



2023-24 ADMINISTRATIVE UNIT PROGRAM REVIEW
UNIT: LPC Marketing and Communications
Writer: Chip Woerner

*****Please submit your completed Program Review to Rajinder Samra by 5pm on Monday, June 30, 2025.*****

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 2024 through spring 2025 and plans through fall 2025.

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?

GOALS	STRATEGIES	TACTICS	STATUS/OUTCOME
Up Level LPC Brand	Refine Visual Identity	<ul style="list-style-type: none"> • Update/Uplevel LPC Logos 	<ul style="list-style-type: none"> • Designed 10 new logos for: Foundation, SPS, LGBTQ+, Dual Enrollment, Rising Scholars, Connect Up, others • Completed 3 additional student lifestyle and 4 on campus event photo shoots

		<ul style="list-style-type: none"> Expand LPC photo library 	
	Better Creative & Collateral	<ul style="list-style-type: none"> Update LPC PPT deck Why LPC brochure 25 new program trifold Alternative to Ogden Costa 	<ul style="list-style-type: none"> Done 8/6 Canva + PPT Near done. Final draft 11/30 16 done. 10 more final draft Contract designer Isa Vargas
	Campus Signage	<ul style="list-style-type: none"> LPC Welcome Sign New Outdoor banners Welcome Center cabinets 	<ul style="list-style-type: none"> New sign installed 7/25 Design done. Install postponed Installed 7/15
Grow Awareness (5%+ each semester)	Student Outreach	<ul style="list-style-type: none"> Uplevel Social Marketing Authentic Stories Series Better tchotchkes (stickers, giveaways, online store) 	<ul style="list-style-type: none"> Big increases in reach, followers and engagement 5 new student profiles to date. New Stickers, magnets, totes.
	Event Marketing	<ul style="list-style-type: none"> OpenHouse/NewHawk day Film/Art festivals/theater Community events at LPC (LLNL, Beer Fest, Theater performances, Food Market) 	<ul style="list-style-type: none"> 550+ attended Open House 750+ at New Hawk Day Promoted LLNL, Beer Fest, 3 theater performances and other community events Planning 5k Run for Higher Ed
	Public Relations	<ul style="list-style-type: none"> Press Releases Contributed articles Media relations 	<ul style="list-style-type: none"> 13 PRs completed to date (4 student focused) 2 published to date 6 reporters hosted to date
Increase Engagement (5%+ each semester)	Student Communications	<ul style="list-style-type: none"> Recruit/Advise comms Design flyers/banners Student emails 	<ul style="list-style-type: none"> CRM ongoing. 1st round emails out 18 flyers/banners to date 12 student emails to date
	Targeted Community Messaging	<ul style="list-style-type: none"> Build Community database Test/scrub new database Deploy new database 	<ul style="list-style-type: none"> 30k new emails secured Researching options. Deployed
	Marketing Campaigns	<ul style="list-style-type: none"> Spring/Fall Macro Campaign LPC micro-campaigns 	<ul style="list-style-type: none"> Ongoing Spring campaign completed and launched 11/1 2 completed. A&H expo Fest, Preview Night, Viticulture program

B. Major Goals and Objectives for Spring 2025 through Fall 2025.

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	
	2020	2022	2022	2023	2024	2025-2026	2026-2027
Administration				1	1	1	1
Supervisory							
Classified Staff FT							
Classified Staff PT							
Confidential Staff FT							
Total Full Time Equivalent Staff				1	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
<p>1. Clean indoor storage and production area, with ample table space, bookshelves and cabinets in or near Building 2100. If I can continue using empty space in Building 2100 for production and some storage, all I would need is additional storage space for collateral and merchandise items.</p> <p><u>Reason:</u> It has been great to have a locked area to store marketing merchandise, giveaways, collateral and photography gear. As we get ready to launch the LPC Swag store, production space and storage will expand significantly. Ideally the space would clean and smell free with quick and easy access, not a storage container or run down and musty warehouse space.</p>	

V. TECHNOLOGY AND EQUIPMENT

A. Technology and Equipment Needs

TECHNOLOGY AND EQUIPMENT NEEDS

<p>List the Technology and Equipment Needs</p> <p>Place titles on list in order (rank) or importance.</p>	<p>Indicate (N) = New or (R) = Replacement</p>	<p>Estimated Annual Total Cost of Ownership</p>	<p>EMP Goals or Planning Priorities</p>

<p>1. Good quality Video and photography camera, lighting package <u>Reason:</u> For capturing photos and videos of students, events 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 college budget to support this request.</p>	N	5,000	
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VI. PROFESSIONAL DEVELOPMENT

Professional Development Needs

<p>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.</p>	Annual TC			<p>EMP Goals or Planning Priorities Linked to Position</p>
	Cost per item	Number Requested	Total Cost	
<p>1. N/A. The CLPCCD Marketing budget covers this cost.</p>				