

**Entry #:** 63 - ---Marketing & Comm and Creative Services**Status:** Submitted**Submitted:** 4/16/2024 4:22 PM

## 2023-2024 REVIEW

### OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON-INSTRUCTIONAL PROGRAMS

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, Program Review and Planning identifies program strengths and strategies necessary to improve the operation of your area. With that in mind, please answer the following questions.

### BASIC UNIT INFORMATION

**Are you completing a Comprehensive or Annual PRP?**

Annual

**Division Name**

President's Office

**Department Name**

Public Affairs Office

**Program/Unit Name**

---Marketing & Comm and Creative Services

**Name of Person responsible for the Program/Unit**

Julie Lanthier Bandy

**Website address(es) for your program(s)/unit(s)**

**Webpage URL 1**

**Unit webpage**

[www.palomar.edu/PAO](http://www.palomar.edu/PAO)

**Webpage URL 2**

**Unit webpage**

[www.palomar.edu/bss/print-services-2-creative-services](http://www.palomar.edu/bss/print-services-2-creative-services)

**Webpage URL 3**

**Unit webpage**

[www.palomar.edu/news](http://www.palomar.edu/news)

**Please list all participants and their respective titles in this Program Review**

Participant	Title
Julie Lanthier Bandy	Director, Marketing, Communications, Public Affairs
Dianna Trujillo-Hernandez	Social Media Specialist
Hiruni (Natasha) Weligoda	Marketing Communications Coordinator
Margie Adcock	Senior Graphics Coordinator
Mary Adsit	Graphics Specialist
Jennifer Buckner	Graphic Artist (STM)

**PROGRAM/UNIT DESCRIPTION****Staffing**

In this section, you will identify how many faculty and staff support your program. This information is considered when you request permanent staff and faculty hires. It is also useful as you evaluate your program and the human resources and talent you have to support our students.

To help you answer questions in this section, you will need the link shown in red below. This form required a login and password to access. Please use your Palomar email and password to log in.

Link: [Permanent Faculty and Staff Count](#)

**Full-Time Staff****Total Number of Full-time Staff**

5.00

**Number of Classified Staff**

4.00

**Number of CAST Staff**

0.00

**Number of Administrators**

1.00

**Number of Full-time Faculty****Part-Time Staff****Total Number of Permanent Part-time Staff****FTE of Part-time Staff (2x19 hr/wk=.95)****FTEF of Part-time Faculty****Describe additional temporary hourly or contract staff who support this unit and/or department. (Include FWS/District Student Workers/Veteran Student Workers)**

We have one short-term hourly graphic artist, Jennifer Buckner. She works 96 hours per month.

**Program/Unit Description**

**Have the services your unit performs changed in any way over the past year?**

In February 2023, our short term hourly communications specialist/photographer resigned. The position remains vacant. In June 2023, we hired a full-time graphics specialist to replace someone who retired in October 2022. In July 2023, we hired a short term hourly graphic artist to rely on during peak times when we have a high demand for projects and services. Effective July 2023, the Director of Marketing, Communications and Public Affairs is serving as the San Diego and Imperial Counties Community Colleges Association (SDICCCA) Public Information Officer, which requires regular and ongoing added duties and responsibilities. These responsibilities will end on June 30, 2024.

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## PROGRAM/UNIT ASSESSMENT

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### SERVICE AREA OUTCOME ASSESSMENT

#### GOT SERVICE AREA OUTCOMES?

**Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.**

**For non-instructional areas, outcomes are called Service Area Outcomes (SAO).**

#### So, what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three-year planning and review cycles, all non-instructional units are asked to:

- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results, and
- take action, as necessary.

Palomar uses Nuventive Improve as our official repository for SLO and SAO Assessment information.

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#### **Review and/or define your SAOs and assessment plans and ensure they are entered in Nuventive Improve by doing the following:**

- 1) Login to Nuventive Improve through the Palomar College [Single Sign-on](#).
- 2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.
- 3) Revise or edit your current SAOs by revising their wording and/or updating the assessment method and/or assessment results, if appropriate.

