



2023-24 ADMINISTRATIVE UNIT PROGRAM REVIEW

UNIT: LPC Marketing and Communications

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*****Please submit your completed Program Review to Sheri Moore by 12 pm on March 1, 2024 to Sheri Moore.*****

STATEMENT OF PURPOSE:

- Review and reflect on the support of student learning, with the goal of assessment and improvement of program effectiveness
- Provide a forum for each unit's findings to be included in institutional planning processes
- Create written records of what is working well, what can be improved, and specific plans for implementing chosen improvements
- Collect information that will contribute to institutional assessment and improvement

Timeframe: This program review reflects on the time period between spring 2023 through fall 2023 and plans for spring 2024 through fall 2024.

I. MISSION

A. State the current program mission

LPC Marketing works collaboratively across the district and our college to design and deploy marketing strategies and tactics that help increase student enrollment and enable student success

B. The mission of Las Positas College is the following:

Las Positas College provides an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

Discuss how the program/service area supports the college mission.

Marketing supports the college's mission by effectively promoting LPC's commitment to providing an inclusive, learning-centered, and equity-focused environment. Through strategic and tactical campaigns, LPC Marketing communicates educational opportunities, support services, and diverse programs tailored to students' transfer, degree, and career-technical goals. These efforts aim to foster a sense of belonging, ensuring all students are aware of resources, and encouraging lifelong learning.

C. List the major functions/duties of your unit.

1. Develop and deploy multichannel marketing campaigns that highlight LPC's programs and services for existing and prospective students of all kinds

2. Provide guidance and support to fulfill the communications and marketing needs of our college stakeholders, and responding to timely emerging priorities

3. Advocate for student, college and district needs with government partners and stakeholders, while actively seeking new opportunities to increase investment in our district

4. Build and maintain a great reputation in the community, and driving engagement with current students, community members, and alumni

II. GOALS AND OBJECTIVES

A. Since the last Administrative Unit Program Review, what objectives, initiatives, or plans have been achieved?

The LPC Marketing function did not formally exist during the last Administrative Unit Program Review so no goals or plans were documented. That said, once the marketing function was funded for LPC in early 2023, the initial set of goals included refining the LPC brand, growing awareness of LPC, and increasing engagement among existing and prospective students of all kinds. These marketing goals were achieved in the last year with the design and placement of new signage across the campus, updating collateral (banners, PPT, flyers, brochures, photography), improved marketing for outreach and yield events, lifting up the student voice through social media and authentic storytelling, executing a public and media relations plan, supporting community engagement with business and government leaders, and with the execution of macro and micro marketing campaigns that have helped increase application numbers and registration rates.

B. Major Goals and Objectives for Spring 2024 through Fall 2024.

Major Goals and/or Objectives	Start Date	Status: Ongoing, date completion anticipated	Need Assistance in order to complete goal or objective	(EMP) Goals or Planning Priorities linked to this Goal
Continue to up-level the LPC brand by continuously refining the college's visual identity, marketing collateral, templates, signage and communication plans. Create a repository for LPC branded materials to create awareness and guidance for LPC staff.	Start of each Semester	Ongoing	Marketing relies on the availability of funds to cover some of the design, production and distribution costs of marketing deliverables.	Goal D: Organizational Effectiveness
Grow LPC awareness in surrounding community 5%+ each semester through student outreach, social marketing, events and public relations	Start of each Semester	Ongoing	Strong collaboration with other LPC functions, including but not limited to: Outreach, Student Services, LPC President's Office, LPCSG, Administrative Services, and Academic Services and LPC Faculty and Classified Professionals.	Goal B: Community Collaboration
Increase engagement with key LPC personas and stakeholders 5%+ each semester utilizing targeted messaging, micro and macro marketing campaigns and social media.	Start of each Semester	Ongoing	Funding and collaboration from CLPCCD Marketing team and creative agencies.	Goal A: Educational Excellence
Support and sponsor local programs and events with chambers of commerce, cities, school districts, and/or non-profits to build better relations, awareness and interest in LPC.	Start of each Semester	Ongoing	Strong collaboration with other LPC functions, including but not limited to: Outreach, Student Services, LPC President's Office, Administrative Services	Goal B: Community Collaboration

III. STAFFING

A. Staff Profile

Position	Staffing Levels for Each of the Previous Five Years						Anticipated total staff needed	
	2019	2020	2021	2022	2023		2024-2025	2025-2026
Administration	0	0	0	0	1		1	1
Supervisory	0	0	0	0	0		0	0
Classified Staff FT	0	0	0	0	0		0	0
Classified Staff PT	0	0	0	0	0		0	0
Confidential Staff FT	0	0	0	0	0		0	0
Total Full Time Equivalent Staff	0	0	0	0	1		1	1

B. Staffing Needs

NEW OR REPLACEMENT STAFF (Administrator, Faculty or Classified)

List Staff Positions Needed for Academic Year _____ Place titles on list in order (rank) or importance.	Indicate (N) = New or (R) = Replacement	Estimated Annual Total Cost	EMP Goals or Planning Priorities
1. N/A No additional staffing needs identified			

IV. FACILITIES

A. Facilities Needs

List the Facilities Need and the Reason	EMP Goals or Planning Priorities
1. Lockable, indoor storage area, closet or cabinets in or near Building 1600 <u>Reason:</u> It would be great to have a locked area to store marketing merchandise, giveaways, collateral and photography gear.	

V. TECHNOLOGY AND EQUIPMENT

A. Technology and Equipment Needs

TECHNOLOGY AND EQUIPMENT NEEDS

List the Technology and Equipment Needs Place titles on list in order (rank) or importance.	Indicate (N) = New or (R) = Replacement	Estimated Annual Total Cost of Ownership	EMP Goals or Planning Priorities
1. Video and photography camera, lighting, and wireless microphones, backdrops and storage <u>Reason:</u> For capturing photos and videos of students, events and facilities on campus for use in social channels, marketing collateral, website, and marketing campaigns. I am currently using my own personal cameras and gear and will continue to do so if there is no budget to support this request.	N	2,500	

VI. PROFESSIONAL DEVELOPMENT

Professional Development Needs

List Professional Development Needs. Reasons might include in response to assessment findings or the need to update skills to comply with state, federal, professional organization requirements or the need to update skills/competencies. Please be as specific and as brief as possible. Some items may not have a direct cost, but reflect the need to spend current staff time differently. Place items on list in order (rank) or importance.	Annual TC			EMP Goals or Planning Priorities Linked to Position
	Cost per item	Number Requested	Total Cost	
1. N/A. The CLPCCD Marketing budget covers this cost.				