



## OFFICE OF COLLEGE ADVANCEMENT DEPARTMENT and PROGRAM REVIEW: Overview

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The Office of College Advancement coordinates a wide range of functions at COCC, including Foundation relations, grants management, scholarship administration, marketing, public relations, web and social media content, graphic design and the Nancy R. Chandler Lecture Series. Our office also organizes community engagement initiatives that support the College's broader mission and impact.

Using the best practices in higher education advancement, our office takes a strategic, integrated approach to building relationships and sharing the College's story. We aim to increase awareness and support for COCC by empowering key stakeholders, including community members, business leaders, alumni, students, employees, government officials and media. Through these efforts, we can strengthen community connections, foster meaningful engagement and secure private financial support from philanthropic entities and private donors.

The office of College Advancement is comprised of two component units: Marketing and Public Relations and the COCC Foundation. These two units, staffed by 19 dedicated professionals, strive for continuous improvement in our collective work. The below Department Program Review plans reflect this ambition.



## COCC FOUNDATION

### DEPARTMENT and PROGRAM REVIEW: DEPARTMENT PLAN

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#### Part 1: Department Mission Statement

The COCC Foundation provides funds for scholarships and capital improvements, cultivates relationships with stakeholders to support COCC and its students, and develops programs that foster COCC student success.

#### Part 2: Strategic Plan Connection

- [Access](#)
- [Community Engagement](#)

#### Part 3 and 4: Goals/Outcomes and Activities

1. **Expand and increase student access through scholarships, student relief funds and other financial supports.**
  - a. Outcome:
    - i. Students who receive scholarships or financial assistance will experience reduced financial barriers which will increase their ability to stay enrolled, focus on their studies and achieve their academic goals at COCC.
  - b. Activities:
    - i. Expand Student Relief Funding by increasing the fund's annual capacity to support urgent student needs such as housing, food, childcare or transportation over the next two years.
    - ii. Expand First-Generation Funding by launching a campaign that directly supports first-generation students and increases available funding in the next two years.
2. **Deepen community engagement through strategic partnerships and outreach.**
  - a. Outcome:
    - i. Community members and partners will view the COCC Foundation as a collaborative and trusted organization that actively contributes to the districts educational and economic vitality through meaningful partnerships and shared initiatives.
  - b. Activities:
    - i. Engage community members with the Madras campus expansion project by increasing support of the Madras campus expansion by selling 100 more bricks over the next year.
    - ii. Activate engagement with COCC through the Nancy R. Chandler Lecture Series by partnering with two community organizations to bring renowned speakers to our community and campuses.

3. **Provide employees with opportunities to support COCC Foundation initiatives and projects.**
  - a. Outcome:
    - i. Faculty and staff will feel informed, valued and empowered to contribute to COCC Foundation initiatives which will strengthen a campus culture of philanthropy and shared investment in student success.
  - b. Activities:
    - i. Boost faculty, staff and retiree charitable contributions to the COCC Foundation by increasing support of the Bobcat Society by adding 10 new members over the next year.
  
4. **Improve the grants implementation system to better help faculty and staff manage funding.**
  - a. Outcome:
    - i. Faculty and staff will experience a more efficient and supportive grant management process which will allow them to focus more on achieving project goals and less on administrative barriers.
  - b. Activities:
    - i. Create a support system that better tracks and helps administer the implementation of grants for staff and faculty.

#### Part 5: Measurement Tool and Timeline

1. **Expand and increase student access through scholarships, student relief funds and other financial supports.**
  - a. Increase funding for first-generation students and students facing a financial emergency will increase by 25% over the next two years. This will be measured in August using reconciled data from the Foundation’s donor database.
  
2. **Deepen community engagement through strategic partnerships and outreach.**
  - a. Expand community engagement through selling 100 additional Madras campus bricks to community members. This will be measured through sales reports in the donor database in August 2026.
  
  - b. Connect with two community partners to support the Chandler Lecture Series programming over the next year. This will be measured by the coordinator’s excel tracking sheet in August 2026.
  
3. **Provide employees with opportunities to support COCC Foundation initiatives and projects.**
  - a. Bobcat Society membership will increase by 10 members over the next year as measured in the donor database in August 2026.
  
4. **Improve the grants implementation system to better help faculty and staff manage funding.**
  - a. The successful launch of a new grants implementation system will be in place by August 2026 and will be measured by grant staff soliciting feedback from users.



## MARKETING AND PUBLIC RELATIONS DEPARTMENT and PROGRAM REVIEW: DEPARTMENT PLAN

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### Part 1: Department Mission Statement

Marketing and Public Relations (MPR) provides strategic communications and creative services to advance COCC's objectives, enhance the student experience, foster community relationships and elevate the College's brand.

