

# Bakersfield College

## Program Review – Annual Update

Program Name:

Program Type:       Instructional       Student Affairs       Administrative Service       Other

**Bakersfield College Mission:** Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

Describe how the program supports the Bakersfield College Mission: **The Bakersfield College (BC) Department of Marketing and Public Relations is responsible for Bakersfield College's internal and external communications, media relations, publications, graphic design, web development, and emergency notifications.**

Program Mission Statement: **The Marketing and Public Relations Department is the voice of Bakersfield College, promoting its transformative programs and services to potential students across the nation while enabling BC educators to provide students with all of the resources they need. Our department is dedicated to telling BC's stories with inclusivity, integrity and transparency in any available medium.**

**Instructional Programs only:**

A. List the degrees and Certificates of Achievement the program offers

B. If your program offers both an A.A. and an A.S. degree in the same subject, please explain the rationale for offering both and the difference between the two.

C. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both.

**Progress on Program Goals:**

A. List the program's current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section. Please provide an action plan for each goal that gives the steps to completing the goal and the timeline.

Program Goal	Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)	Progress on goal achievement (choose one)	Status Update – Action Plan
1. Work with the college community	<input checked="" type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: <u>10-5-2017</u>	The department serves as a hub for all college press releases, social media

to strengthen outreach and publicity	<input checked="" type="checkbox"/> 5: Leadership and Engagement		announcement, online communications, and print media.
2. Maintain ongoing software, computers, and technology.	<input type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input checked="" type="checkbox"/> 4: Oversight and Accountability <input checked="" type="checkbox"/> 5: Leadership and Engagement	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: <u>10-5-2017</u>	This is an ongoing goal for the department. Keeping technology current and relevant supports our ability to efficiently complete our work.

B. List new or revised goals (if applicable)

New/Replacement Program Goal	Which institutional goals will be advanced upon completion of this goal? (select all that apply)	Status Update – Action Plan
1. Create and update the Bakersfield College Branding Manual	<input type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input checked="" type="checkbox"/> 4: Oversight and Accountability <input checked="" type="checkbox"/> 5: Leadership and Engagement	The Marketing department seeks to create official branding guidelines and distribute the information across campus and to all media and press. We currently have a great lack of brand identity. We are currently in the drafting stage of creating the updated brand manual.
2. Update guidelines for various processes in our department	<input type="checkbox"/> 1: Student Learning <input type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input checked="" type="checkbox"/> 4: Oversight and Accountability <input checked="" type="checkbox"/> 5: Leadership and Engagement	The Marketing department seeks to create guidelines for various processes, such as web editing and a social media policy.

**Best Practices:**

Programs often do something particularly well; usually they have learned through assessment – sometimes trial and error – what solves a problem or makes their programs work so well. These are often called Best Practices and can help others. Please share the practices your program has found to be effective.

- **We conduct a quarterly review of our web presence and online communications to assess for accessibility compliance.**
- **Campus wide communication utilizing BC\_all and moderation of BC\_all.**
- **Department communication has improved greatly. We have started weekly staff meetings and as a team, we keep each other well informed of big projects and current workings of the department.**

**Program Analysis:**

Take a look at your trend data (all programs should have some form of data that is used to look at changes over time).

1. Please report on any unexpected changes or challenges that your program encountered this cycle: **This year, our Program Manager went out on maternity leave for the beginning part of the year. We have just filled that position now with an interim manager as of October, 2017.**
  
2. How does your trend data impact your decision making process for your program?  
 We consistently rely on looking back at our data to inform us as we move forward. For example, we regularly check web analytics to see what parts of the website are being used, and which parts are not accessed as much. We have utilized our social media statistics to see which kinds of posts receive the highest engagement to make decisions on future advertising efforts.
  
3. Were there any changes to student success and retention for face-to-face, as well as online/distance courses? **N/A**
  
4. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle? **N/A**

**Resource Request and Analysis:**

Resource Request		If Fulfilled, Discuss How Previous Year’s Requests Impact Program Effectiveness?
<b>Positions:</b> <i>Discuss the impact new and/or replacement faculty and/or staff had on your program’s effectiveness.</i>	<input type="checkbox"/> 1: Classified Staff <input type="checkbox"/> 2: Faculty	N/A
<b>Professional Development:</b> <i>Describe briefly, the effectiveness of the</i>	<input type="checkbox"/> 1: Provided Professional Development <input type="checkbox"/> 2: Attended Professional Development	N/A

<p><i>professional development your program has been engaged in (either providing or attending) during the last cycle</i></p>		
<p><b>Facilities:</b> <i>If your program received a building remodel or renovation, additional furniture or beyond routine maintenance, please explain how this request or requests impacts your program and helps contribute to student success.</i></p>	<p> <input type="checkbox"/> 1: Space Allocation  <input type="checkbox"/> 2: Renovation  <input type="checkbox"/> 3: Furniture  <input checked="" type="checkbox"/> 4: Other  <input type="checkbox"/> 5: Beyond Routine Maintenance </p>	<p>Our department has been relocated to one central office in the Administration building. Previously, we were in 3 or more buildings spread across campus. It has been nice to be in a shared space where communication and face-time is easier among members of the MPR team.</p>
<p><b>Technology:</b> <i>If your program received technology (audio/visual – projectors, TV’s, document cameras) and computers, how does the technology impact your program and help contribute to student success?</i></p>	<p> <input type="checkbox"/> 1: Replacement Technology  <input type="checkbox"/> 2: New Technology  <input type="checkbox"/> 3: Software  <input type="checkbox"/> 4: Other _____ </p>	<p>N/A – we have not received any new technology over the past year.</p>
<p><b>Resource Request</b></p>		<p><b>Discuss How Effective Request is for Student Success?</b></p>
<p><b>Other Equipment:</b> <i>If your program received equipment that is not considered audio/visual or computer equipment technology, please explain how these resources impact your program and help contribute to student success.</i></p>	<p> <input type="checkbox"/> 1: Replacement  <input type="checkbox"/> 2: New  <input type="checkbox"/> 3: Other _____ </p>	<p>N/A</p>

**Budget:**

*Explain how your budget justifications will contribute to increased student success for your program. (Fiscal requests will be submitted by the faculty chair and/or area administrator.)*

**Conclusions & Snapshot:**

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract or synopsis of your program's current circumstances and needs. Consider this a snapshot of your program, if someone were to only read this portion of your annual program review.

The Marketing and Public Relations department is in a state of rebuilding our processes and procedures. As was said in last years review, there was difficulty in planning for this year because so much was unknown. In addition to that, our manager from last year went out on Maternity leave in January and did not return after her leave. Without much information on how things had been evaluated in the past, it is hard to juggle where our progress is excelling/halted.

Overall, the Marketing and Public Relations staff has done a phenomenal job with keeping up on our work and the tasks that have needed to get done. We have great press coverage, our website is continually improving, and our graphics team is producing great work.

As suggested in last years review, our team is now currently in one location in A17, but there are plans to move our graphic designers into another area in the coming weeks or months. In the past when we were split, it was mentioned in past reviews that "it's difficult to coordinate needs and work effectively as a department when we are in such different locations." I understand the graphics designers need to have accessibility to the print shop, but I don't know what kind of impact it will have on the team to be in split locations again.