



FOOTHILL COLLEGE

Program Planning and Review - Administrative Units

(650) 949-7240 | <http://www.foothill.edu/staff/irs/programplans/programreview.html>

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I. Administrative Unit Area Mission

<p>1. State the name for the administrative unit area and provide a brief description of core activities and scope of service.</p>	<p>Administrative Unit Area: Marketing & Communications Core activities include marketing and internal/external communications, government relations, media relations, Web site supervision and maintenance, crisis communications and campus technology supervision and coordination.</p>
<p>2. State the area's mission. If you don't have one, create one.</p>	<p>The Foothill College Marketing & Communications Office creates and implements communications and marketing strategies to enhance public awareness of and participation in the college's many programs, services and activities. The office contributes to the overall mission of the college by providing high-quality communications, timely service and by responding to new trends and technologies.</p>
<p>3. Explain how the area mission is aligned with the college mission.</p>	<p>The Marketing & Communications mission is directly aligned with the college mission because our activities are critical to providing access to Foothill's educational opportunities; building public awareness of basic skills, career preparation and lifelong learning opportunities available at the college; and through high quality communications of all sorts, building community and engagement for students, faculty, staff and the public.</p>

II. Administrative Unit Area Description & Data

1. Indicate all locations served by this administrative unit area.	Locations offered: <input checked="" type="checkbox"/> FH Main Campus <input checked="" type="checkbox"/> Middlefield <input checked="" type="checkbox"/> Off campus		
2. List current positions and descriptions for all personnel in your area on the chart below (include position titles only, not individual names).			
Faculty Positions	Full-time Headcount	Part-time Headcount	Brief Description of duties
Position Title	0	0	
Position Title	0	0	
Position Title	0	0	
Position Title	0	0	
Management Positions	Full-time Headcount	Part-time Headcount	Brief Description of duties
Position Title Associate Vice President, External Relations	1	0	Supervise marketing communications, campus technology, government relations
Position Title	0	0	
Position Title	0	0	
Classified Positions	Full-time Headcount	Part-time Headcount	Brief Description of duties
Position Title Web & Print Design Coordinator	1	0	Coordinate college visual identity through Web and print communications and other forms of visual communications
Position Title Graphic Design Technician	1	0	Develops high quality marketing and communications materials for internal and external audiences
Position Title Graphic Design Technician	1	0	Develops high quality marketing and communications materials for internal and external audiences
Position Title Senior Web Coordinator	1	0	Coordinate Foothill Web site, its

			related servers, content management updates, user accounts, email lists, ADA accessibility and overall integrity of html/xml code
Position Title Web Content Coordinator	1	0	Coordinate organization and quality of Web site content. Work with end users to update and create sites, update content and provide high quality user experience
Position Title Publications, Publicity & Editorial Coordinator	1	0	Coordinate editorial content and voice for all college publications, media relations activities, publicity endeavors and internal/external communications.
Position Title Program Coordinator II: Marketing & Communications Coordinator	1	0	Coordinate marketing and media activities and coordinate workflow for design and marketing projects. Create and maintain channels for college content in numerous arenas such as LED screens and social networking sites.
Student Worker Positions	Hours per Week	Months per Year	Brief Description of duties
Position Title Marcom Assistant	10	10	Data entry, organizes photo and document files, provide student perspective to marketing and communications initiatives
Position Title Web Assistant: Student Activities	20	0	Serves as Web content support for student-related news and activities. Interface with ASFC and other student groups to build Web pages and create content.
Position Title	0.00	0	

<p>3. Internal trends: Describe any trends which impact the provision of services to the college. Are there changes in demand or organization? Have services been expanded, reduced, added or removed? What are the implications for your administrative unit area? Where available, provide related data.</p>	<p>The state budget crisis has impacted our area significantly in terms of the activities that we are engaging in. As enrollment demand has increased and the number of classes offered decreased, the need for competitive enrollment marketing campaigns has decreased, and we have reduced expenditures in this area to contribute funds back to the college for savings. We have shifted efforts to other areas such as brand recognition campaigns that include social networking, Web communications and other online arenas to compensate. This trend will not last though, as the recession will end, and demand will soften as universities open up their doors again and unemployment drops.</p>
<p>4. Scheduling of services: Describe any patterns in usage (times of day, times of year, weekend usage) that impact your area. Have there been changes in usage? What are the implications for your administrative unit area?</p>	<p>We have seen a small decline in the number of print jobs that have been requested over the past two years, as B budgets have been cut across the board, and departments have fewer resources with which to create and develop publicity materials. We anticipate this trend to remain for the short term. We have seen a subsequent increase in demand for online marketing needs, social networking sites, email communications, and support for electronic communications media such as flat panel televisions and LED screens.</p>
<p>5. Optional: Provide any additional data relevant to your program. (Indicate the source of the data).</p>	<p>The growth of handheld computers will provide opportunities for the college to develop applications and methods of communication tailored to handheld devices. This is an area we must address and move quickly to support.</p>
<p>6. Optional: Are you seeing trends that are not reflected in the items cited above, such as external trends in education or the environment, which are likely to impact your area or its services? If yes, please explain.</p>	<p>We will continue to see growth in the demand for Web support and content support for Web sites. A new portal system will require support, training and maintenance.</p>