#### **NEED HELP?**

##### **Nuventive Improve:**

- 1) If you need help with anything Nuventive Improve related such as login, unit identification, entering SAO info, contact Marti Snyder at [msnyder2@palomar.edu](mailto:msnyder2@palomar.edu).

2) Check out this video on how to enter SAOs in Nuventive Improve: <https://youtu.be/b1sRa68wm4c>

### Defining and Assessing SAOs:

Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

1) [Hartnell's SAO Guide](#) is a nice resource! Thank you Hartnell!

2) Contact Michelle Barton at [mbarton@palomar.edu](mailto:mbarton@palomar.edu). We have a resource support team to help.

A template for entering SAOs can be found on the [IR&Ps Non-instructional Program Review and Planning website](#)

SERVICE AREA OUTCOMES TEMPLATE					
Date Identified or Last Reviewed	Description of SAO (What is your SAO?)	Assessment Method (How will/ do you measure or assess it?)	Criterion (How will/ do you know if you met the outcome?)	Date of Assessment	Date of Next Assessment
1)					
2)					
3)					
4)					

**Are all of your unit's SAOs and assessment plans UPDATED and ENTERED in Nuventive Improve?**

Yes

## SAOs SUMMARIES AND REFLECTIONS

Each of your program/unit SAOs should be assessed at least once every three years. If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessments, document why (e.g., SAO was assessed last year).

### SAOs

#### SAO 1

##### SAO Title

Cost savings while achieving desired project result.

##### Assessment Status

Assessed

##### SAO Summary and Reflection

The in-house cost of production continues to be below the fees charged by external vendors. Similarly, the pricing available from an external vendor used for items we do not/can not produce is very competitive. Recently, a promotional item price quote was provided to our office and if the colleague would have gone through the production and purchasing of Creative Services, they would have saved at least 60%.

**SAO 2****SAO Title**

High Quality Design Consultation and Production

**Assessment Status**

Assessed

**SAO Summary and Reflection**

The process initiated for all copy development to go through the Director of Marketing, Communications and Public Affairs has improved messaging and design of collateral and promotional materials.

**SAO 3****SAO Title**

Crisis Communications Plan

**Assessment Status**

Assessed

**SAO Summary and Reflection**

This is complete and approved.

**SAO 4****SAO Title**

Create a metrics tool to understand growth in impact of strategy (Active)

**Assessment Status**

Assessed

**SAO Summary and Reflection**

This is ongoing and social media metrics continue to show increases.

## OTHER ASSESSMENT DATA

**Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below. Completed comprehensive reviews can be found on the IRP website - "Completed PRPs".**

All social media metrics continue to increase month over month and year over year. Similarly, our website key performance indicators continues to increase. These metrics are reported monthly in the President's Report to the Governing Board. The number of jobs completed in 22-23 by creative services increased 13%.

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## ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

**Describe your program's achievements this past year. Where possible, describe how these achievements are related to our students and their success!**

The PAO utilized the creative design resources within the team to generate templates for program collateral templates and event templates. This is a major effort to ensure brand standards are met as collateral materials are developed. The creative services team also consulted with the facilities department and athletics department to generate signage and promotional messaging for the new athletics stadium.

Our fully integrated multi-channel media strategy, continues to deliver a high number of impressions. The key performance indicators of the website, indicate an increased level of traffic to the website, with the 40% - 60% of traffic coming from new visitors. In addition, our social media followers on all platforms continue to increase year over year. This is a result of engaging content and the integration of consistent paid social advertising throughout the year. This strategy is designed to effectively engage prospective students and their families while building the reputation and recognition of Palomar College.

Our department has consistently responded to the creative needs of the college, inclusive of working extended hours to best address annual and semi-annual budget books project. We serve as the resource for course catalog cover design and divider pages for both the color and b/w versions. Our annual report design has improved dramatically. All of these creative needs directly impact student engagement and success.

