

Administrative Department Review Plan

May 1, 2019

Being an effective institution means the College is meeting its stated mission. Measuring degrees of effectiveness and modifying where needed to meet the mission is based on a philosophy of continuous improvement. The effectiveness of an institution isn't captured on what our "inputs" are, but what effect they have on students and the community. Administrative Department Review processes help to measure the effectiveness of the activities we do, and give strategic direction for improvement when needed.

Administrative Department Reviews are submitted to the President's Advisory Team, the President, and the Assessment Web Page every three years, and include:

- Review and confirmation of department mission, purpose, and expected outcomes related to College Mission and Vision.
- Identification of 1-3 assessment activities.
- Documentation of results and analysis of assessment activities.
- Identification of departmental needs related to goals.
- Provision of data for College Planning, including resource allocation.

Department Overview

Administrative Department College Relations

Contact (Person responsible for reporting) Ron Paradis/Aimee Metcalf

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Date Review submitted May 1, 2019

Report Submitted to Shirley Metcalf, president

1. Mission Fulfillment

How does your department support/strengthen the College's ability to fulfill its mission and vision?

Mission: Central Oregon Community College promotes student success and community enrichment by providing quality, accessible, lifelong education opportunities.

Vision Statement: To achieve student success and community enrichment, COCC fosters student completion of academic goals, prepares students for employment, assists regional employers and promotes equitable achievement for the diverse students and communities we serve.

Please provide your department's mission statement, including specifically how your department contributes to (check one or both):

Student Success
and/or

Community Enrichment

Department Mission Statement:

College Relations provides strategic marketing, communications and creative services to advance COCC and its objectives, enhance the student experience and foster community relationships.

2. Department Purpose

What are the key duties, responsibilities, and/or functions of your department that support your department mission? Include brief descriptions of staffing, budget, services, and location. (Location may be room or building specific, and/or branch campus specific.) Include any relevant recent changes. Response should be limited to one paragraph to one page maximum.

College Relations is a seven-person department comprised of an executive director, assistant director, web designer, graphic designer, staff writer and two information office specialists. The department—divided into staff offices and an information office—is located in the Boyle Education Center.

College Relations' purpose is to support and promote the College's programs, services and overall direction, both internally and externally, with effective communications and marketing tools. Working in tandem with COCC's many programs and departments—and playing a part in

the full spectrum of the educational arc, from enrollment outreach to commencement—College Relations contributes to the daily functions and long-term success of COCC, its students and its staff.

Services include public relations and marketing expertise, graphic design, web design, media relations guidance, social media support, branding, writing and editing, event promotion, and an information office that assists and educates students and guests alike. We produce COCC’s magazine, posters, articles, press releases, newsletters, flyers, banners and stationery, promotional products and other materials. Our efforts support the College’s mission, as well as help other departments and programs fulfill their own purposes and objectives.

College Relations strives to be an approachable, dependable partner. By working with the College’s many disparate parts, College Relations helps to unify the mission of COCC while simultaneously functioning as a bridge to the broader communities that the College serves.

3. Department Strengths

What are your department’s greatest strengths and/or most significant accomplishments during the past 1-3 years that support your department mission? What are the real, proven, consistent, documented elements of your department that make you stand out?

Strong, experienced and invested staff, sought out as College resource

Agile and open-minded

Staff actively engaged on campus

Transitioned to Legacies Magazine, and to COCC Magazine

Created and placed ongoing sponsored content articles

Strengthened marketing efforts through digital marketing and social media

Supported move to digital catalog

Helped develop new web platform

Researched and implemented new COCC Alert, emergency notification system

Revamped internal communications

Increased new student enrollment

Developed brand guideline

Info Office established as strong College resource

4. Department Challenges

Describe any challenges that may negatively impact accomplishing your department mission. What are the opportunities for improvement in your department? What internal and external factors challenge your area? Please use the terms “internal” and “external” in any way that is relevant to your department.

