

Executive Summary

0. Executive Summary

The Cañada College Marketing Department is a customer service-oriented department, dedicated to developing effective and strategic marketing, communications, public relations and community relations programs for the College. The goals of Marketing is to increase public awareness and support of College's programs, services, and activities, as well as work with college programs and departments to support enrollment efforts.

Over the past three years, the team has taken on multiple new projects and built tremendous momentum in promoting the College to both internal and external audiences. Much of this was in response to COVID in developing emergency communications, amplifying college presence on social media, creating newly-designed websites and refreshed web content on our enrollment-facing webpages as well as building marketing and communications around new programs, buildings and capital improvements around campus.

In 2022, two part-time contractors were hired to bolster our digital marketing presence. A part-time social media consultant was hired to build strategy and increase engagement on platforms such as Instagram, Facebook, LinkedIn and Flickr. A part-time web content consultant works with the campus community to produce impactful and engaging content for the college website. The part-time contractors are temporary solutions to the much-needed addition of permanent positions: Communications Manager and Web Promotions & Content Coordinator to amplify visibility through the College's social media accounts, including web and video content, digital screens, internal/external communications – to name a few.

Lastly, one of the largest challenges (which has been addressed in the three previous program review cycles) is that the Marketing team is split between three separate offices. The department requests a space for the team to be placed together, creating a hub for creativity, idea sharing and optimal productivity.



Program Context

1. Mission

The Marketing Department supports the College mission by working with faculty, staff, and students to develop and implement impactful, cost-effective marketing, communication and recruitment strategies to enhance public awareness of the educational and enrichment opportunities at the College. The department also collaborates with other college departments to support enrollment efforts through the creative use of web, social media, internal and external college publications, community relations and partnerships, strategic efforts, media relations, paid advertising, special projects and events. Through the lens of antiracism and equity, the department is committed to ensuring that all students have access to the information and resources they need to succeed.

2. Program Description

Visual Communications: The creation and preservation of the College brand resides under Marketing. General marketing material (print or electronic) is created and/or approved by Marketing. This includes (but not limited to): commercials, print and social media advertising, brochures, slides for digital screens, posters, flyers, logos, business cards, Zoom backgrounds and PowerPoint templates. This also includes the college midterm report, layout and design of college wide plans/reports such as Educational Master Plans and Accreditation Self Report. Also, working in collaboration with the Office of Instruction, the Marketing team produces the course catalog and class schedules. Accuracy and integrity of information for academic year material is maintained regularly with timely updates to the catalog amendment webpage.

Marketing: The Marketing Department creates the overall Marketing Plan that is developed, executed, and assessed by the Marketing Department under the direction of the Office of the President. The plan includes (but is not limited to): website, print and electronic marketing materials, media relations, special event marketing, social media, media buying and community relations.

Social Media: The Marketing Department maintains Cañada's primary social media handles: [Facebook](#), [Instagram](#), [Flickr](#), [YouTube](#), [LinkedIn](#) and the College [blog](#). These are integral communication channels to current and prospective students, faculty, staff, alumni and the general public. The Marketing Office provides support to other departments in developing secondary social media accounts that are program specific.

Internal/External Communications: Marketing works with departments around campus to distribute all employee messages as well as electronic communications to students. This includes developing the message and targeting the audience. Marketing also produces and distributes the President's Weekly Update, College's What's Happening at Cañada?" weekly, all-campus event blast as well as the monthly report on the College to the Board of Trustees.

In addition, campus wide (and sometimes districtwide) communications related to emergency or urgent notifications are facilitated by the department. The Marketing Department also coordinates all collegewide translation services, reaching audiences in Spanish, Mandarin and Tagalog.

Public/Media Relations: Public and media relations is coordinated through the Director of Community Relations & Marketing, in association with College and District Administration. This includes emergency management and crisis communications, the preparation and distribution of news releases/statements, coordination of on-campus media events and responding to media inquiries.

Web Design & Content: The Marketing Department maintains the college website, an essential communications tool to share timely information for current and prospective students, faculty and staff. It also involves updating changing technologies on the website, making improvements in search engine optimization, and ensuring that our web content continues to be accessibility compliant to users with disabilities. This also includes the online schedules and course catalogs and liaising with District ITS on web projects. The department is also responsible for maintaining the digital screens that are displayed across campus to promote campus events and services available to students.

Community Relations: The Marketing Department is a lead for fundraising and community-connector event, the President's Luncheon. The Director of Community Relations & Marketing manages and maintain relationships with city, county and state representatives, government agencies, local business and community partners. Plan and execute strategic engagements between executives, elected officials and community partners. The Director also works with College President to manage the President's Advisory Group, a group of 25 community leaders and place makers who guide the College into becoming the best and most effective partner to address the needs of the community that we serve. All of these efforts lead to discover and cultivate new partnerships with educational institutions, local corporate and non-profit organizations and have generated new opportunities for Cañada College to not only hold a stronger presence in the community, but connect with potential students and guide them to Cañada.

Special Events: The Marketing Department (often in collaboration with other departments) plans, organizes and executes campus-wide events such as groundbreaking and ribbon cutting ceremonies, speaker series, Connect to College and Commencement. The department also serves as a point of contact to community members/organizations that hold events on our college campus.



3. Community & Labor Needs

Enrollment has decreased in the past few years and the COVID pandemic has exacerbated our enrollment decline. Strategies are discussed through a number of college plans and the Marketing team is a part of the conversations to identify strategies, tools and goals to create an inclusive approach to increase enrollment.

In addition, as the state of media continues to evolve at rapid speed, the need for print marketing is still important but the trend of digital marketing is growing with no sign of slowing down. This is especially important as the bulk of our target market utilizes digital media every day to receive timely information through social media, videos, news blogs, as well as ensure our website design and content is up-to-date, accessible, engaging and easy to navigate. With that, it is an ongoing need for the Marketing Department to remain current with the latest communications trends and implement promotional tactics to remain competitive, with the main selling tool as our website. To do this, the team will seek opportunities through courses, webinars and conferences to learn about technology that will make the Cañada's marketing competitive with the other community and technical colleges.

Looking Back

4. Major Accomplishments

Marketing Campaigns:

- Collaborated in five District-wide awareness building and enrollment marketing campaigns, including building advertising copy, advertising creative design (digital and traditional) and dedicated landing pages such as "[Bridge the Gap](#)" and "[Free College](#)" marketing campaigns





We dropped the fees. Cañada College is free!

No fees. No tuition. No debt. Your future with no limits.

Cañada College is eliminating the cost of education — it's time for your college to work for you.

[LEARN MORE & APPLY](#)



- Was part of the team to build of the student transportation program through the campus shuttle and Lyft. Crafted communication, designed informational material (postcards, fliers, slides, social media ads) as well as built the website and sign-up infrastructure for students to obtain rides to campus

Communications:

- Built communication planning around several campus and districtwide plans, projects and initiatives such as: COVID and emergency-related communication, Educational Master Plan, Strategic Enrollment Plan, return to campus, Lyft program, Partnership MOUs such as Living the Promise

CATCH A FREE RIDE TO COLLEGE!

