Student Services and Administrative Operational Annual Program Review and Planning Update Form Fall 2024

## BACKGROUND:

**Program review is an integral part of the campus planning process. As programs and areas monitor their progress on the current comprehensive four-year program review, changes in need and scope can be expected. This Annual PR Update form is designed to outline and request modifications to the current program review that occur between comprehensive four-year review cycles, as needed.**

**Examples of a requested change include new information such as action plans, outcomes modifications, personnel changes, technology needs, and capital expenditures requirements. As programs and areas monitor their progress on the previous comprehensive four-year program review, the form provides the basis to suggest a change in plans and processes to improve student success and institutional effectiveness.**

## SUBMISSION:

**Program:**

Office of Campus Communications

**Principal Author(s):**

Pepe Barton

**Manager:**

Cynthia Olivo

**Submission Date:**

12/18/2024 5:18:42 PM

**Author Signature:**

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| Electronically signed by Pepe Barton on 10/31/2024 11:47:55 AM |

**Manager Signature:**

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# Part 1: Review of Data

1. **List the outcomes from your Fall 2022 self-study. Which outcomes has your program assessed in the last year and/or which do you plan to assess in the coming year?**

The following outcomes were identified in the Fall 2022 self-study for the Office of Campus Communications:

2. Increase Engagement on Social Media: This was assessed in 2024, using detailed social media performance metrics across LinkedIn, Instagram, Facebook, and YouTube, with promising engagement rates and audience growth.

3. Improve Engagement with College Communication Channels: The office phased out the mobile app based on reduced usage, with a renewed focus on the Fullerton College website and newsletter channels, achieving around 60% open rates for both The Weekly staff and Hornet Life student newsletters.

4. Enhance Student Awareness of Programs and Services: With Hornet Life, social media, and the events calendar increasing visibility, this outcome will be reassessed in the future through targeted student surveys.

5. Support Educational Goals through Communications: Due to the limitations of previous national data, a specific Fullerton College student survey will be implemented in 2025.

6. Cultivate Belonging among Students: Hispanic-Serving Institution wordmarks have been integrated into newsletters and website content to align with an inclusive campus identity.

7. Foster a Positive Campus Culture and Climate: The Office conducted its first communications survey, revealing a preference for streamlined, clear information. Future plans include a student-specific survey.

1. **What changes, if any, have been made to your program or outcomes as a result of outcomes assessment?**

Our recent outcomes assessment indicated shifts in student engagement habits, which influenced several key adjustments:

• Mobile App: This tool will be retired due to a low engagement rate and the requirement of a full-time staff member to keep it updated. Efforts are being redirected to updating the current website (which is already mobile responsive) and creating more user-friendly webpages, including the prospective and current student webpages.

• Focus on newsletters and visual inclusion: Updates to Hornet Life and The Weekly resulted in high open rates, while adding Hispanic-Serving Institution visual markers has visibly aligned communications with our diverse student body.

• Survey-Driven Insights: Recognizing the need for targeted data, future surveys will focus on Fullerton College students' specific communication needs.

1. **How is your area collecting or working to collect disaggregated, student-level outcomes assessment data?**

The office is committed to gathering student data by developing a custom survey for Fullerton College students. This survey will provide insights into communication effectiveness and information on how students are learning about college events and information.

# Part 2: Additional Resource Request Reasoning and Support

[ ] **We have reviewed our most recent self-study and have not identified any significant changes that necessitate resource requests for the upcoming academic year.**

[x] **We have reviewed our most recent self-study and have identified significant changes that necessitate additional resource requests.**

**For programs that have identified significant changes that necessitate additional resource requests, answer the following questions for each separate resource request:**

1. **Briefly describe your resource request.**

Swag and Event Enhancements

Funding is requested for branded swag for the multiple presidential events that occur throughout the year. Additionally, many departments who do not have swag budgets often come to the communications office to request swag to represent the college at various events. A plan would be put in place to modernize our swag imagery to ensure people actually want it through engaging design. These resources are essential for creating a welcoming, inclusive environment for students, staff and the community at key campus and presidential events.

Furniture and Office Update

As the Public Information Office (PIO) and a primary front-facing point of contact for campus visitors and officials, updated office furniture and carpeting are needed to create a professional, inviting space that aligns with the other recently remodeled areas of the 100 building. With multiple updates already completed in adjacent departments like the business office, the communications office is essential as a first stop to campus visitors, and a refreshed workspace will better reflect Fullerton College's standards and community expectations. Visitors to the director’s office should also feel like the campus is modern and engaging, rather than depressing and bulky 2000s era furniture with little functionality.