Changing communications landscape

Necessity of responding to needs of the day, ever shifting priorities

Lack of resources; budget challenges

Difficulty articulating value of increased efforts

Not always strategic in our approach

Lack of awareness and education of our services

Inconsistent with enforcing brand guidelines

Four campuses

Robbed for the last two years for Halloween costume contest

5. Department Goals → Department Outcomes

Based on your strengths and challenges, what are your department goals? What product or service do you want to provide?

To measure success; What are your department’s outcomes? What do you want to occur because of your services? (Limit total number of outcomes to 5 or 6 maximum). Identify 1-3 outcomes you will focus on this year.

- A goal describes the *output* (product or service) a department is planning to achieve through its organized activities.
- An outcome describes the *result for or impact on* a customer (internal or external), student, or the institution that is a consequence of the work you do.

Example of a goal: To provide training to students, staff, and faculty to increase awareness about diversity issues impacting student success.

Example of an outcome: The percentage of minority students graduating will be proportionately the same as non-minority student graduation rates.

1. Strengthen the methods for promoting COCC's programs and people, reaching audiences that include potential students, College stakeholders and the communities that we serve.

Outcome: The College will support resources to increase outreach and marketing efforts.

Outcome: Produce and distribute the COCC Magazine to every address in the district annually.

Outcome: Endorse and implement a functioning "advancement" effort at COCC, led by College Relations.

2. College Relations will build upon existing partnerships and create new ones by visiting five departments as well as each campus once a year to describe the College Relations portfolio of service and skill sets.

Outcome: Each year, five departments will have increased knowledge of the College Relations portfolio of services as demonstrated by a pre- and post-quiz provided at departmental visits.

Outcome: The impact of College Relations visits to departments on campus will be monitored by an annual review of project requests by departments, with an anticipated increase each year, beginning year 2019/20.

3. Help introduce and integrate our new president – and her vision of leading COCC – with both our internal and external audiences.

Outcome: Fall term 2019 and throughout 2019-20 meetings for students, employees and external audiences arranged by College Relations and the College President to help the President articulate her vision of leading COCC will be attended by 80 percent of College employees, and at least 500 community members.

Outcome: The College President will indicate a high level of satisfaction with onboarding process in September and December 2019 in response to specific questions posed about the process in meetings with College Relations personnel and advancement volunteers, during Fall term 2019.

Outcome: The College President will indicate a high level of satisfaction with transmission of her vision to internal and external audiences in response to specific questions posed about the process in meetings with College Relation personnel.

4. Support the recruitment and retention of credit students.

Outcome: Departments that College Relations work with directly (Admissions, Housing and First Year Experience) for recruitment of credit students will report a high level of satisfaction (4-5 on

a scale of 5) on each question of an annual survey regarding services provided related to recruitment by College Relations.

Outcome: Numbers of applications for credit students increase by two percent in the next three years.

Outcome: Wickiup Hall will be at an occupancy level of at least 90 percent every fall.

6a. Procedure, Measurement Tool and Timeline

Describe the activities will you do to accomplish your Outcome(s). How will you measure your success toward the 1-3 outcomes and mission fulfillment? What tools will you use? (Survey, budget, Institutional Effectiveness department data, banner/Argos, etc.) How frequently will you gather relevant data? Provide any data references that you use. The Institutional Effectiveness department will provide relevant data upon request. Data will be reviewed and reported **annually** on the following page.

1. Strengthen the methods for promoting COCC's programs and people, reaching audiences that include potential students, College stakeholders and the communities that we serve.

Outcome: The College will support resources to increase outreach and marketing efforts.

Measurement Tool: By 2020-21, at least \$40,000 will either be added to the College Relations budget, or made available from other areas to support new efforts.

Outcome: Produce and distribute the COCC Magazine to every address in the district annually.

Measurement Tool: The COCC Magazine will be distributed to every address in the COCC District.

Outcome: Endorse and implement a functioning "advancement" effort at COCC, led by College Relations.