Cañada College is offering **FREE** hourly shuttle service directly to campus from East Palo Alto.

SHUTTLE BOARDING TIMES
Monday - Thursday 7 a.m. - 1:15 p.m. | 4 p.m. - 9 p.m.

EFFECTIVE JANUARY 18, 2022 THROUGH MAY 27, 2022

** Departure times are estimates. Buses are subject to delays based on traffic and other conditions. Always arrive at your stop 5 minutes before the scheduled time.

Morning Schedule

The Oxford Day Academy 994 Beech St, Palo Alto	Cañada College 4200 Farm Hill Blvd, Redwood City
7:00 a.m.	7:45 a.m.
8:45 a.m.	9:30 a.m.
10:30 a.m.	11:30 a.m.
12:30 p.m.	1:15 p.m. <small>(last shuttle leaving cañada until afternoon schedule begins)</small>

Afternoon Schedule

Cañada College 4200 Farm Hill Blvd, Redwood City	The Oxford Day Academy 994 Beech St, Palo Alto
4:00 p.m.	4:45 p.m.
5:45 p.m.	6:30 p.m.
7:30 p.m.	8:15 p.m.
9:00 p.m. <small>(last shuttle leaving cañada for the evening)</small>	

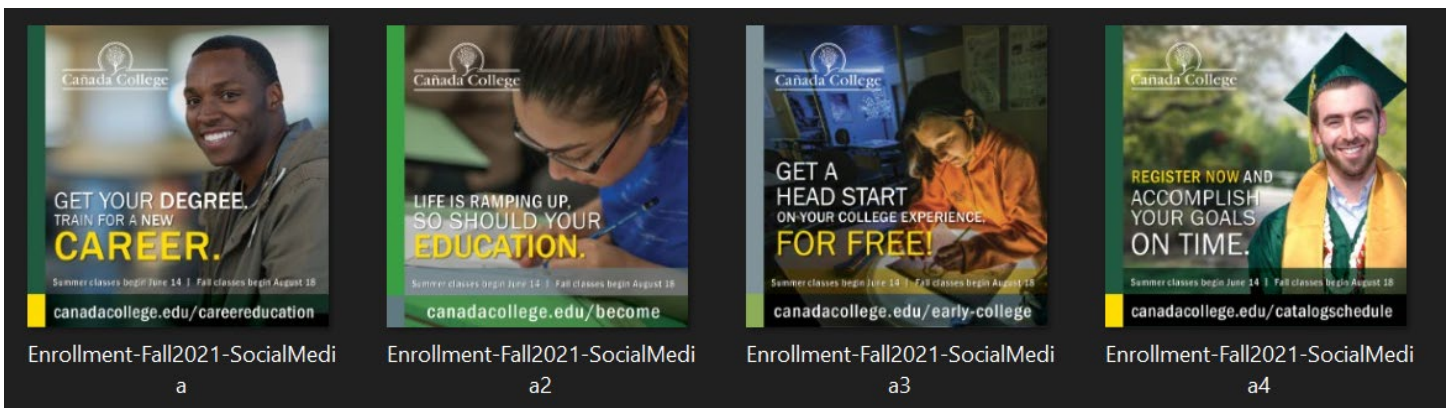
Shuttle GPS Access: <http://es.fleetmatics.com/login.aspx> or download "fleetmatics reveal" app and enter username: "EXPRESSRTE@sfmetrans.com" password: "welcomeCC"
Riders can access GPS on their computer or smartphones by downloading "fleetmatics reveal" app
FOR QUESTIONS OR INQUIRES ABOUT SHUTTLE SERVICE PLEASE CONTACT BUS OPERATOR/DRIVER LINE: (650) 850-5872 or email: shuttle@sfmetrans.com

PLEASE VISIT THE SHUTTLE WEBSITE BELOW FOR THE MOST CURRENT BOARDING TIMES

Information on Shuttle Schedule & Location:
canadacollege.edu/shuttle

Social Media:

- Since hiring a social media consultant in summer of 2022, Marketing has seen a substantial increase in social media followers:
 - Instagram: 69% increase
 - Facebook: 26% increase
 - LinkedIn: 11% increase
- Built consistent messaging across social media channels
- Captured same-day photography at events, both major and minor, to build a content archive for the campus community to utilize
- In an enrollment effort, partnered with the academic divisions and Office of Instruction to spotlight available courses, including a range of modalities and late-start courses. Resulted in increased enrollment across the campus



Marketing Department Program Review - 2020-2023

- Worked with several different programs on how to build engaging social media content and reposted their social media content from the college channels

