

# Unit Assessment Report - Four Column

## Foothill College

### AU - Marketing & Communications

**Mission Statement:** 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.

Administrative Unit SLOs (AU-SLOs)	Means of Assessment & Target / Tasks	Assessment Findings	Action & Follow-Up
<p>AU - Marketing &amp; Communications - 1 - Access - Students, faculty and staff have access to timely information through multiple channels and are informed about college programs, services, news, events and governance activities.</p> <p><b>Year(s) to be Assessed:</b> 2010-2011 2011-2012</p> <p><b>AU-SLO Status:</b> Active</p>	<p><b>Assessment Method:</b> Spring 2011 a survey will be distributed to all Faculty, Staff and Administrators containing a question for each AUO with 5 possible responses: Strongly disagree, Disagree, Agree, Strongly agree and Not Applicable/Other.</p> <p><b>Assessment Method Type:</b> Survey</p> <p><b>Target:</b> The target is to achieve an 80% agreement (Agree or Strongly Agree) rating among all respondents.</p>	<p>09/07/2011 - Agree = 60% Strongly Agree = 21.1%</p> <p>Total = 81.1%</p> <p><b>Result:</b> Target Not Met</p> <p><b>Year This Assessment Occurred:</b> 2010-2011</p> <p><b>Related Documents:</b> <a href="#">Spring 2011 AUO Survey Results</a></p>	
<p>AU - Marketing &amp; Communications - 2 - Community - The community and prospective students are informed about opportunities available to them at the college. Information is easily accessible and prospective and current students can navigate systems quickly to apply and register, find services and access information.</p> <p><b>Year(s) to be Assessed:</b> 2010-2011 2011-2012</p> <p><b>AU-SLO Status:</b> Active</p>	<p><b>Assessment Method:</b> Spring 2011 a survey will be distributed to all Faculty, Staff and Administrators containing a question for each AUO with 5 possible responses: Strongly disagree, Disagree, Agree, Strongly agree and Not Applicable/Other.</p> <p><b>Assessment Method Type:</b> Survey</p> <p><b>Target:</b> The target is to achieve an 80% agreement (Agree or Strongly Agree) rating among all respondents.</p>	<p>09/07/2011 - Agree = 54.4% Strongly Agree = 15.6%</p> <p>Total = 70%</p> <p><b>Result:</b> Target Not Met</p> <p><b>Year This Assessment Occurred:</b> 2010-2011</p> <p><b>Resource Request:</b> Fund web content coordinator position eliminated in July 2010.</p> <p><b>Related Documents:</b> <a href="#">Spring 2011 AUO Survey Results</a></p>	<p>09/12/2011 - This survey result needs to be broken down to provide better information. Students navigating registration systems easily needs to be separated out from assessing the information available to the community and to prospective students. We need to evaluate external survey tools and come up with consistent tools to assess these outcomes.</p>
<p>AU - Marketing &amp; Communications - Student Portal - Students and employees can navigate services and functions within</p>	<p><b>Assessment Method:</b> Conduct focus groups with portal users to assess their experience and identify areas</p>		

Administrative Unit SLOs (AU-SLOs)	Means of Assessment & Target / Tasks	Assessment Findings	Action & Follow-Up
<p>the Luminis-Banner portal easily and efficiently. Through the portal, students can access numerous services, information and functions.</p> <p><b>Year(s) to be Assessed:</b> 2011-2012</p> <p><b>AU-SLO Status:</b> Active</p>	<p>that lack clarity and need to be improved to increase access.</p> <p><b>Assessment Method Type:</b> Interviews/Focus Groups</p> <p><b>Target:</b> Identify areas for improvement within the portal, and create action steps to effect change and improve student access and portal efficiency.</p>		