Measurement tool: By 2020-21, the advancement model will be in place at COCC.

2. College Relations will build upon existing partnerships and create new ones by visiting five departments as well as each campus once a year to describe the College Relations portfolio of service and skill sets.

Outcome: Each year, five departments will have increased knowledge of the College Relations portfolio of services as demonstrated by a pre- and post-quiz provided at departmental visits.

Measurement Tool: Pre- and post-quiz at departmental and campus visits, five departments and each branch campus per year.

Outcome: Some of the significant impact of College Relations visits to Departments on campus will be monitored by an annual review and documentation of project requests by Departments, with an anticipated increase each year, beginning year 2019/20.

Measurement Tool: Internal spreadsheet of project requests, by department. Reviewed once per year.

3. Help introduce and integrate our new president – and her vision of leading COCC – with both our internal and external audiences.

Outcome: Fall term 2019 and throughout 2019-20 meetings for students, employees and external audiences arranged by College Relations and the College President to help the President articulate her vision of leading COCC will be attended by 80 percent of College employees, and at least 500 community members.

Measurement Tool: Internal and external meetings will be scheduled Fall term 2019 and throughout 2019-20, with attendance documented, indicating the reach and interest of the President's message.

Outcome: The College President will indicate a high level of satisfaction with onboarding process in September and December 2019 in response to specific questions posed about the process in meetings with College Relations personnel and advancement volunteers, during Fall term 2019.

Measurement Tool: A brief set of questions will be asked of the President, with answers recorded and analyzed to indicate satisfaction of integration and transmission of her leadership vision during her first Fall term and her first full year.

Outcome: The College President will indicate a high level of satisfaction with transmission of her vision to internal and external audiences in response to specific questions posed about the process in meetings with College Relation personnel.

Measurement Tool: A brief set of questions will be asked of the President, with answers recorded and analyzed to indicate satisfaction of integration and transmission of her leadership vision during her first Fall term and her first full year.

4. Support the recruitment and retention of credit students.

Outcome: Departments that College Relations work with directly (Admissions, Housing and First Year Experience) for recruitment of credit students will report a high level of satisfaction (4-5 on

a scale of 5) on each question of an annual survey regarding services provided related to recruitment by College Relations.

Measurement Tool: Annual satisfaction survey of Admissions, Housing and First Year Experience staff regarding services provided related to retention by College Relations.

Outcome: Numbers of applications for credit students increase by two percent in the next three years.

Measurement Tool: Data extraction of number of applications, once per year from Argos.

Outcome: Wickiup Hall will be at an occupancy level of at least 90 percent every fall.

Measurement Tool: Data extraction of occupancy of Wickiup Hall, Fall Term each year.

Plan submitted every **three years**.

It will serve as a reference for resource allocation, activities, and planning during the three year cycle.

Administrative Department Review Report

Due: _____

6b. Procedure, Measurement Tool and Timeline
What activities did you do to accomplish your Outcome(s)? How did you measure your success toward the 1-3 outcomes and mission fulfillment? What tools did you use? How frequently did you gather relevant data? Provide any data references that you used.
7. Data
What data have you gathered that inform your department's effectiveness?
8. Summary and Analysis: Continuous Improvement (Report-to be completed annually when data are available)
What do these data suggest about your department's effectiveness? Which measurements are strong and affirming? Consider the following points. <ul style="list-style-type: none">• Was your planned activity successful at accomplishing your Outcome(s)?• Have you accomplished your outcomes? Is there a need for a new direction? Which measurements indicate an area that you would like to focus on for improvement? <ul style="list-style-type: none">• Identify the goals and improvements that your department is committing to over the next year to help you accomplish your outcomes.• What support do you need from the college to carry out your planned improvements? Identify your biggest area(s) of need to help accomplish outcomes. Review question #2, including staffing, budget, services, and location.

Report submitted **annually**.

Data and analysis from three annual **Reports** will inform a new **Plan**.