Marketing Rubric 2024

A. Program Information

Narrative Criteria

The Program Mission Statement
- clearly states the purpose of the program
- indicates the primary function
- indicates the activities of the program
- describes the programs' aspirational goals for the future and what the program hopes to achieve
- reflects the program's priorities and values
- indicates who the students and/or stakeholders are
- is aligned to the college mission statement
- is clear and concise

☑ Meets Expectations

☐ Needs Improvement

Feedback

You have a mission of building strong communities but we are not seeing through the program review that aspect of the mission being evaluated. How does the unit know that strong relationships are being formed and how are these relationships being measured? This feedback does not imply the program mission statement needs to be revised.

We would also like to see the service outcome on recruitment and enrollment (#2) revised to capture and/or include targeted enrollment strategies for particular kinds of students that we may be underserving. Consider keeping PLSAs focused on students and consider 3-5 in the service areas objectives portion below for final submission.

B. College Website

Data Criteria

- The data shows that the program is making progress towards accomplishing their goals (The data is in alignment with the program's goals).

Narrative Criteria

The narrative response...
- aligns with data
- is informed by data
- is within the control of the program
- has measurable outcomes

Data

☑ Meets Expectations

☐ Needs Improvement

Narrative

☐ Meets Expectations

☑ Needs Improvement

Feedback

Data for 2022-2023 is missing. Can you explain why?

This area of the program review is one of several places where the questions ask what do you need and the response was expository.

The importance and implications of click throughs might be better explained.

As with search engine optimization, many go to a search engine and type "Foothill College schedule" and go directly to page. Does the data account for that? Can you add more data about google analytics, the focus group data, and perhaps the most searched terms or the the most used terms in the help bar?

Consider adding additional context for the data mentioned in this comprehensive review, such as the click throughs mentioned above. Since the reviewers, and the general public, have a limited familiarity with industry standards, we would appreciate the context to understand the successes and challenges these metrics present.

We noticed the huge challenge of accurate information across all the website editors. What's the plan for addressing that challenge in an on-going and sustainable way since we are about to have fresh and accurate webpages? Can you flesh out the "in progress" narrative a bit more fully? For example, we have met with XX departments and have XX more to go?

C. Messaging Open Rates

Data Criteria

- The data shows that the program is making progress towards accomplishing their goals (The data is in alignment with the program's goals).

Narrative Criteria

The narrative response...
- aligns with data
- is informed by data
- is within the control of the program
- has measurable outcomes

Data

☐ Meets Expectations

☑ Needs Improvement

Narrative

☑ Meets Expectations

☐ Needs Improvement

Feedback

This section is also missing 2022-2023 data. Can you provide an explanation for why you have data before 2022 and not 2022?

Did you use the BCM for just one year?

We are concerned that, given the staffing issues, that your goals may not be achievable. For example, one engaging Tik Tok video a week seems like an ambitious goal.

It would be nice to see more of a connection in the PR between social media and retention. Perhaps provide more of the data on Constant Contact (e.g. heat map data, etc.). The overall open rates for email is outstanding. Is it worthwhile to disaggregate the kinds of student messages (e.g. text-only emails, actionable emails, etc.) and the delta between the open rates?

D. Service Area Objective Addendum

1. What are the service area outcomes & strategic objectives for the coming year?

Narrative Criteria

- Outcomes/objectives are informed by data
- Outcomes/objectives are within department control
- Outcomes/objectives are demonstrable/actionable

- Outcomes/objectives are measurable
- Possible to accomplish including short term, as well as long term (e.g., aspirational and practical)

☐   Meets Expectations

☑   Needs Improvement

2. What is your implementation plan for the above-mentioned objectives?

Narrative Criteria

- Actions are informed by data
- Actions are within department control
- Actions are demonstrable
- Outcomes are measurable
- Possible to accomplish including short term, as well as long term (e.g., aspirational and practical)

☐   Meets Expectations

☑   Needs Improvement

Feedback

We had questions about some of the identified content being within the locus of control of Marketing versus other areas; hence, the "needs improvement." For example, community fairs seem to be under the purview of Outreach. The political advocacy piece seems outside the scope of the marketing staff.

The PR does a good job describing barriers. As currently written we are not sure all of this is measurable. Consider adding some metrics on branding and communication from the plan so progress can be measured and sticky places known where the college could provide additional support or resources. You might consider what you will prioritize if budget and positions cannot be added.

Make sure the com plan has flexibility to ensure alignment with the EMP, which is in progress.

E. Summative Evaluation

Overall, the Comprehensive Program Review

☐   Meets Expectations

☑   Needs Improvement

Feedback

Do you want to add the texting centralization or partnership with A&R described in the end note as an objective? This effort seems to fit better in section c as opposed to sharing new information at the end of the PR?

This is a really solid effort and shares the remarkable work of the unit. The comments and suggestions are offered as a way for this unit to better support their resource requests.

This form is completed and ready for acceptance.