Summary of Planning Goals & Action Plans				
7. Identify 1-3 operational goals for the next 3 years and link them to one or more college strategic initiatives or to your operations.				
Admin. Unit Operational Goals	College Strategic Initiatives			
Identify 1-3 operational goals	Building a Community of Scholars	Putting Access into Action	Promoting a Collaborative Decision-making Environment	Operations Planning
Implement re-design of Web site	X <input type="checkbox"/>	X <input type="checkbox"/>	X <input type="checkbox"/>	X <input type="checkbox"/>
Direct successful implementation of new portal system.	X <input type="checkbox"/>	X <input type="checkbox"/>	X <input type="checkbox"/>	X <input type="checkbox"/>
Market to under-served populations such as potential ESL students.	<input type="checkbox"/>	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase electronic marketing channels	<input type="checkbox"/>	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. What is your plan for accomplishing your goals?				
Admin. Unit Operational Goals	Activities	Measures	Timeframe	
Web site	Design, organization and html coding	Student/public access to information	April 2010	
Portal system	Communications, programming, ETS coordination, design identity	Meeting go live deadlines, system functionality, user satisfaction	March 1- Financial Aid, May 1 Student	
Marketing to ESL populations	Radio advertising, print publications	Enrollment in ELS classes	09-10 year	
Increase electronic marketing/community building	Social networking development	Facebook fans, Twitter followers	09-10 year	
9. Are additional resources needed to accomplish your operational goals? If yes, identify the resource, as well as the purpose and rationale for each resource.				
Identified Resource	Purpose	If requesting funding, provide a rationale of how each request supports one or more college strategic initiative and/or supports student learning & success.		
CTE Perkins Funding	Support career programs through marketing materials and publicity materials	Supporting specific career and vocational programs supports access into action, and tangentially other		

		goals such as building a community of scholars.	
Measure C	Replace college Web servers on a three-year cycle	This request is fundamental to college operations and supports all three strategic initiatives	

III. Administrative Unit Area Evaluation

Administrative Unit Area Evaluation Overview

*Please note: "Evaluation" refers to a review of the activities and outcomes related to the area mission and area goals.
"Evaluation" does not refer to an evaluation of any personnel.*

<p>1. "Internal" Evaluation: Is there currently an internal evaluation of your area from the faculty, staff, and administrators who work in the area? If yes, describe any trends with respect to internal perceptions of area effectiveness. Are there changes over time? What are the implications for your department/program?</p>	<p>The 2008 Internal/External Survey of service areas did provide feedback from faculty and staff on some areas within marketing and communications such as the Web site. Perceptions of effectiveness were higher among students than faculty and staff in many areas, including online services. We can do a better and more systemic measure of our internal effectiveness.</p>
<p>2. "External" Evaluation: Is there currently an external evaluation of your area from faculty, staff, and administrators who work outside the area? If yes, describe any trends with respect to external perceptions of area effectiveness. Are there changes over time? What are the implications for your department/program?</p>	<p>Annual Foothill College marketing survey to students. 2008 Survey by Interact Communications Surveys indicate low levels of awareness for our electronic newsletter, although over 35,000 people receive it. Print class schedules and catalogs continue to be used less and less, with online access the preferred method of delivery. Facebook survey to be completed by March.</p>
<p>3. Optional: Provide any additional data relevant to service satisfaction or perceived effectiveness of your area. (Indicate the source of the data).</p>	<p>"Why 10" internal survey</p>
<p>4. Optional: Are you seeing trends in service satisfaction or perceived effectiveness that are not reflected in the data cited above? If yes, please explain.</p>	<p>Need better measure for service satisfaction to benchmark changes in satisfaction levels.</p>

Summary of Planning Goals & Action Plans				
5. Identify any goals for the next 3 years related to service evaluation and provide action plans for accomplishing your goals.				
Admin. Unit	Operational Goals	Activities	Measures	Timeframe
	Create internal survey to assess performance satisfaction with end users	Draft survey, and implement	Create benchmarks within the survey instrument that can be measured over time.	July 1, 2010
6. Are additional resources needed to accomplish your evaluation goals? If yes, identify the resource, as well as the purpose and rationale for each resource.				
Identified Resource	Purpose	If requesting funding, provide a rationale of how each request supports one or more college strategic initiative and/or supports student learning & success.		

IV. Administrative Unit Outcomes

Administrative Unit Outcome Assessment

1. **Note: Administrative Unit Outcomes will be developed in Winter/Spring 2010. As a part of this process, administrative units will be asked to complete outcomes and begin an ongoing cycle of assessment. In future program reviews and program review updates, administrative units will refer to their AUOs to complete this section, but not-relist the AUOs themselves.**

For 2009-2010, Please leave this section blank.

2. Are additional resources needed to accomplish your administrative unit outcome goals?
If yes, identify the resource, as well as the purpose and rationale for each resource.