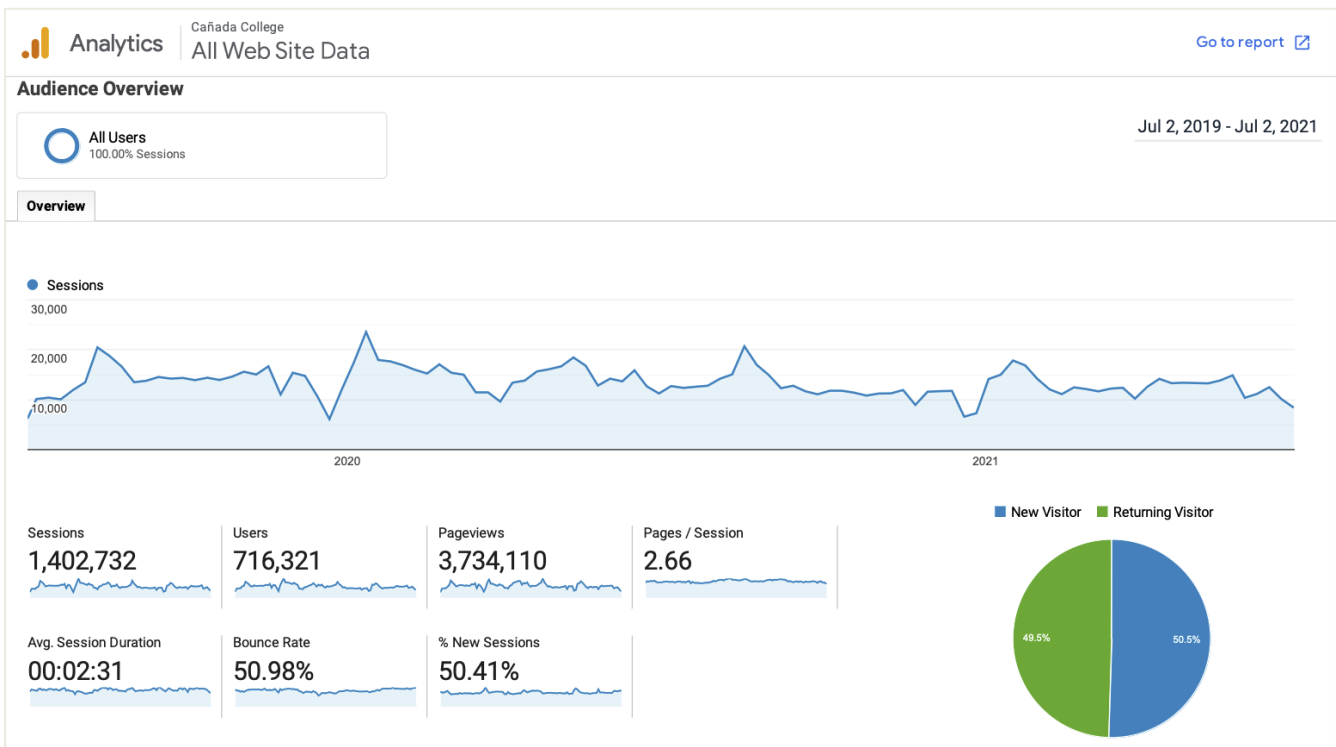
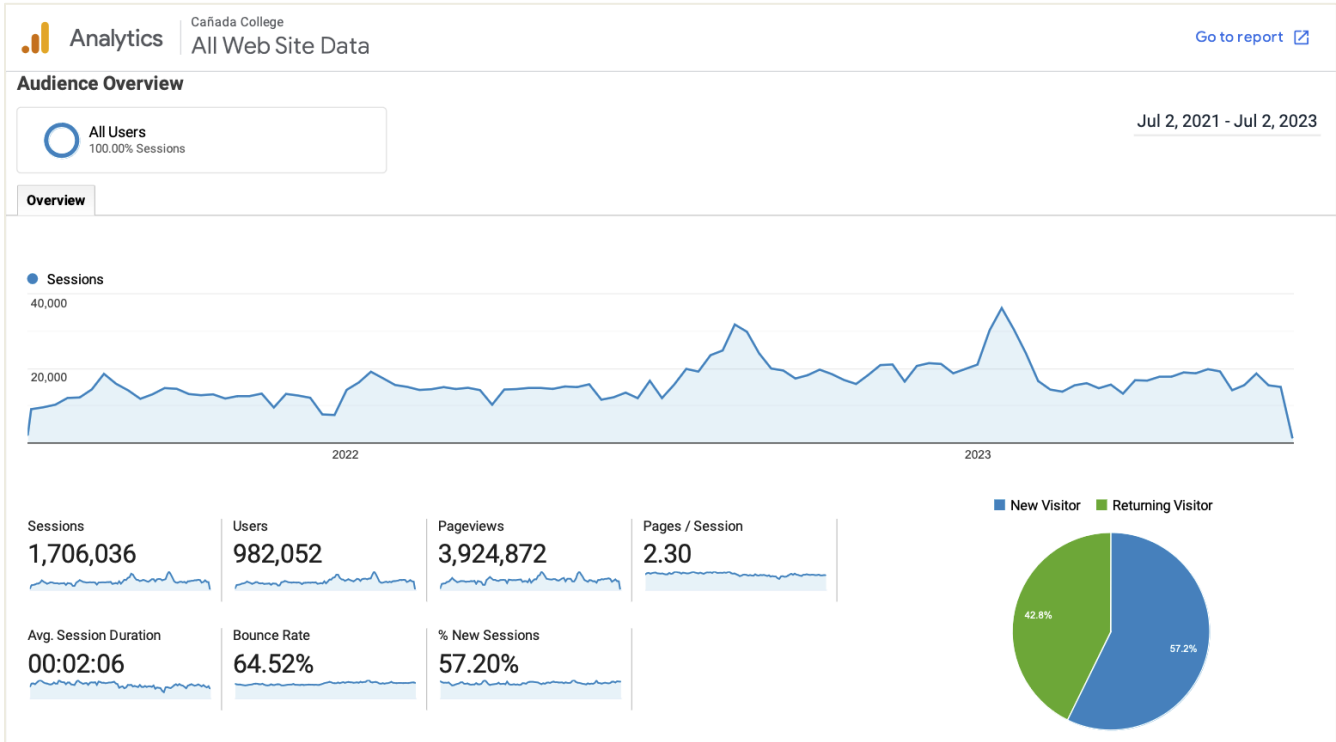


- Created inspirational and uplifting content by sharing student success stories and video testimonials

Marketing Department Program Review - 2020-2023

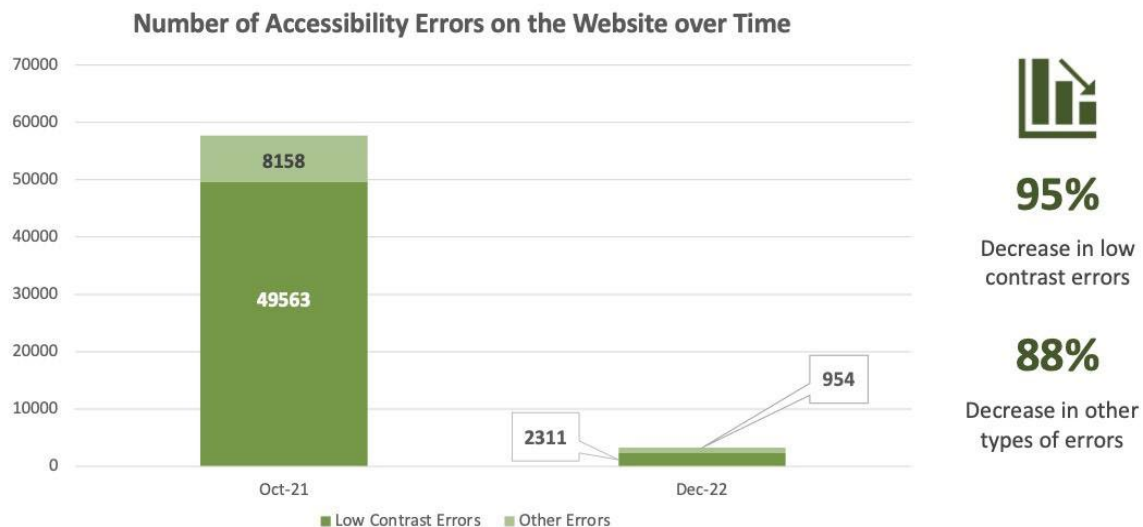
Web Design & Content:

- Over the past two years, the Cañada College website, along with its subdomains, has experienced a significant boost in overall traffic. This growth is reflected in a remarkable increase of 21% in sessions and an impressive surge of 37% in unique users



- Significantly improved website accessibility by reducing contrast errors by 95% and overall accessibility errors by 88% within a 14-month period (Oct 2021 - Dec 2022)

