



C U Y A M A C A
• C O L L E G E •

Annual Update Report

Admin - College and Community Relations

Goal 1

Program Goal:

Build an effective infrastructure to enhance internal and external communications.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Completion and Eliminate Equity Gaps:**
Build an effective infrastructure to enhance internal and external communications. (X)
- **Increase Equitable Access:**
Build an effective infrastructure to enhance internal and external communications. (X)
- **Increase Persistence and Eliminate Equity Gaps:**
Build an effective infrastructure to enhance internal and external communications. (X)

Summary of Progress or Results

Summary Date: 12/16/2024

Summary of Progress or Results: This goal is established at the end of Fall 2024 semester and will be assessed at the end of Fall 2025.

Reporting Period: 2024 - 2025

Status: In Progress - will carry forward into next year

What resources, if any, are needed to achieve this goal? (Select all that apply): New classified position

Action steps for this academic year.:

- Build an efficient infrastructure for the CCR department to improve internal and external communication needs, including web design, graphic design services, and event management.
- Align department resources by hiring and structuring staffing to address key areas of need such as website management, graphic design, and event coordination.

Goal 2

Program Goal: Strengthen staffing, resources, and processes to improve communication efforts.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Completion and Eliminate Equity Gaps:** Strengthen staffing, resources, and processes to improve communication efforts. (X)
- **Increase Equitable Access:** Strengthen staffing, resources, and processes to improve communication efforts. (X)

- **Increase Persistence and Eliminate Equity Gaps:** Strengthen staffing, resources, and processes to improve communication efforts. (X)

Summary of Progress or Results
<p>Summary Date: 12/16/2024</p> <p>Summary of Progress or Results: This goal is being established at the end of the Fall 2024 semester. This goal will be assessed at the end of Fall 2025.</p> <p>Reporting Period: 2024 - 2025</p> <p>Status: In Progress - will carry forward into next year</p> <p>Action steps for this academic year.:</p> <ul style="list-style-type: none"> • Grow and structure CCR department staff and resources to support effective communication. • Implement processes for gathering, analyzing, and disseminating data to inform communication strategies, ensuring that resources are aligned with institutional priorities.

Goal 3

Program Goal: Support college-wide initiatives to drive enrollment, retention, and completion.

Goal Status: Active

Mapping

2022 - 2028 Strategic Plan: (X)

- **Increase Completion and Eliminate Equity Gaps:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)
- **Increase Equitable Access:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)
- **Increase Persistence and Eliminate Equity Gaps:** Support college-wide initiatives to drive enrollment, retention, and completion. (X)

Summary of Progress or Results
<p>Summary Date: 12/16/2024</p> <p>Summary of Progress or Results: This goal is being established at the end of the Fall 2024 semester. Goal will be assessed at the end of Fall 2025.</p> <p>Reporting Period: 2024 - 2025</p> <p>Status: In Progress - will carry forward into next year</p> <p>Action steps for this academic year.:</p> <ul style="list-style-type: none"> • Collaborate with the Enrollment Management Committee to develop and support initiatives that encourage enrollment, persistence, and completion at the College.

Service Area Overview and Update

Lead Author

Michael Navarre

Collaborator(s)

Jessica Robinson; Brianna Hays

Initial Collaboration Date with Administrative Area Team

04/01/2024

Please summarize the changes, additions, and achievements that have occurred in your program since the last program review.

On March 25, 2024, Michael Navarre joined the College in the role of Director of College and Community Relations (CCR). The position was vacant since previous Director's, Christianne Penunuri's departure in December 2023.

Establish Department Goals (Complete)

While some strategic goals were articulated by the previous Director, upon arrival, the new Director worked closely with the College President to establish topline goals for the department moving forward. These goals are included the Program Goals section of this review and a summary for each of these three goals follows.

A more detailed goals and priorities document is also provided for reference as an attachment to this review, titled College and Community Relations_2024 Goals.

- Goal 1:** Build an effective infrastructure to enhance internal and external communications.
- Goal 2:** Strengthen staffing, resources, and processes to improve communication efforts.
- Goal 3:** Support college-wide initiatives to drive enrollment, retention, and completion.