Personnel - Multimedia Producer

A multimedia producer is essential to expand the department’s ability to create compelling visual content, including videos, photography and digital storytelling across social media platforms. This has been a request from multiple other departments and divisions, so rather than supplying a social media person for each department/division, it would make sense to centralize this around college priorities within the communications department. If a full-time producer is not feasible, funding for a contracted video production company is requested.

Personnel - Campus Photographer (Contract)

To capture authentic campus life moments, the office requests funding to hire a campus photographer, replacing the current contract and photographer for more professional looking images. Consistent, high-quality visuals that reflect campus life are vital for effective storytelling and engagement and will likely require more funds for increased quality.

Mailing and Outreach

Funding is requested to support the direct mailing needs of the Liaison campaigns and the college in general. This includes printed materials and postcards to be sent to targeted prospective students as part of personalized communication strategies designed to engage and convert new students.

Conferences and Travel Funding

Funding is requested for travel and conference costs for staff to attend key industry conferences and professional development events. Participation in these events is critical for staying current with best practices in communication, marketing and public relations, ultimately enhancing the effectiveness of our campus engagement strategies. This investment fosters continuous improvement and strengthens our ability to execute innovative, impactful campaigns for Fullerton College. The current available funds for our staff is essentially non-existent.

1. **Is this request related to an essential safety need?**

No

**Why must this resource request be processed now rather than during the Fall 2026 comprehensive self-study?**

With the enrollment-focused Liaison partnership underway, these resources are urgently needed to support outreach, increase student engagement and bolster campus inclusivity. Liaison is a multi-channel approach to enrollment targeting adult learners, personalized communications, and omni-channel campaigns to attract and retain students. The partnership includes managed campaigns across digital, print, email, and personalized microsites to maximize engagement and provide real-time insights.

Allocating these funds now ensures that Fullerton College remains competitive and welcoming to potential and current students. Addressing these needs now ensures we maintain consistent, professional and welcoming communication standards that align with the college’s growth goals and the changing expectations of our student body and community stakeholders.

**How will this additional resource allocation specifically enhance your program’s services, activities, processes, etc. to continue or improve student learning and achievement?**

With an expanded multimedia team, we will significantly improve storytelling around student success, campus resources, and services that support achievement and engagement. A multimedia producer and new photographer will drive engagement with visuals that communicate Fullerton College’s support services and student achievements. The mailing resources will ensure timely, personalized outreach, complementing digital campaigns and increasing prospective students' likelihood to engage.

**Is the resource request personnel-related? If so, please provide evidence to justify the requested positions such as retirements, program growth or curricular demands, full-time/adjunct ratios, etc.**

Yes. The multimedia producer position is essential to meet the demand for high-quality visual content, which is a proven driver of engagement. Additionally, a new campus photographer on contract is needed to replace the current photographer, ensuring our visuals authentically represent the dynamic campus in a professional way.

**How will this additional resource allocation help you serve the college mission or strategic initiatives, and your program’s goals for improvement, as stated in your last self-study?**

The proposed resources support Fullerton College’s mission by visually representing the inclusive and welcoming environment we strive to create. Through improved visuals and a multimedia presence, we will better showcase student and institutional success stories, meeting strategic goals for enrollment, reengagement and retention.

**For each separate resource request, complete this chart with the itemized requested dollar amount:**

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| --- | --- |
| **Type of Resource** |  |
| Personnel | Manager |
| Facilities | Modern Furniture and Carpeting - $30,000 |
| Supplies | Photography/Video Equipment - $15,000 Event Swag - $10-15,000 annually |
| Computer Hardware | Video Editing Computer Hardware - $10,000 |
| Computer Software |  |
| Training | Conferences, Travel and Professional Development - $10,000 |
| Other | Personnel Multimedia Producer - $60-70,000 annually (salary)Campus Photographer - $15-20,000 annually (contract)Direct Mailing Supplies - $15,000 annually |
| **Total Requested Amount:** | $264,000 |

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| --- |
| **Is the funding requested ongoing or one-time funding?**Ongoing |
| **Is the funding requested for**[**enrollment and reengagement activities?**](https://ie.fullcoll.edu/wp-content/uploads/sites/27/2024/05/ER-2.0-Program-Review-Guide.pdf)Yes |