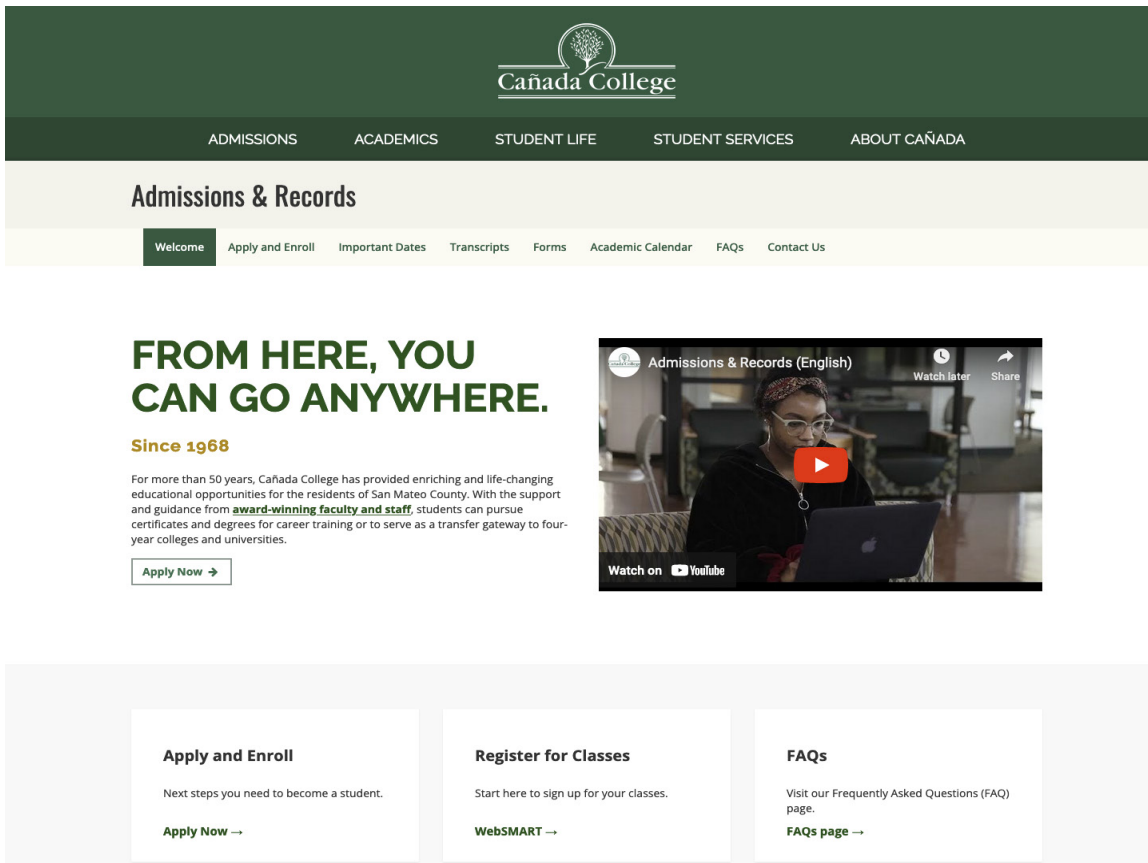
Web Accessibility



- Upgraded the college's web analytics service from Universal Analytics to Google Analytics 4, providing more advanced analytics capabilities
- Implemented a new and user-friendly online [college calendar](#), allowing easy viewing of campus events, important dates, and deadlines. Faculty and staff can also submit their events through this platform
- Since hiring a Web Content Consultant in summer of 2022, more than 400 student-facing webpages received updated content or revamped user experience, including: Catalog, Transfer Center, Career Center, Counseling, Professional Development, Fees, Campus Hours, all Divisional websites, Radiologic Technology, Funeral Service Education, Honors Program, etc.
- Consistent, proactive outreach to employees to review and update web content in order to provide students with the most accurate information and best user experience possible. The updates were aimed to provide the campus community, greater community and prospective students with clear and concise information

Marketing Department Program Review - 2020-2023

- Revamped and/or built more than 50 student-facing websites such as Admissions & Records, Library, Middle College, CWA, Financial Aid, Campus Hours, etc., to streamline the enrollment process for prospective students and enhance the overall user experience



- Created a Web Content Group (made up of employees and students) to review pages on the college website to provide the campus community, greater community and prospective students with clear and concise information on the website
- Enabled website content translation in more than 130 languages by implementing the Google Translate widget site-wide

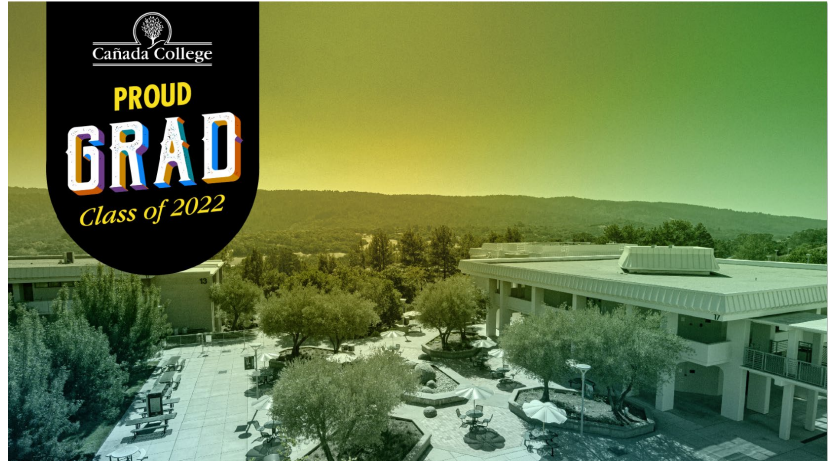


Marketing Department Program Review - 2020-2023

- Enhanced search engine optimization and refined internal search results by leveraging search analytics
- Developed the first-ever website for the Cañada College Athletic Center
- Hosted more than 200 group and individual web training sessions with college employees and student assistants to demonstrate best practices on accessibility, SEO and how to update/maintain their program websites

Visual Communications:

- Addressed the need for custom-designed Zoom backgrounds as a result of the increased virtual meetings, designed and built an archive of college-centric [Zoom backgrounds](#) for community use



- Collaborated with campus planning groups to prepare more than 30 college fact sheets, booklets and guides around college planning and reporting. This includes the college midterm report, Educational Master Plans and Accreditation Self Report
- Designed and updated more than 12 Organizational Charts for college divisions updated twice per year to display on their websites to achieve Accreditation standards
- Designed more than 75 promotional posters and fliers for events such as: JAMS, Colts-Con, Latin-X Heritage Month, Transfer Month, Food Distribution, etc.