**Describe any recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit. What effect will these changes have on your program/unit?**

Recently, in collaboration with the purchasing department, all purchase orders containing items that are branded for Palomar College require the approval of the Director of Marketing, Communications and Public Affairs. This new process ensures the proper use of the Palomar College logo on promotional items. To date, this process has been manageable and has achieved the adherence to brand standards.

Within the department we have initiated processes for file sharing, image library access, etc. These processes have resulted in improved project delivery timelines.

**In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?**

n/a

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## PROGRESS ON PRIOR PRP GOALS

**Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.**

**Click on "+Add Goal" below for each additional goal.**

[Click here for previous PRPs with goal information.](#)

### Prior PRP Goals

## Goal 1

### Brief Description

Increase brand awareness of college and its offerings - FY22-23 Utilize an integrated multi-channel marketing strategy that is synergistic with our internal and external communication strategy, as well as our government and community relations efforts.

### Choice

Ongoing

**Add any comments related to your work on prior goal. Include outcomes or progress, successes and challenges, and reason(s) for eliminating a goal, if applicable.**

As a college we continue to have an increase in enrollment over the last three academic terms.

## Goal 2

### Brief Description

Contribute to the success of the Palomar College enrollment management plan - In collaboration with colleagues throughout the college, offer strategies to increase the awareness of program and course offerings and student retention initiatives, to aid in achieving enrollment and retention goals.

### Choice

Ongoing

**Add any comments related to your work on prior goal. Include outcomes or progress, successes and challenges, and reason(s) for eliminating a goal, if applicable.**

**The Vision Plan 2035 includes the College's Educational Vision Plan. Review the goals and objectives in the plan and identify 1-3 objectives that your unit supports. Describe how your unit helps to support those objectives.**

Our department directly contributes to Goal 3 - Optimize enrollment for fiscal stability and growth, specifically the objectives 1 and 2. Our multi-channel integrated marketing and communications strategy, inclusive of the deliverables of creative services, contribute to reaching diverse student populations, attracting new students.

**Describe any changes to your goals or three-year plan as a result of this annual update.**

## RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following five parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology Needs

PART 4: Facilities Needs

PART 5: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's [Vision Plan 2035](#)

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

**NOTE: All requests listed in the PRP will be reviewed by deans and supervisors, then forwarded to the appropriate review group for prioritization. A resource requests approved to move forward in the review process does NOT guarantee a position or funding.**

## PART 1: STAFFING NEEDS

**This year, units are asked to identify new positions only as part of the PRP process. Vacant positions will be addressed outside of the PRP process.**

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the [Benefits Worksheet](#) for additional costs related to benefits for the position.

**Are you requesting new Classified, CAST, or AA positions?**

No

## PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2021, 2022, 2023. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

[How to Request the Available Budget Report](#)

**Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?**

No

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## PARTS 3, 4 and 5 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

1. One-Time Fund Requests. Through the PRP process the college implements an approach for prioritizing and allocating one-time needs/requests. Prioritization takes place through the appropriate groups, leadership, and the Budget Committee. The executive team and Resource Allocation Committee consider various sources for funding PRP requests. Resource requests also inform the larger planning process like Scheduled Maintenance Plans, Staffing Plans, and institutional strategic planning.

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the webpage).

If you are a CTE program and think you may qualify for CTE funds for your PRP request(s), you are STRONGLY encouraged to answer the call for Perkins/Strong Workforce grant applications in February. Contact the Dean of CTE for additional information.

Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

1. Technology and Facilities Review. Requests for technology and facilities are assessed by the Deans and then, if appropriate forwarded to the proper institutional group (e.g., technology review committee, or facilities) for review and feedback.

## PART 3: TECHNOLOGY NEEDS

**Will you be requesting any technology (hardware/software) this upcoming year?**

Yes

### Technology Request

#### Technology Request 1

##### What are you requesting?

Two new laptops, and one cell phone for social media specialist.

