPMENT:

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Tangible property with useful life of more than one year, other than land or buildings improvements, equal and over \$500 per individual item. Used for administrative or non-instructional purposes.

**Planning Unit Priority:** Medium  
**On-Going Funding Requested (if applicable):** 2500

**Request - Full Funding Requested -**  
P-card to pay for monthly luncheons and other community- or business-based functions.

**Describe Plans & Activities Supported (Justification of Need):** In order to maintain ongoing relationships throughout the district, the Public Affairs Director must attend several events including monthly chamber of commerce lunches or other functions. For the past 10 years these fees have been paid personally with reimbursement later. Having a P-card would improve the process.

**Lead:** Jill Dolan

**What would success look like and how would you measure it?:**

Minimize receipt submittal to accounting/fiscal, increasing efficiency.

**Type of Request:** OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

**Planning Unit Priority:** Medium

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**External Publications** - Write, edit and publish 2019 Annual Report to showcase and support student success, and 2020 Measure GO Report to the Community to highlight use of taxpayers' money.  
**Status:** Active  
**Goal Year(s):** 2018-19, 2019-20, 2020-21  
**Goal Entered:** 04/29/2019

**Request - Full Funding Requested** - Graphic designer (in house), freelance writer and freelance photographer for publication content. Funds for printing and mailing of 5,000 copies  
**Lead:** Jill Dolan  
**Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.  
**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 6000

**Measure GO Public Relations** - Maintain and update Construction/Measure GO website in a timely and transparent manner. Provide regular reports to campus, community groups, K-12 partners and elected officials.  
**Status:** Active  
**Goal Year(s):** 2018-19, 2019-20, 2020-21  
**Goal Entered:** 05/17/2019

**Request - Full Funding Requested** - Part-time liaison to Facilities Management  
**Describe Plans & Activities Supported (Justification of Need):** Having a part-time liaison to Facilities Management will enable the Public Affairs department to obtain accurate information on construction projects to maintain the Construction website and distribute information to the community in a timely manner. This staffer would meet regularly with each project manager to get updates and work directly with the Public Affairs director to summarize the information in order to post it online and provide monthly reports to board members. Salary would be paid out of Measure GO funds.  
**Lead:** Jill Dolan  
**What would success look like and**

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**how would you measure it?:**

Obtaining construction updates would be coordinated and thereby easier. The website would be updated at least once monthly and accurate information would be able to be shared regularly with off-campus audiences.

**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.

**Planning Unit Priority:** Medium

**On-Going Funding Requested (if applicable):** 30000