Cañada College		INSTRUCTIONAL PROGRAMS 2023-2024 FULLY ONLINE CERTIFICATES & DEGREES	
ACCOUNTING	Cd ASO	GENERAL STUDIES	Cd ASO
Entry Level Bookkeeper	Cd	Pathways to Student Success	Cd
Payroll Specialist	Go	Preparation for Academic Scholarship & Success (PASS)	Go
ANTHROPOLOGY	AA-TD AA-D	HISTORY	AA-TD AA-D
BUSINESS ADMINISTRATION/ MANAGEMENT		INTERDISCIPLINARY STUDIES: OPTION 1 & 2	
Business Administration	Go ASO	Arts & Humanities	AA-D
Business Administration 2.0	AS-TD	Natural Science & Mathematics	AA-D
Business Assistant	Go ASO	Social & Behavioral Sciences	AA-D
Business Information Worker	Go	INTERIOR DESIGN	
Business Management	Go ASO	Home Staging	Go
Entrepreneurship & Small Business Management	Go ASO	MATHEMATICS	AS-TD
Human Relations in the Workplace	Go	MEDICAL ASSISTING	
Marketing	Go ASO	Medical Administrative Assistant	Cd
COMMUNICATION STUDIES		Medical Billing Specialist	Go ASO
Communication Studies	AA-D	Medical Coding Specialist	Cd
Communication Studies 2.0	AA-TD	PARALEGAL	Go ASO
COMPUTER BUSINESS OFFICE TECHNOLOGY		PHYSICS	AS-TD ASO
Administrative Assistant	Go ASO	POLITICAL SCIENCE	AA-TD AA-D
Administrative Support Assistant	Go ASO	SPANISH	AA-TD AA-D
General Office	Go	Bilingualism and Biliteracy in English/Spanish	Go
DIGITAL ART & ANIMATION	AA-D	UNIVERSITY TRANSFER	
Video Game Design	Go	Option 1: CSU General Education (CSU-GE)	Cd
EDUCATION & HUMAN DEVELOPMENT		Option 2: Intersegmental General Education Transfer Curriculum (IGETC) - CSU	Cd
Child & Adolescent Development	AA-TD	Option 3: Intersegmental General Education Transfer Curriculum (IGETC) - UC	Cd
Inclusion Support	Go		
ENGINEERING	Go ASO		

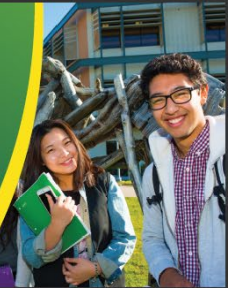
● Certificate, Degree or Degree for Transfer can be completed fully online
 ● Certificate of Achievement
AA Associate in Arts Degree AA-T Associate in Arts - Transfer Degree
AS Associate in Science Degree AS-T Associate in Science - Transfer Degree

Last Revised 10/28/2022

Super Saturday Registration Event

canadacollege.edu/supersaturday

This Saturday
from
9 a.m.–1 p.m.



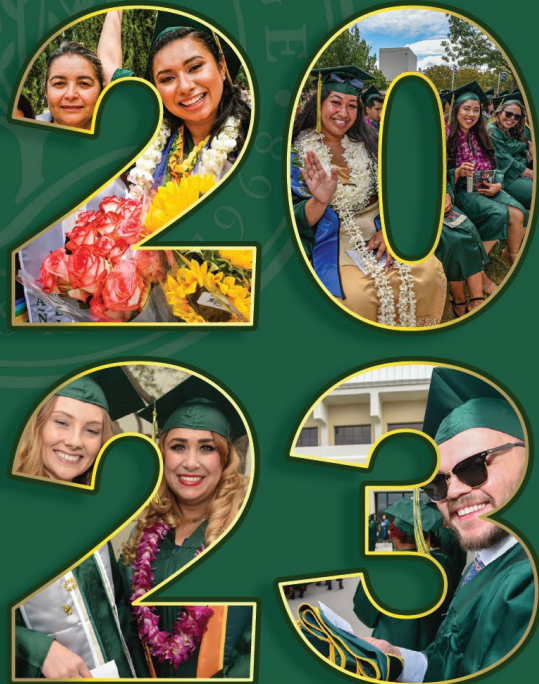
- Designed programs, signage and other related material for annual college wide community connection events and initiatives, including Commencement, President's Luncheon and Connect College, the Annual Counselor's Breakfast, the college shuttle and Lyft programs



  Follow us on Facebook and Instagram @canadacollegeRWC
#iCANgrad23

canadacollege.edu/commencement

55th ANNUAL COMMENCEMENT



Cañada College
MAY 27, 2023

Marketing Department Program Review - 2020-2023

5th ANNUAL CAÑADA COLLEGE PRESIDENT'S LUNCHEON

SPONSOR PACKET

Tuesday, October 25, 2022 at 12 p.m.

Supporting students with on-demand transportation

Hosted at Cañada College and via Zoom

Register at: canadacollege.edu/luncheon

Dear Community Partner:

For more than five decades, Cañada College has provided enriching and life-changing educational opportunities for the residents of San Mateo County. With the support and guidance from award-winning faculty and staff, students can pursue certificates and degrees for career training or to serve as a transfer gateway to four-year colleges and universities.

We are excited to announce that Cañada College is hosting its 5th Annual President's Luncheon on Tuesday, October 25, 2022 on Cañada's beautiful campus as well as streamed via Zoom.

We are pleased to present the following sponsorship opportunities to fit different budgets: Your donations will support students with on-demand transportation to/from campus. If you have any questions regarding sponsorships for this event or would like to explore a custom sponsorship, please contact Kathleen Harris at (650) 378-7293 or harris@canadacollege.edu

Thank you for your consideration. We look forward to seeing you on October 25 at Cañada College!

Sincerely,

Kim Lopez,
President
Cañada College

We have the following different levels to fit your business needs and budget:

Presenting Sponsor - \$ 10,000+

- o Introduction by Master of Ceremonies
- o 30-second videopresentation featured during the program
- o Logo display on all marketing material and at the event with acknowledgment as the "Presenting Sponsor"
- o Logo on President's Luncheon website for 1 year
- o 2 Tables of 6 guests per table at the President's Luncheon

From Here, You Can Go Anywhere - \$ 5,000

- o Logo displayed on all marketing materials and at event
- o Logo on President's Luncheon website for 1 year
- o 1 Table of 6 guests at the President's Luncheon

Colt Pride - \$ 2,500

- o Logo displayed on all marketing materials and at event
- o Logo on President's Luncheon website for 1 year
- o 4 tickets to the President's Luncheon

Connect to College - \$ 1,500

- o Logo displayed on all marketing materials and at event
- o Logo on President's Luncheon website for 1 year
- o 3 tickets to the President's Luncheon

Cañadian Supporter - \$ 500

- o Logo displayed on all marketing materials and at event
- o Logo on President's Luncheon website for 1 year
- o 2 tickets to the President's Luncheon

In-Person Luncheon Ticket - \$100 each

Virtual Luncheon Ticket - \$75 each

Where Your Donations Go:

- \$5,000 SUPPORTS** → **1 STUDENT** → **1 YEAR** Round-trip rides to and from Cañada College
- \$2,500 SUPPORTS** → **50 STUDENTS** → **1 DAY** Round-trip ride to and from Cañada College
- \$1,500 SUPPORTS** → **3 STUDENTS** → **1 WEEK** Round-trip rides to and from Cañada College
- \$500 SUPPORTS** → **1 STUDENT** → **1 WEEK** Round-trip rides to and from Cañada College

Cañada College President's Luncheon Sponsorship Form:

Name: _____
Address: _____

Contact
Name: _____ Title: _____
Phone: _____ Email: _____

Alternative Contact
Name: _____ Title: _____
Phone: _____ Email: _____

Yes, we would like to be part of the President's Luncheon
 We will provide a check for our sponsorship which is enclosed - Y / N

Charge our credit card:
 American Express
 MasterCard
 Visa
 Other: _____

CC Number: _____ Expiration: _____
 Security Code: _____ Billing Zip Code: _____

The level we will be participating is:
 Presenting Sponsor - \$10,000+
 From Here, You Can Go Anywhere - \$5,000
 Colt Pride \$2,500
 Connect to College - \$1,500
 Cañadian Supporter - \$500
 In-Person Luncheon Ticket at \$100 each
 Virtual Luncheon Ticket at \$75 each
 Other (Specify): _____

Please send your logo, questions, etc. to harris@canadacollege.edu or call Kathleen Harris (650) 378-7293. Please make checks payable to San Mateo County Community College Foundation. Checks with forms may be sent to Cañada College President's Office at 4200 Farm Hill Blvd., Redwood City, CA 94063. Please reference "President's Luncheon".

