

# 1. Assessment Plan - Four Column



## PIE - President: Marketing & Communication

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
<p><b>Modern Branding</b> - Marketing will ensure Mt. SAC's brand remains modern and relevant. This has been apparent through fresher colors, updated materials, new promotional materials and advertising campaigns. These materials will be tested with audiences.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2015-16, 2016-17, 2017-18, 2018-19, 2020-21</p>	<p><b>Report directly on Goal</b></p> <hr/> <p><b>In Progress</b> - Development of college-level print material</p> <p><b>Describe Plans &amp; Activities</b></p> <p><b>Supported:</b> Graphic design time</p> <p><b>Lead:</b> John Lewallen</p> <p><b>Type of Request:</b> Marketing</p> <p><b>Planning Unit Priority:</b> High</p> <p><b>What would success look like and how would you measure it?:</b></p> <p>Marketing material that is engaging to the audience</p> <p><b>Documentation Attached?:</b> No</p> <hr/> <p><b>No Funding Requested</b> - Campus</p> <p>Map</p> <p><b>Describe Plans &amp; Activities</b></p> <p><b>Supported:</b> Create a new campus</p>	<p><b>Reporting Year:</b> 2016-17</p> <p><b>% Completed:</b> 50</p> <p>Marketing created additional materials following the new colors and theme of Success. This includes wall papers, research posters, power point designs and more. (11/20/2017)</p> <hr/> <p><b>Reporting Year:</b> 2015-16</p> <p><b>% Completed:</b> 25</p> <p>Marketing has continued to update the look and feel of the marketing materials so Mt. SAC's brand remains modern and relevant. The website was refreshed, new advertising materials created, letterhead developed and more. (11/14/2017)</p>

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	<p>map that is visually appealing, helps market the campus and helps the community find its way</p> <p><b>Lead:</b> Linda Lundgren</p> <p><b>Type of Request:</b> Marketing</p> <p><b>Planning Unit Priority:</b> Medium</p> <p><b>What would success look like and how would you measure it?:</b> A map that is (1) attractive (2) easy to use (3) affordable</p> <p><b>Documentation Attached?:</b> No</p>	
<p><b>Enrollment Marketing</b> - Create and implement consistent messaging across communication channels to reach and convert new students.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2016-17, 2017-18, 2018-19, 2019-20, 2020-21</p>	<p><b>Report directly on Goal</b></p>	<p><b>Reporting Year:</b> 2016-17</p> <p><b>% Completed:</b> 100</p> <p>Marketing created and implemented campaigns to increase enrollment. This is done through using multiple channels using input from across campus, national survey data and feedback from our ads. Outcomes would include placement of Mt. SAC materials throughout our district, more awareness, more web visitors and more students. Advertising quantity and placement will depend on the amount of funding available. The department is careful to use data to improve decisions about to whom we advertise, where we do it and when. (11/20/2017)</p>
		<p><b>Reporting Year:</b> 2015-16</p> <p><b>% Completed:</b> 100</p> <p>Marketing will continue to create and implement campaigns to increase enrollment. This is done through using multiple channels. Outcomes would include placement of Mt. SAC materials throughout our district, more awareness, more web visitors and more students. Advertising quantity and placement will depend on the amount of funding available. The department is careful to use data to improve decisions about to whom we advertise, where we do it and when. An increase in funding allowed us to reach more people in more places. (11/14/2016)</p>
	<p><b>Full Funding Requested</b> - Call Center Support</p> <p><b>Describe Plans &amp; Activities</b></p> <p><b>Supported:</b> The call center will help</p>	

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us re-engage inactive students and current students who have missed a major term. This can help the college boost its enrollment and completion numbers over time.  
**Lead:** Uyen Mai  
**On-Going Funding Requested (if applicable):** 85000  
**Type of Request:** Marketing  
**Planning Unit Priority:** High  
**What would success look like and how would you measure it?:** Success should show inactive students getting re-engaged with the college as well as a return on investment.  
**Documentation Attached?:** Yes

**Digital Expansion -** Strengthen Mt. SAC's digital profile on the web and in social media to improve reach and understanding  
**Status:** Active  
**Goal Year(s):** 2016-17, 2017-18, 2018-19, 2019-20, 2020-21