Milestones to date:

- Second Quarter 2024:
 - Outlined a strategic plan, goals and priorities for the CCR Department (in partnership with College President).
 - Established 2024 budget priorities for the CCR Department.
 - Secured a new grant through the Strong Workforce Program to fund marketing activities for Career Education (CE) programs at the College.
 - Launched a CE marketing and enrollment campaign for Cuyamaca College, with a focus on three high-priority/demand CE programs.
 - Partnered with the District and Grossmont College to launch a comprehensive/district-wide marketing and enrollment campaign.
 - Web Design function/position was moved to the College and Community Relations department to begin to development of a long-range plan for optimizing the college's website (centrally located in "creative studio" with the full time Graphic Design, and part time Design and Ambassador functions/positions).

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- Completed first of a series of student photo shoots to create new brand assets that can be utilized for enrollment campaigns, pole banners, signage, social media, website, printed materials and other marketing platforms.

- Third Quarter 2024:
 - Created a centralized hub for CCR collaborative resources in SharePoint (presentations, scripts, institutional messaging, etc.).
 - Developed new brand guidelines and shared with leadership teams.
 - Launched a new website for the CCR Department that includes:
 - Department Description/Priorities
 - Brand Guidelines Document and Logos
 - Updated Social Media Guidelines
 - Automated function to request/submit graphic design, photography, website, social media, newsletter and board report updates/content
 - Updated design for key pages of the website and redesigned and updated the Consumer Information section of the website, creating a general branding, design and user experience protocol for future website updates.
 - Implemented a social media strategy to increase engagement with the institution's primary channels, integrate activities of secondary social media channels and define a process for new and brand-aligned secondary (department) social media channels (focus on Instagram and Facebook in 2024 – focus on LinkedIn and YouTube in 2025).

- Fourth Quarter 2024:
 - Began in earnest an effort to align department branding with institutional branding, completing work for CalWORKS, Rising Scholars, Classified Senate, and others.
 - Completed second of a series of student photo shoots, CE focused, to create new brand assets that can be utilized for enrollment campaigns, pole banners, signage, social media, website, printed materials and other marketing platforms.
 - Completed fabrication of an upgraded screen for the marquee in front of the Performing Arts Center (installation scheduled for February 2025).
 - Gathered input from college colleagues and started development of a strategic plan to optimize communication to current students, including students who have applied but not enrolled.
 - Finalized contract and creative for replacement of college branded pole banners along high-traffic roads, entrances and areas adjacent to campus (install scheduled for first quarter 2025).

Attach Related Documents - Program Overview and Update

[College and Community Relations_2024 Goals.docx](#)

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Service Area Outcome Assessment and Operational Improvements

Administrative service areas collect data in many different ways. This may include the number of students, employees, or community members served, survey results, or other reports prepared by the department and external organizations. Which data was used to assess your service area?

The College and Community Relations department collects data in a variety of ways to measure the effectiveness of marketing and communications efforts, including:

1. Marketing campaign data, measuring:
 - Impressions
 - Click-Through-Rates (CTR)
 - Site Visits (number, duration, conversion/call-to-action)
 - Requests for Information (RFI) responses
 - Search engine activity/performance

[A sample Performance report is included for reference, titled: Cuyamaca College CTE Dec 2024]

1. Email open rates, college/community event attendance, etc.
2. Earned media: media coverage and engagement on social media platforms
3. Focus groups and surveys
4. Enrollment data and reports:

[A sample Enrollment report is included for reference, titled: Spring 2025 Enrollment Report]

How were the data used to inform changes or improvements to a service area or to the college as a whole?

The College and Community Relations (CCR) teams meets weekly with agency partners to discuss monthly campaign performance reports and makes tactical optimizations based on data, CCR monitors weekly Enrollment reports and makes adjustments to strategic communications and outreach informed by status reports.

CCR Director meets weekly with District and Grossmont College PIOs to discuss data and reports and align efforts and resources to most critical areas of opportunity and need, at the college, district-wide and regional levels. CCR monitors social media activity and meets internally to discuss opportunity and optimization.

What has this data revealed about the progress of the program review goals you set?

Campaign performance and enrollment data indicate that we have a solid tactical approach, and that additional funding for this activity is likely to yield more positive results.

Related Documents - Service Area Outcomes and Operational Improvements

[Cuyamaca College CTE Dec 2024.pdf](#);
[Spring 2025 Enrollment Report.pdf](#)

Program Goals

Program Goals Status

Updated progress on my previous goals & added new.

Program Goals Mapping

Mapping for all active Program Goals complete.

Annual Update Submission

Program Review response is complete and ready for review.

Yes - Response is complete and ready for review