

**Foothill College 2014-15 Comprehensive Program Review**  
**Program Review Committee Feedback Winter 2016, May 5, 2016**  
**Marketing and Public Relations**

FINAL

Thank you for your time and effort in completing the Comprehensive Program Review this year. We know it is a lot of work but we hope it has been helpful. Thank you for your ongoing efforts to improve on behalf of our students. The program review allows others throughout the college to learn about your work and how it supports the college mission, educational master plan, and equity goals.

The Program Review Committee read and discussed each comprehensive program review during a series of meetings in winter 2016. Our feedback is outlined below. We would be happy to meet with the department if there are any questions.

Commendations / Strengths

PRC appreciates the work being done to revamp the college website.

PRC commends the department for a great job of adapting to social media communication (Hoot, Fusion).

PRC appreciates the communication of shared governance (PaRC) discussions via Fusion.

Suggestions for Improvement

PRC suggests that the department find ways to communicate the number of projects requested by the College and the departments' tracking efforts.

PRC suggests the department conduct additional internal outreach efforts (internal market analysis) to learn more about how employees access information and why some departments have never used marketing services.

PRC notes that data for the trend analysis was not included and that noting that actual number of individuals served would assist the department in its analysis of the department.

Recommendation – **Green**

The program is recommended to continue in the regular program review cycle.

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Program Review Committee (PRC) Members:

Justin Schultz; Andrew Lamanque; Vinita Bali; Kevin Harral; Jiatong Li; Simon Pennington; Cara Miyasaki; Craig Gawlick; Michelle Palma; Claudia Flores; Elaine Kuo