El Camino College
Public Relations & Marketing
Program Review

A. Mission Statement

The mission of the office of Public Relations & Marketing (PR&M) is to research, write, design, produce and deliver professional communications about programs, instructional support and services to a diverse student population, the general public, and the media.

1. Funding Sources include: annual Public Relations and Marketing Department budget plus additional funding from Funds 14 and 15, as well as some Compton Center Enrollment Management monies.

B. Program Description

1. The PR&M office must continually analyze, review and enhance our communications and marketing to the communities we serve for the El Camino Community College District and its centers. It is important to continue building and expanding awareness of the college in the communities within our District as well as communities outside the District boundaries. This awareness will assist in maintaining our enrollment goals, encourage ongoing interest and financial support, as well as serve to inform community members about the numerous services, programs and opportunities available at ECC and its centers.

   a. To create awareness of the important role ECC has provided in responding to the needs of our community for over 65 years; to uphold a brand identity for ECC; to maintain enrollment/FTES; to enhance the understanding and awareness of how the state issues, including budget, impact ECC; to increase ongoing assistance in fundraising; to obtain support of other future community outreach activities; to implement an integrated marketing program.

   b. Strong marketing & communications plans begin with an understanding of the institutional image and brand. The PR&M Communications Plan emphasizes the value of ECC in the communities we serve as the premier transfer college, our impact on the South Bay workforce, and the commitment ECC has to student access and success.

2. Target market of the PR&M includes: residents of all ages in the cities served by ECC (both in- and out-of-District); current middle and high school students and

their parents; current students and their parents, working adults, and alumni of ECC; influential groups such as government, civic, business and community leaders; media outlets; and K-12 school leaders.

3. Notable Achievements that are linked to the college's Strategic Initiatives:
   a. SI E & D: The use of the Communications Plan develops, maintains and enhances relationships of the college with District feeder schools, community organizations and potential partners. The emphasis of the plan was determined by evaluating the changing needs of a diverse student body through current market research, as well as the college's past marketing experience.
   b. SI.E: Continued inventory, evaluation and replacement/acquisition as needed, all Copy Center and Public Relations & Marketing Department equipment.
   c. SI.E: Completion of a revised and up-to-date Communications Guide & Publications Standards Manual for use at El Camino College and all of its centers.
   d. SI.B and SI.G: Continue expanding and refining printed and online schedule of classes and catalog for ease of use and clarity. Evaluating what should be printed versus available online.
   e. SI.F: Continue to provide essential online access to El Camino College and its centers. Website maintenance and incorporation of new technology. Continue to maintain a presence on social media channels as a way to communicate with students as well as provide information and an online connection to the college.
   f. SI.F: Planning and funding to further enhance customer service by the PR&M Dept. (including the Copy Center, Graphics, Photography and Web); and to modernize the technology for all operations. Cover additional costs of the leased duplication equipment, overages, and equipment replacement/repair.

C. **Program Improvement**
   1. In order to improve services to students and faculty, the PR&M Dept. has engaged in the following:
      a. Work with the college community to strengthen community outreach and college publicity.

b. Develop and create review process and guidelines for all college advertisements, press releases, brochures, posters, and marketing pieces. This is to ensure a consistent marketing theme for the college and that accurate information is going out to the media. Evaluate all online and social media requests to ensure that the intended audience in reached effectively.

c. Creation, distribution and enforcement of the *Communications Guide* and Graphics Standards Manual.

d. Continue a cost efficient and effective Marketing/Communications Plan for the college developing programs.

e. Work with and utilize local print, electronic, and media outlets to ensure important college news is getting out to the community. Community new sources, including online news channels, are also incorporated into the media coverage.

f. Analyze website traffic through the use of Google Analytics and other tools such as Google Alerts to monitor the results of marketing efforts. Social media channels and the mobile websites are also monitored for ROI.

g. Continue to expand the college's use of official social networking sites, and monitor new Web-based avenues for information, college events and classes, including Twitter, blog sites, and more online publication sites.