##### Is this a request to replace technology or is it a request for new technology?

Replacement of Technology

##### Who is the current user of the requested replacement technology?

Dianna Trujillo Hernandez and Hiruni Weligoda. The cell phone will be used for college social media strategy implementation inclusive of capturing content.

##### Provide a detailed description of the request. Include in your response:

###### a. Description of the need? (e.g., SLO/SAO Assessment, PRP data analysis)

The two laptops are to be used to improve the work efficiencies within the department. Both are elderly laptops which frequently are inoperable or operate at a slow speed.

###### b. Who will be impacted by its implementation? (e.g., individual, groups, members of department)

Social Media Specialist and Marketing Communications Coordinator.

###### c. What are the expected outcomes or impacts of implementation?

Work output efficiencies.

**d. Timeline of implementation**

July 1 - August 1, 2024

**What is the anticipated cost for this request? If any, list ongoing costs for the technology (licences, support, maintenance, etc.).**

No ongoing costs.

**Do you already have a budget for this request?**

No

**What PRP plan goal/objective does this request align with?**

**What Vision Plan 2035 Goal/Objective does this request align with?**

3:1

3:2

**If you have multiple requests for technology and had to prioritize, what number would give this? (1 = Highest)**

1

**What impacts will this request have on the facilities/institution (e.g., water/electrical/ADA compliance, changes to a facility)?**

none

**Will you accept partial funding?**

Yes

## PART 4: FACILITIES REQUESTS

**Do you have resource needs that require physical space or modification to physical space?**

Yes

### Facilities Requests

**Facility Request 1**

**What are you requesting?**

Permanent Office space in the MD building

**Provide a detailed description of the the request. Include in your response:**

**a. Description of the need? (e.g., SLO/SAO Assessment, PRP data analysis)**

The PAO requires permanent office space adjacent to creative services in the MD building. This is something that the PIO has worked on with both facilities and instruction offices.

**b. Who will be impacted by its implementation? (e.g., individual, groups, members of department)**

The instruction office has already established a new location for the impacted employee in the are of the MD building that is adjacent to creative services.

**c. What are the expected outcomes or impacts of implementation?**

Increased collaboration and productivity. Establish a sense of belonging and wellness across the Palomar community. 4. Reimagine, improve, and implement uniform, streamlined, well-documented systems, and processes. 5. Embrace a culture of improvement through innovation and creative problem-solving to support an inclusive, student-centered culture.

**d. Timeline of implementation**

Fall 2024

**What is the anticipated cost for this request? If any, list ongoing costs for the request (additional equipment, support, maintenance, etc.).**

none

**Do you already have a budget for this request?**

No

**What PRP plan goal/objective does this request align with?**

Goal 1 and Goal 2

**What Vision Plan 2035 Goal/Objective does this request align with?**

2:3

2:4

2:5

**If you have multiple requests for facilities and had to prioritize, what number would you give this? (1 = Highest)**

1

**What impacts will this request have on the facilities/institution (e.g.,water/electrical/ADA compliance, changes to a facility)?**

none

**Will you accept partial funding?**

No

## PART 5: OTHER ONE-TIME NEEDS

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page under "Instructional Funding Sources").

**Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?**

No

**I confirm that the Program Review is complete and ready to be submitted.**

Yes

**Enter your email address to receive a copy of the PRP to keep for your records.**

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**Page 5 will show for reviewers (VP and/or Planning Councils) upon submission of the form.**

## FEEDBACK AND FOLLOW-UP

**Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.**

### Confirmation of Review by Immediate Supervisor.

**Immediate supervisor who reviewed PRP:**

Star Rivera Lacey

**Sign Date**

8/7/2024

### FEEDBACK

**Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:**

The areas identified are well thought out.

**Areas of Concern, if any:**

None

**Recommendations for improvement:**

None

## Vice President (or President) Review

**Strengths and successes of the discipline as evidenced by the data and analysis:**

same

**Areas of concern, if any:**

same

**Recommendations for improvement:**

same

**VP Name:**

Star Rivera Lacey

**Signature Date:**

8/7/2024