Supporting students with on-demand transportation.

Please visit:
canadacollege.edu/luncheon

- In collaboration with the Office of Instruction, produces annually, the online course catalog and important dates. This includes proactive outreach to programs across campus to update more than 100 department services pages in the digital catalog
- Worked with Facilities to identify the need for new wayfinding signage on campus. Updated campus maps and designed new signage for buildings such as 1 and 13 as well as promote office relocation of programs'



BUILDING 1

Cañada College
KINESIOLOGY, ATHLETICS, & DANCE

- **BASKETBALL COURT (1ST FLOOR)**
- **FACULTY/DIVISION OFFICES (1ST FLOOR)**
- **VARSITY COACHES OFFICES (1ST FLOOR)**
- **CLASSES: KINE | AQUA | FITN | DANC**


CAÑADA COLLEGE
ATHLETIC CENTER
Your community connection to education and fitness.

OPEN HOURS

MONDAY – FRIDAY
6 A.M. – 2 P.M. / 4 – 8:30 P.M.

SATURDAY – SUNDAY
7 A.M. – 2 P.M.

- **AQUATICS (1ST FLOOR)**
- **FITNESS FLOOR (2ND FLOOR)**
- **PICKLEBALL COURTS (ROOFTOP)**


COLTS CAFÉ

OPEN HOURS

MONDAY – THURSDAY
8 A.M. – 3 P.M.

FRIDAY
8 A.M. – 11 A.M.

SATURDAY – SUNDAY
CLOSED (INCL. HOLIDAYS & SCHOOL BREAKS)

- **COLTS CAFÉ (GROUND FLOOR)**
- **LOBBY (GROUND FLOOR)**

- As a result of the opening of the new Kinesiology & Wellness Center, created a first-ever Style Guide for Cañada Athletics to maintain a strong and consistent college identity when it the community
- Designed and distributed two rounds of enrollment postcards and e-messaging to supper enrollment efforts for the ESL Department



**THE ESL DEPARTMENT
LOOKS FORWARD
TO SEEING YOU BACK
ON CAMPUS**

Cañada College is open for in-person and online classes in the spring semester.
Choose the classes that are right for you!

View **Spring 2022** classes at webschedule.smccd.edu


Cañada College

- Update College Style Guide to reflect the needs of campus. This includes the creation of program logotypes as a sub brand of college visibility as well as the re-design of college business cards

5. Impact of Resource Applications

Our team is small but strong. Each Marketing team member plays an integral role in promoting the programs and services offered at the College. The team works together to further communicate its mission and enhance public awareness of educational and enrichment opportunities available to the community. The addition of a part-time social media contractor and part-time web content contractor has begun strategies to support the College's goals and from the Educational Master Plan, Enrollment Strategies and Ase Power Consult recommendations to become an equitable campus community.

To keep current, the team will consistently evaluate current processes and planning, paired with new ideas and action plans that will, undoubtedly, solidify as Marketing continues to grow and thrive a team.

Current State of the Program

6A. State of the Program – Observation

The Marketing Department is comprised of a talented team that supports the College mission by developing and implementing impactful, cost-effective marketing communication strategies to enhance public awareness of the College. We have many strengths, including:

- Dedicated to growing the Cañada brand and spreading the College mission
- Solid communication and technical skills
- Creative and collaborative spirit
- Positive leaders in the College community
- Exemplary networking and relationship building skills
- Can-do, customer-service-oriented attitude
- High-energy team environment
- Open to new ideas and easily embrace change
- Constant dedication to learn new technology/methodologies



In addition to our strengths, we are also met with challenges:

- Inability to adequately support college wide plans and goals due to insufficient communications staffing
- Managing expectations and communicating accurate deadlines on marketing requests project completion
- Inability to assist consistent request for video production and marketing; staff and tools are not available in department
- Maintaining a collaborative environment with staff offices on opposite sides of campus
- Lack of College awareness of the established Brand/Style
- Unifying the college brand and design in materials that are created within other campus departments without consistency
- Lack of communicating procedures, campus-wide, for approving marketing material
- Lack of campus awareness of where/how to properly display print collateral
- Overall workload for staff

6B. State of the Program – Evaluation

To evaluate how we are effectively delivering service, the Marketing Department dispersed a four-question survey to 168 campus community members who submitted Marketing Requests from August 1, 2020 to June 1, 2023.

Survey questions were:

How easy was it to submit your marketing request?

Rating: Extremely difficult (1), Somewhat difficult (2), Neither easy nor difficult (3), Somewhat easy (4) or Extremely easy (5).

If you set up a time to speak with someone from the Marketing Department to discuss your request, was it helpful?

Rating: Extremely difficult (1), Somewhat difficult (2), Neither easy nor difficult (3), Somewhat easy (4) or Extremely easy (5).

How promptly did the Marketing Department respond to your needs?

Rating: Extremely difficult (1), Somewhat difficult (2), Neither easy nor difficult (3), Somewhat easy (4) or Extremely easy (5).

In general, how satisfied are you with the services provided by the Marketing Department?