h. Monitor all websites (www.elcamino.edu, www.compton.edu and www.district.compton.edu) to ensure information is accurate and updated on a regular basis. Collaborate with programs and departments for information to be shared online. Work with various departments to keep their Web pages updated.

i. Communicate and inform students about ongoing events/information, important deadlines, contact info, and timely notices. Notifications are sent via email, placed on the Portal, and distributed online through the websites and social media channels.

j. Provide essential online access to El Camino College and its centers. Websites maintained by PR&M are resources used by students, faculty, staff and community.

k. Government and community relations are managed by the PR&M Office.

l. Digital Media Plan – details current digital media and Web tools. PR&M utilizes analytics and research to generate future recommendations.

m. PR&M Department Project Chart – tracks (annual/recurring, one-time-only, and monthly) assignments, projects based on due dates, lead person, and location (ECC, Compton Center and CCCD).

2. Metrics have been used to track the following services and responses:
    a. Google Analytics are tracked each month for the college's website(s) as well as social media channels. This allows the PR&M to adjust navigation and content as needed. Analytics show the traffic on the Web and how it is utilized by students, parents, community members, faculty & staff as a source of information.
    b. Work with local social media agency to track and monitor Twitter accounts (ECC and Compton Center) using Meltwater, Hootsuite, and other listening services.
    c. Click counts and orders are tracked at the Copy Center. Click counts allow for planning and adjustments to the duplication equipment in regard to lease costs and maintenance. Monthly reports on the number of orders placed via hard copy vs. the online Copy Center Direct indicate how the customers access our services.
    d. Monthly Project Chart tracks all assignments and projects for the entire PR&M Dept. Monthly meetings are held to address and review projects and requests. Individuals provide status updates.
        i. The Project Chart is also used to plan for staffing and budgeting needs.
        ii. Assignments are prioritized based on deadline and intensity.
    e. Community surveys are performed every three to five years.
    f. Student surveys – 2013 ECC Media Preferences, 2014 ECC QualBoard, 2014 Compton Center Media Preferences

D. Program Environment
1. Public Relations & Marketing coordinates a myriad of communications, publications, programs and services including: graphic design, web development, digital media, and photography. PR&M also oversees the Copy Center which provides photocopying and digital color services campuswide.

2. The Community Relations Director manages PR&M Department: Publications Supervisor, Copy Center staff (Production Coordinator, Senior Printing Services Specialist, and two Printing Services Specialists), Web Developer, Graphics

Specialist, Promotions Specialist, and Digital Media & Communications Coordinator. Administrative Assistant supports the Community Relations Director.

3. The PR&M Department is located in three areas:
    a. The Community Relations Director and Administrative Assistant are located in the Administration Building.
    b. The Copy Center is located in the Bookstore Building with easy access for faculty and staff, including short-term parking.
    c. The Publications Supervisor, Digital Media & Communications Coordinator, Graphics Specialist, Promotions Specialist, and Web Developer are all located in the Bookstore Building.

4. The regular hours of the PR&M Department are as follows:
    a. 7:45 a.m. to 4:30 p.m. Monday through Friday; Closed Fridays during summer session.
    b. Copy Center: 7:30 a.m. to 6:00 p.m. Monday through Friday; Closed Fridays during the summer.
        i. These hours were extended from 7:30 a.m. – 4:30 p.m. in order to better serve faculty and staff.

5. External factors such as state laws, changing demographics, and the characteristics of the students served have an influence on the PR&M Dept. and how the program addresses those factors.
    a. Research shows that "[the] Internet is the primary tool for students researching colleges." – Noel-Levitz, E-Expectations Trend Report, 2012
        i. Due to budget cuts and the need for a more effective Web-version of the class schedules and catalog, the number printed for both publications was reduced and the use of an online-flip-book service was added.
    b. "… the ability to update and maintain this one high-value asset (your website) might be the key to the potency of your institutional marketing effort. …there's no question that college websites have taken center stage in the effort to convey key messages and engage perspective students." – Noel-Levitz, E-Expectations Trend Report, 2012

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Current and accurate information needs to be posted online; ongoing events/information and important deadlines need to be available 24/7 via the Web.
Access to the college's website(s) is now __% by mobile devices. Mobile versions of the ECC and Compton Center websites were created to meet the expectations of our audience.