Identified Resource	Purpose	If requesting funding, provide a rationale for how each request supports one or more college strategic initiative and/or supports student learning & success.

V. Resource Planning: Personnel, Technology, Facilities, and Budget

Faculty

1. What staffing needs do you anticipate over the next four years. (Consider: [retirements](#), [PDL](#), [reassigned time](#), [turnover](#), growth or reduction of the program)

Classified Staff

2. What staffing needs do you anticipate over the next four years. (Consider: retirements, PDL, reassigned time, turnover, growth or reduction of the program)

Web Content Developer Position elimination will need to be reinstated.

Technology and Equipment (see definitions below)

3. Are the existing equipment and supplies adequate for meeting the needs of the program? If no, explain.

Yes, as long as Measure C continues to fund new servers and computers for staff. Our internal budget cannot address these needs.

4. Do you have adequate resources to support [ADA](#) needs in your physical and/or online services? If no, explain.

We desperately need a permanent home for the department, which has been moved twice into portable buildings. We anticipate this happening in 2011.

Technology & Equipment Definitions

- **Non-instructional Equipment and Supplies:** includes equipment for “office use” that is non-instructional and that is not used in a lab or classroom – it includes non-programmatic equipment for individual instructors and staff, such as a desktop computer for office use. Desktop technology (computers, printers, scanners, faxes) and software requests are processed through your Dean or Director.
- **Instructional Equipment and Supplies:** includes technology, software, and supplies used in courses or labs, including occupational program equipment. Instructional program equipment requests are prioritized by the department and then by the Dean or Director.
- **Durable Equipment and Furniture:** includes non-instructional, non-technology equipment (chairs, tables, filing cabinets, vehicles, etc.) necessary to improve the operational functioning of the program/department.
- **Note:** It is recommended that divisions perform and maintain an inventory of all their technology and equipment.

Facilities

5. Are your facilities accessible to students with disabilities? If no, explain.

Yes

6. List needs for upgrades for existing spaces.

Will be addressed with new home in admin building in 2011.

7. List any new spaces that are needed.		
8. Identify any long-term maintenance needs.		
9. Are available general use facilities, such as student spaces and office/work space adequate to support the program? Please explain.	Yes	
10. Are work orders, repairs, and support from district maintenance adequate and timely? Please explain.	Yes, for the most part.	
<i>Budget</i>		
11. Are the A-budget and B-budget allocations sufficient to meet service needs in your department/program?	Yes, if we are provided with our base B budget in 2010-11, yes.	
12. Describe areas where your budget may be inadequate to fulfill program goals and mission.	If we ramp up enrollment marketing in the future, we will be stretched to have robust campaigns for Winter and Spring quarters.	
13. Are there ways to use existing funds differently within your department/program to meet changing needs?	We are evaluating ways to save costs in the printed schedule of classes. This year we made significant savings in postage by applying for a Periodical Rate, and receiving this status.	
Summary of Planning Goals and Action Plans		
14. What are your goals with respect to resource planning and how will those goals be measured?	We will monitor our budget allocation from the college and make decisions where necessary to shift resources to the most pressing needs, such as marketing/advertising, Web support, online search optimization, etc. We will measure our planning by creating detailed budgets each year that identify where resources are allocated and how those allocations are tied to college goals.	
15. Are additional resources needed to accomplish your resource planning goals? If yes, identify the resource, as well as the purpose and rationale for each resource.		
Identified Resource	Purpose	If requesting funding, provide a rationale for how each request supports one or more college strategic initiative and/or supports student learning & success.

VI. Final Summary of Goals, Commitments to Action, and Resource Requests

1. Upon completion of this program plan, provide a brief summary of your goals and action plans for the next 3 years.

The Foothill College Marketing & Communications Office will continue to provide value for the college community by implementing targeted marketing and communications campaigns, by presenting a clear and powerful visual and editorial identity for college communications, and by utilizing technology to reach students and community members. Our short-term goals include implementing a re-designed Web site, creating new electronic communications channels and by successfully implementing a new campus portal system along with the new Banner ERP system. In addition, we will continue to provide competitive and effective marketing campaigns to reach our core audiences and communicate the value of the college, its mission and purpose, to its various student populations. Short-term goals in the area include marketing to ESL populations in the Highway 101 corridor and developing new visual media such as video and cable television spots, to appeal to potential students.

2. Final Resource Request Summary: **When the program planning and review form is online – the section below will automatically fill in with your responses from each section. Until this is ready, these sections will be cut and pasted from previous sections.**

Note: If you are requesting resources this year, these items have to be included in your current program review. If you want the college to understand your full range of need, then list every current and upcoming resource need in each section above.

Resource	Purpose	Rationale	Estimated Cost
CTE Perkins Funding Measure C	Career Program Marketing/Publicity Replace Web Servers	Specific funds needed to support CTE programs beyond marketing budget Three-year replacement cycle	\$18,000 \$5,000 per year

<i>Supervising Administrator Signature</i>	<i>Completion Date</i>