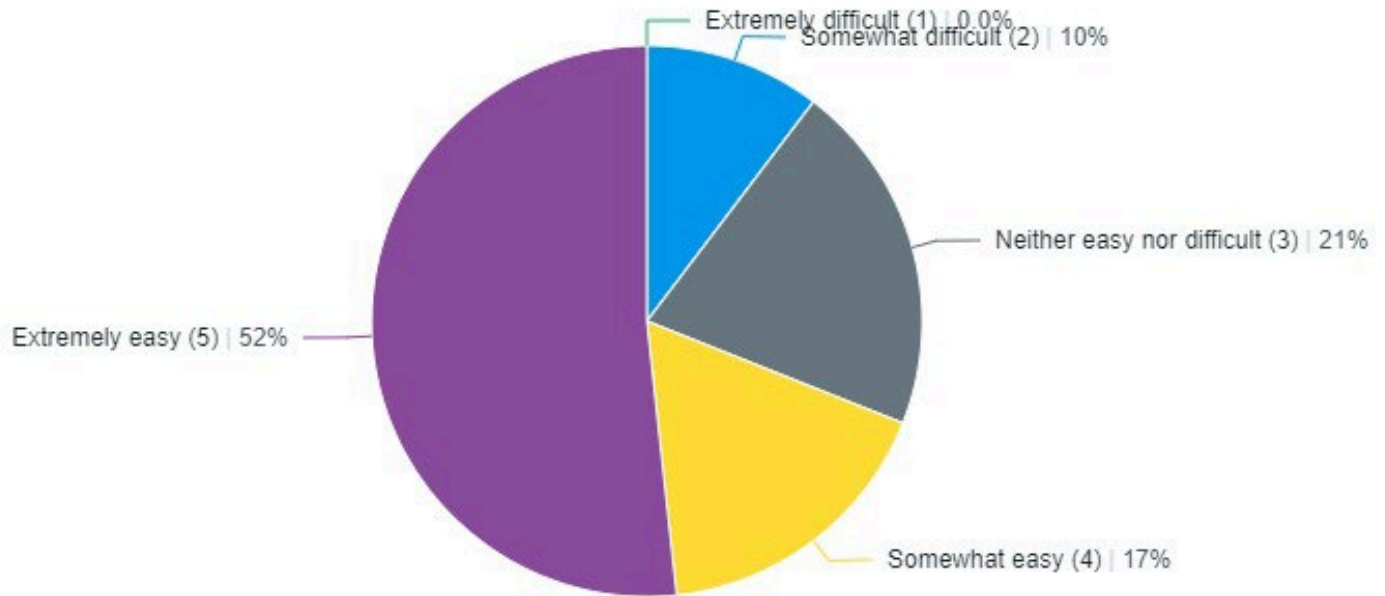
Rating: Extremely difficult (1), Somewhat difficult (2), Neither easy nor difficult (3), Somewhat easy (4) or Extremely easy (5).

There was also an optional space to provide additional feedback to the Cañada Marketing Department here.

Respondents had 21 days complete the survey resulting in 28 survey responses. The data showed:

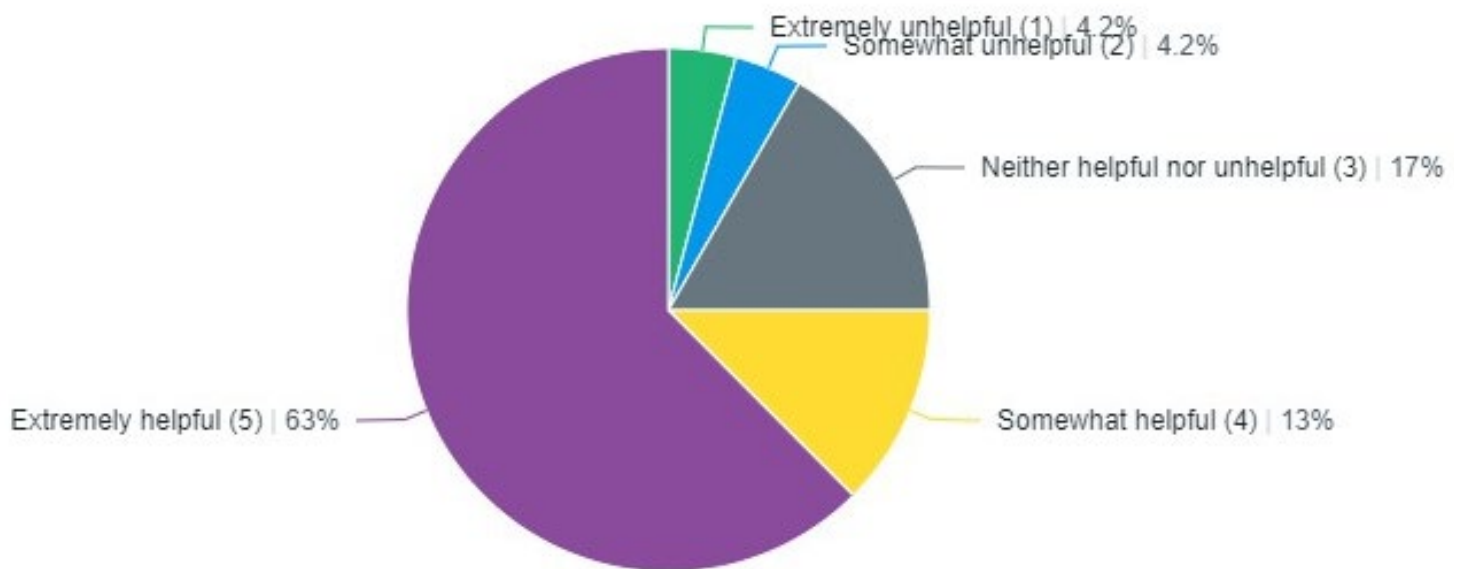
69% found it easy to submit a marketing request.

How easy was it to submit your marketing request?



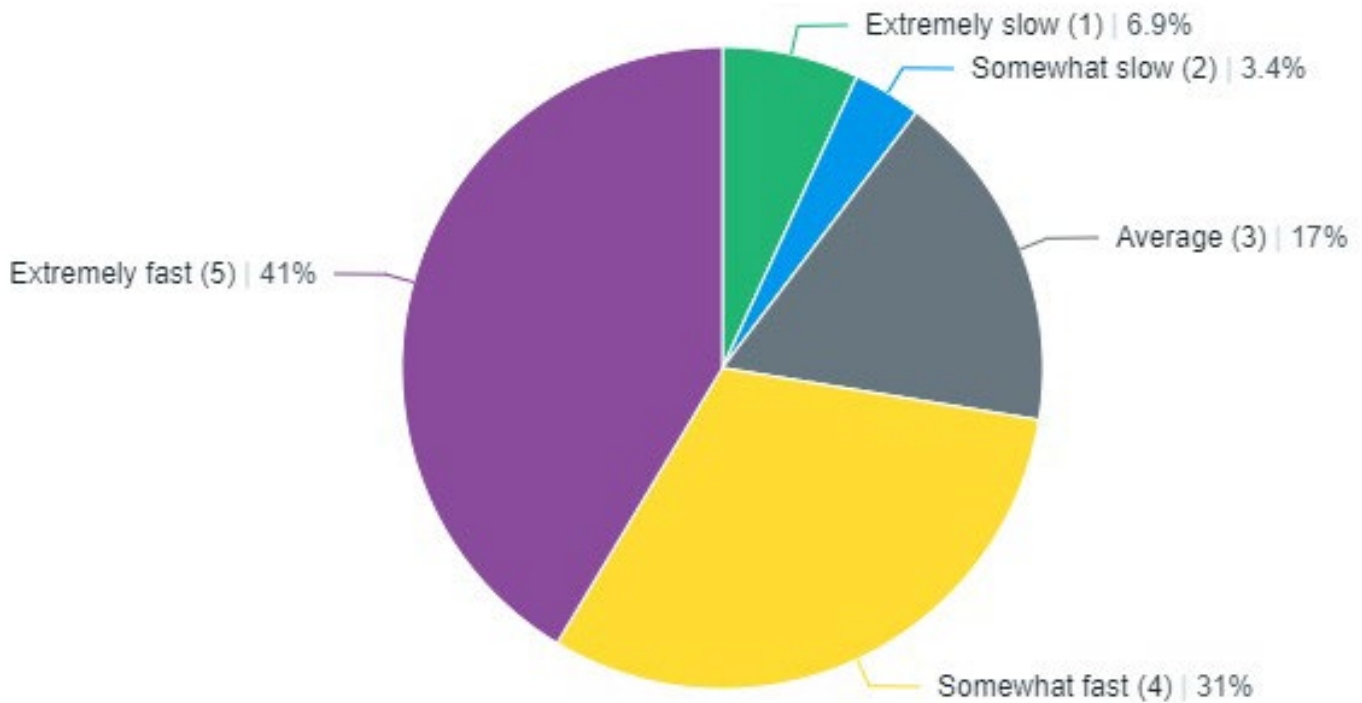
63% found it extremely helpful to set up a time to speak with someone from Marketing to discuss the request.

