

Marketing and Communications Discussion and Recommendations

CPC+ Meeting

Friday, October 14, 2016

Group Members: Steve Reed, Robert Else, Patricia Stark, Priscilla Butler, Melanie Belanger, Carola Smith, Luz Reyes-Martin, Maggie Hodgins (Student), Sebastian Rothstein (Student), and Dylan Raiman (ASG President)

Charge of Group: Our group looked at College Marketing and Communications efforts and identified opportunities, cost savings, and resource needs.

Legend

ST = Short Term (can be implemented in 2016-2017)

LT = Long Term or require further discussion

Marketing and Communications Opportunities

General Ideas

- The College should resume marketing efforts out of district in line with deliberate targets set forth by the College President. **(ST)**
 - We recommend deciding as a college on the proportions we believe are the best for the college and the students, then create a genuine, clear, concise community message that supports that blend, and work within the community to educate and rebuild trust. This would enable us to plan and go forward proactively with a clear objective, rather than a reactive posture based on community perceptions.
 - Should include a mix of in-district, out-of-district CA residents, out of State residents, and International.
- Research other Awards that SBCC can be recognized for - is a big driver for students looking for the “best” College. **(ST)**
- As a general principle, use informational graphics when possible to communicate enrollment data to the public. Research shows that statistics and numbers are better understood by the public when cast in a visual-graphic format. **(ST)**

Short Term Recommendations

- The College should commit to providing resources needed to consistently meet the 1,500 cap for International students. **(ST)**
 - There should be a 5 Year commitment to this cap, rather than evaluating annually.
- College Website should be redesigned and optimized for use on mobile devices. **(ST)**
- Need one consistent message on current enrollment. **(ST)**
- College needs to promote events and other newsworthy items through ONE office. **(ST)**
- Need to share positive SBCC news to the broader community - could be a newsletter. **(ST)**

Long Term Recommendations

- Train a team of people to be “Ambassadors” in the Community for SBCC. (LT)
- Board of Trustees should be empowered to be strong, vocal champions for SBCC. (LT)
- Stronger collaboration with the Foundation on messaging and College initiatives. (LT)
- Consider events to bring the Community to SBCC. (LT)
- Highlight SBCC ties/collaborations with Business and Employers (LT)

Cost Savings Opportunities

- Catalog and Schedule are tasks currently assigned to the Communications Department.
- Consists of:
 - Annual College Catalog
 - Fall Credit Schedule
 - Fall Noncredit Schedule
 - Spring Credit Schedule
 - Spring Noncredit Schedule
 - Summer Credit Schedule
- For Spring 2017 - Credit schedule will cut 50% of printed quantity
- Beginning with Summer 2017 - Credit schedule will no longer be printed
- Move forward with no longer producing a stand-alone publication for schedules
 - Feedback from students: “never use the paper schedule or PDF. Go straight to the Schedule of Classes (Banner)”
- Catalog - move forward with getting a vendor to produce the catalog.
- There will still be a need to produce a publication for our noncredit programs
- Make the Banner page for schedule of classes more visually appealing and ensure there is an option for an easily downloadable file.

Resource Needs

- This group identified a great deal of opportunities to enhance our marketing efforts. However, we focused a lot of our discussion on the importance of Community Communications. Over the last year, the College produced a Strategic Communications Plan that outlined recommendations for creating a Communications Department that could carry forward significant initiatives to enhance community relations. This document and plan was approved by the Board in Spring of 2016.
- In Spring 2016, the College created the Director of Communications position, which replaced both the Public Information Officer and Director of Marketing and Publications.
- In our discussion, the group identified (2) critical areas where the newly formed Office of Communications needs support to produce content in the areas of public/community relations and multimedia communications.

1. Multimedia Production Specialist (proposed title)

- a. Core resource needs this position would help fill:

- i. **Social Media Coordination - The College has a social media audience of over 30,000 followers. We need the resources to manage a strategic approach to leveraging this audience.**
- ii. **Video Production - There are many opportunities to pursue video production to tell the “SBCC Story”**
- iii. **Graphic Design support**

2. Public/Community Relations Specialist

- a. **Core resource needs this position would help fill:**
 - i. **Writing original content for:**
 - 1. **Community Publications**
 - 2. **Press/Media Releases**
 - 3. **Website content**
 - ii. **Community ambassador support**
 - iii. **PIO Emergency backup (The previous backup was the Marketing Director, so there is currently no backup/alternate emergency PIO for the College)**
- In addition to the staff needs, one important recommendation is to consolidate the Communications team in one location. Currently, the staff is spread out on the West Campus and Schott Campus. Since much of our work is fast-paced, ever changing, and creatively driven, there are huge benefits to working within close proximity to one another.