### Part 2: Strategic Plan Connection

- [Student-Ready College](#)
  - By providing clear, accessible and inclusive communications that support student recruitment, retention and success.
- [Access](#)
  - By reaching and engaging diverse audiences across Central Oregon through multi-channel marketing, digital platforms and community partnerships and events.
- [Community Engagement](#)
  - By cultivating awareness and relationships with students, employees, alumni and regional partners, supported by events that connect and engage them.

### Part 3 and 4: Goals/Outcomes and Activities

1. **Develop prospective student measurements to create a baseline for strengthening recruitment via marketing.**
  - a. Activities:
    - i. Implement targeted, data-driven digital marketing campaigns with GradComm to reach prospective students.
    - ii. Develop printed collateral in line with COCC branding to support recruitment efforts (Year 2).
    - iii. Determine baseline measurement and future year targets.
2. **Increase community stakeholder awareness and positive perceptions of COCC**
  - a. Activities:
    - i. Establish baseline for awareness with external audience via community perception survey and establish future year targets.
    - ii. Produce COCC Magazine and distribute district-wide to highlight College impact and achievements.
    - iii. Develop sponsored content and storytelling campaigns showcasing COCC's value to Central Oregon.
    - iv. Partner with local media, organizations and employers to expand reach and visibility.

3. **Develop and advance a cohesive, modern brand for COCC.**
  - a. Activities:
    - i. Completion of COCC brand work to establish new brand foundation for the College in Year 1.
    - ii. Launch of one brand campaign per year for COCC by Year 2.
    - iii. Establish baseline for COCC brand with external audience via community perception survey.
    - iv. Establish baseline for COCC brand with internal audience via Internal Satisfaction Survey.
    - v. Completion of updated COCC Brand Book in Year 1.
    - vi. Integration of brand work into digital marketing campaigns via GradComm in Year 1.
  
4. **Increase faculty and staff awareness and use of marketing tools and resources.**
  - a. Activities:
    - i. Provide one training session per term on COCC brand and marketing services per academic year.
    - ii. Provide one web training per term for web department/program assigned web editors.
    - iii. Assessment and redesign of marketing support tool kit for faculty and staff.
  
5. **Redesign COCC's website to align with the College's brand identity, strategic priorities, improve UI/UX and accessibility standards.**
  - a. Activities:
    - i. Launch completed website redesign by Year 3.
    - ii. Complete and integrate ongoing audits for ADA/Accessibility compliance review.

**Part 5: Measurement Tool and Timeline**

MPR will assess progress annually using the following tools under each goal.

1. **Develop prospective student measurements to create a baseline for strengthening recruitment via marketing.**
  - a. Future years and targets to be determined using GA4 and LocaliQ (GradComm tool) by end of Year 1.
  
2. **Increase community stakeholder awareness and positive perceptions of COCC.**
  - a. Future years and targets of survey data to be determined by as-yet-identified third party polling company; digital marketing to be determined using GA4 and LocaliQ (GradComm tool); both by end of Year 1.
  - b. Distribution of COCC Magazine to district residents annually each spring.
  - c. Determine baseline for number of press releases and pitches to media using Constant Contact by end of Year 1.
  
3. **Develop and advance a cohesive, modern brand for COCC.**
  - a. Audiences recognize and experience a unified COCC brand.

- i. Determine increase in recognition and positive impressions around COCC via Internal satisfaction survey, conducted by email – end of Year 2.
  - ii. Determine increase in recognition and positive impressions around COCC via External survey, conducted by email, phone and/or in-person focus groups – end of Year 2.
- 4. **Increase faculty and staff awareness and use of marketing tools and resources.**
  - a. 75% of faculty/staff who complete internal satisfaction surveys end of Year 1 rate MPR services as satisfactory or higher.
- 5. **Redesign COCC’s website to align with the College’s brand identity, strategic priorities, improve UI/UX and accessibility standards.**
  - a. Establish and monitor baseline site engagement (sessions, bounce rate, average time on page, etc.) in GA4 – Year 1.
  - b. Achieve improvements in UI/UX and page engagement (i.e. reduced bounce rates, increased conversions on Apply/Request info/visit pages) in GA4 – Year 3.
  - c. Gather feedback through a post-launch user satisfaction survey with prospective students, current students, faculty, staff and community partners – Year 2.
  - d. Increase prospective student inquiries and application starts originating from the web site (tracked via GradComm and GA4) – Year 2.
  - e. Faculty/departments report improved satisfaction with visibility of their programs/services on the website (via annual Internal Satisfaction Survey) – Year 2.