If you set up a time to speak with someone from the Marketing Department to discuss your request, was it helpful?



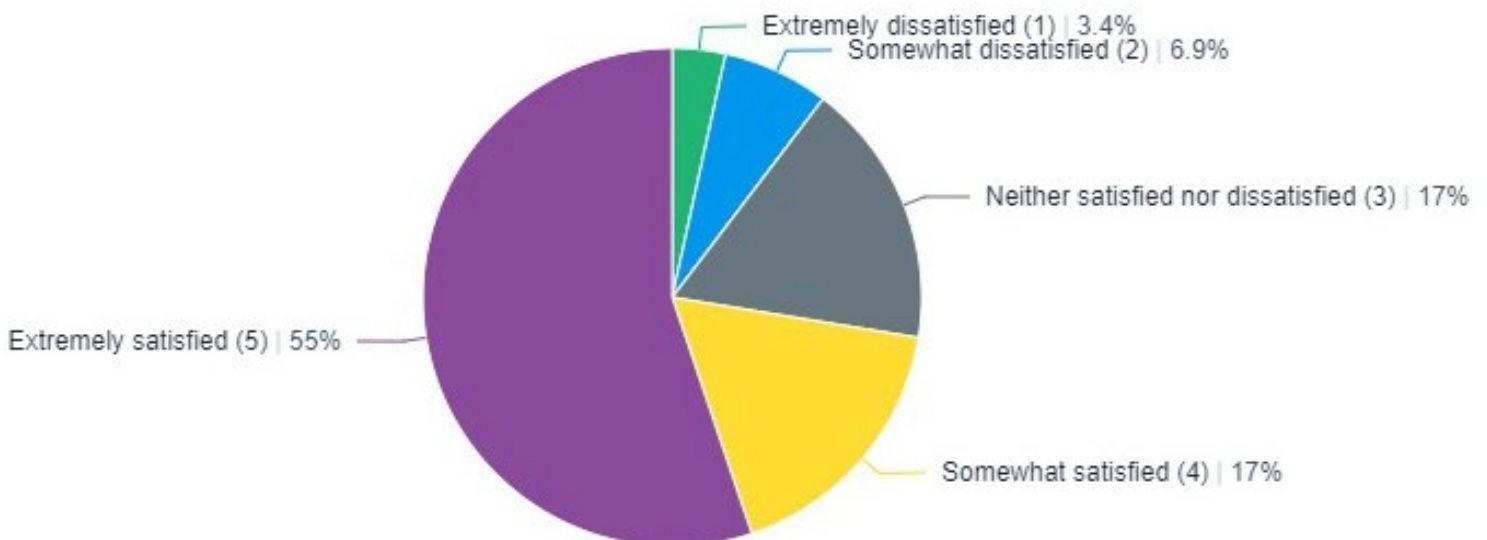
72% felt their response to their marketing needs was fast.

How promptly did the Marketing Department respond to your needs?



In general, 72% was satisfied with services provided by the Marketing Department.

In general, how satisfied are you with the services provided by the Marketing Department?



The survey includes a space for campus community members to provide additional feedback and some of the responses were themed around confusion of the request submittal and approval process. Typically, the Marketing Department does not begin working on a request until the request has been reviewed and approved by their division administrator (Dean, VP, etc.). To remedy this confusion, Marketing will create a bounce back message to the requestor, informing of this process and to follow up direct with the division administrator if they have not responded to the request within two business days.

Other changes that could be implemented to improve our program include:

- Continue to work with the campus community to refresh design and content to key promotional pages on the College website
- Identify resources to support the digital screen needs on campus
- Hire permanent staff to lead communication, social media and web content-related efforts
- Prioritize projects when work overload occurs
- Hire student assistants for growing workloads
- Continue to share and present College Brand Style Guide to the campus community

7. Program Improvement Initiatives

7A. How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review?

- **Translation:** To expand communication in multiple languages, the College will work with a vendor to translate material in the native languages most spoken in the community; this includes Spanish, Chinese and Tagalog. We also implemented Google Translation widget to allow users to translate website content in 130 + different languages
- **Web Design and Content:** Continue working with Web Programmer Analyst, Web Content Consultant and Web Content Group to examine which sites to update to provide optimum information architecture
- **Social Media:** Continue to work with campus community to amplify student success stories and programs available to current and prospective students as well as the greater community. Begin utilizing social media for alumni and workforce connections.



7B. What are your goals for your program/area for the next three years?

1. Update marketing and outreach to be culturally informed
2. Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages
3. Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist
4. Utilize relevant social media to ensure we reach a diverse, inclusive audience
5. Ensure College web design, information architecture and content are up-to-date, accurate, informative, and speak to community members in language that is welcoming and inclusive
6. Grow awareness and identify fundraising goals to build a Child Development Center



7C. Describe the actions you plan to take during the next 3 years to accomplish these goals.

Action Plan	Timeline	Responsible Party	Resources Required
Work with Office of Equity to ensure marketing is aligned with college equity mission and values	Ongoing	Director of Equity, all Marketing Staff	No additional resources required at this time
Update general College marketing material; translate in Español to target our growing Hispanic population	Ongoing	Director, Visual Communications Coordinator, Translation Vendor	Fees for Translation Services
Further showcase student success stories through marketing, web, communications, design and social media	Ongoing	All Marketing staff	Resources for Web Content Consultant and Social Media Consultant
Work with the Web Content Group to refresh the content and information architecture of the college website, providing users with an easier pathway (and important content) to obtain the information needed to become a student and/or complete their educational goals	Ongoing	Web Programmer Analyst, Web Content Consultant, Director	Resources for Web Content Consultant and other web consultants professional services as needed
Ensure Web Accessibility is current	Ongoing	Web Programmer Analyst	Additional funding may be required for training

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Rely more on the student perspective in developing all marketing and communications, especially BIPOC students	Ongoing	All Marketing Staff	No additional resources required at this time
Seek opportunities through courses, webinars and conferences to learn about marketing strategies and technologies that will make the Cañada's marketing competitive with the other community and technical colleges	Ongoing	All Marketing Staff	Additional funding will be required
Work with College President and President's Advisory Group to grow awareness and fundraising goals for the President's Luncheon and assist the President in creating a Child Development Center fundraising campaign	Ongoing	Director and College President	No additional resources required at this time