**In Progress -** Create engaging material to share on social media.  
**Describe Plans & Activities Supported:** Student support to cover wide gamut of social media. Tracking tool from Meltwater to keep up with social media responses online. To really take advantage of social media, we need more manpower to create fun/interesting/helpful content and engage with our audience online. At this time we only have a one person spending about 15% of his time on social media. In addition, when he is working on two schedule of classes at one time, the time he is able to spend on social media drops to just about 5%.  
**Lead:** Greg MacDonald  
**On-Going Funding Requested (if applicable):** 1000  
**Type of Request:** Marketing  
**Planning Unit Priority:** Medium

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**Full Funding Requested** - Digital Campus 3D Map and Tour  
**Describe Plans & Activities**  
**Supported:** This product provides the community a high quality map to find their way around campus and understand the broad services here  
**Lead:** Uyen Mai and Eric Turner  
**On-Going Funding Requested (if applicable):** 8000  
**Type of Request:** Marketing  
**Planning Unit Priority:** Medium  
**What would success look like and how would you measure it?:** Success includes an easy to use map that people can use to find their way across campus and understand services.

<p><b>Provide Quality Services and Support</b>  - Support campus departments and initiatives through high quality, strategically focused marketing and communication initiatives  <b>Status:</b> Active  <b>Goal Year(s):</b> 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21</p>	<p><b>In Progress</b> - Support the campus through services, including event planning, graphic design, writing, posting and news releases.  <b>Describe Plans &amp; Activities</b>  <b>Supported:</b> There are always more projects than our office can handle. With each new project we take on, it often means we are also committing to updating the material each year. So new emergency communication posters also means regularly updating these posters.  <b>Lead:</b> Uyen Mai  <b>Type of Request:</b> Marketing  <b>Planning Unit Priority:</b> Medium</p>	
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<p><b>Campus Communication</b> - Support communications that increase understanding among campus community members (including</p>	<p><b>Completed</b> - Developed a Newsroom to serve as the central news site for the college's community.  <b>Lead:</b> Uyen Mai and Mike Taylor</p>	
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<p>written and photographic communication) as well as archival efforts.  <b>Status:</b> Active  <b>Goal Year(s):</b> 2016-17, 2017-18</p>	<p><b>Type of Request:</b> Marketing  <b>Planning Unit Priority:</b> Medium  <b>In Progress -</b> Maintain an active online News site  <b>Lead:</b> Mike Taylor  <b>Type of Request:</b> Marketing  <b>Planning Unit Priority:</b> Medium</p>	
<p><b>Issues Communication -</b> Manage issues and emergency communication to protect the safety and well-being of the public, the college and its people  <b>Status:</b> Active  <b>Goal Year(s):</b> 2016-17, 2017-18</p>	<p><b>Completed -</b> Crisis Communication Plan  <b>Lead:</b> Uyen Mai  <b>Type of Request:</b> Marketing  <b>Planning Unit Priority:</b> Medium  <b>Full Funding Requested -</b> Expand Emergency Notification System to Opt-Out system. Include Resources for Community  <b>Describe Plans &amp; Activities Supported:</b> Find an emergency notification system that can be consistent, reliable, integrate with Banner, integrate with Alertus beacons, be easy to use, quickly reach community members, is affordable.  <b>Lead:</b> Uyen Mai  <b>One-Time Funding Requested (if applicable):</b> 15000  <b>On-Going Funding Requested (if applicable):</b> 60000  <b>Type of Request:</b> Marketing, IT Support  <b>Planning Unit Priority:</b> High  <b>What would success look like and how would you measure it?:</b> We would implement an opt-out communication system.  <b>Documentation Attached?:</b> Yes</p>	
<p><b>Continual Improvement -</b> Continually</p>	<p><b>Completed -</b> Scheduled webinars</p>	

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<p>grow our people through professional development and improve our processes through analysis</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2016-17, 2017-18</p>	<p>and encouraged staff to attend conferences.</p> <p><b>Describe Plans &amp; Activities</b></p> <p><b>Supported:</b> Funding for professional development.</p> <p><b>Lead:</b> Uyen Mai</p> <p><b>Type of Request:</b> Marketing</p> <p><b>Planning Unit Priority:</b> Medium</p>	
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<p><b>Website -</b> Committee Website up-to-day</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2015-16, 2016-17</p>	
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