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Online social media networks offer another way to support student programs beyond the college's website(s). It is a valuable opportunity to share and post important information for students, as well as create and promote interaction between students, the college, and other students.

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Utilizing social media networks to communicate with students fosters an ongoing dialog between the college and our students. We can directly answer questions, and/or guide students in the right direction. In addition, the real-time feedback from students helps direct our online efforts. Through fans and followers' updates and comments, we learn about current student needs. This allows us to better allocate our resources to address those issues.

E. Customer Service

1. El Camino College has developed a strong relationship with area community leaders and future students.

    a. A 2012 public opinion survey of likely voters indicated that 99% of those polled knew of El Camino College and had some tie to the college – whether they were an ECC graduate themselves or they had attended a college event, or knew someone who had attended the college. El Camino College also ranks high in educational reputation, rating within a few percentage points of University of California, Los Angeles and University of Southern California in terms of the quality of education at ECC.

    b. The passage of Measure E (November 2012) – the college's $350 million facilities bond is an example of the community support and success of the extensive Bond Info Campaign that the PR&M Dept. organized and executed. Voters showed their support for El Camino College by logging an impressive 67.6 percent of the votes. More than 96,000 voters from Hawthorne, Lawndale, Lennox, Inglewood, El Segundo, Redondo Beach, Manhattan Beach, Hermosa Beach, and Torrance approved the measure.

2. Aspects of the PR&M Department that need improvement:
   a. Introduce new technology to improve customer service campuswide.
   b. Increase online social media to meet students' expectations.
   c. Continue providing excellent customer service at the Copy Center.
   d. Maintain college publications to the highest standards.
   e. Ensure that a marketing plan is considered during the planning phases of new college programs.
      i. Historically, the PIO is rarely consulted during the development phase of new instructional programs. Programs are initiated without a clear marketing plan and with no budget assigned to market the program to prospective students. The PIO is often called upon after the program is running to recruit students. This creates challenges since the PIO's advertising budget is limited and generally only covers marketing the college's four registration periods.

F. Conclusions and Recommendations
1. Department Strengths:
   a. Has built a positive and solid reputation both on and off campus.
   b. Successful teamwork to complete requests from initiation to completion.
   c. Experienced and knowledgeable staff providing excellent customer service.

2. Areas for Improvement:
   a. Participates in on-going training.
      i. Director and Supervisor need to recommend and approve conferences, training and workshops to upgrade and enhance the skills of the PR&M employees; as well as their knowledge in respect to their job descriptions.
   b. Utilizes maintenance plans on all duplication equipment.
      i. Funds should be made available to cover adjustments and overages associated with the leased Copy Center equipment.
      ii. Equipment funds should be made available to cover the upgrade or replacement of Copy Center equipment as needed.
   c. PR&M Equipment and Computers need to be evaluated annually to maintain a high-level of productivity and services.
      i. Funds should be made available for computers for Web Developer, Graphics Specialist, Promotions Specialist, and Digital Media &

Communications Coordinator to keep current with hardware and software.

    ii. Cameras, scanners, peripheral equipment need to be evaluated for upgrades and/or replacement on a regular basis with funds provided.

d. Web Technology and Staffing Needs

    i. Web software needs to remain current and top-of-the line to meet the needs and expectations of students and community/visitors.

e. Online Tools for ECC and ECC Compton Center:

    i. Z-Mags – online, flipbook publications

    ii. E-brochures (Clarus) - ECC and Compton Center

    iii. Mobile App (Ellucian Go) with ITS – mobile version of MyECC/Portal

    iv. AskElCamino (IntelliResponse) – online FAQ system

    v. AskCompton (IntelliResponse) – online FAQ system

    vi. Trumba Online Calendar of Events

    vii. Additional digital media services and programs such as Slideshow Pro and Adobe Creative Suite