

College and Community Relations

Program Review

Reporting Period: 2019-2020 – 2021-2022

Part 1: Review of Past 3 Years

1. Service Unit Outcomes Assessment

A. Summarize assessment results. Highlight successes and areas requiring improvement. Discuss what actions were taken based on the assessment results and any improvements that can be observed.

The Office of College and Community Relations communicates the college's mission and opportunities in an informative, factual, and engaging manner to both the college and the community. During recent years, the office has increased efforts on numerous communication and marketing efforts.

Assessments revealed several needs for communicating and marketing for the college, including:

- Increase effective and engaging social media, quality and quantity of video production, and graphic design.

Action taken:

The office has hired a new digital media specialist to produce videos and a new graphic designer to produce graphics for a wide array of needs, including social media, advertising, videos, events, and much more. Both positions have produced impressive graphics and videos to help promote the college and advertise college programs and opportunities.

- Increase paid advertising on both traditional media and digital media.

Actions taken:

We have steadily increased the amount the college spends on advertising. This past year, we increased the spend amount from \$350,000 to \$400,000. This has allowed our office to increase ad frequency in both traditional radio/TV ads and digital ads. It has also provided for more Fast-Track advertising and allowed us to try new approaches, such as TikTok ads. Below is a summary of the 2021-2022 advertising.

Broadcast TV

- Minimum of 2,100 commercials (mix of :30 & :10 in length) across the top four rated television stations for college's core target demographic

- Programming is a mix of Early Morning News, Prime, Late News, and Late Fringe

- Schedule reached 99% of the college's core demographic with a frequency of 20x+

- Sponsorship of Fox 6 Sideline – a program covering High School Football in Central Alabama. Included one :30 commercial per episode, one :05 Sponsorship Billboard per episode, and an In-Show Sponsorship weekly

Cable TV

- Minimum of 2,500 thirty-second commercials across the top six rated Cable Networks for the college's core target demographic
- Commercials were delivered in four zones that geographically match Jefferson State's market footprint
- Schedule ran across Early Morning, Daytime, Prime, and Weekend time periods

Radio

- Minimum of 2,000 thirty-second commercials across the top five rated radio stations for Jefferson State's core target demographic
- Added Value Traffic & Weather sponsorships, as well as bonus :05 Billboards and :30 bonus at 1/5th of schedule weight
- Schedule reached 99%+ of the college's core demographic with a frequency of approximately 19x

Internet

- Search Engine Marketing – keyword search campaign driving an average of 1,200+ visitors to college's web site each month
- Streaming Radio Content on Pandora & Spotify
- Streaming Video Content across multiple Streaming Platforms including YouTube TrueView, YouTube TV, and others

Display Advertising Campaign

- In-App Mobile Ad Impressions (6,000,000+ total)
- Display Ads Impressions (4,000,000+ total)
- Retargeting Ad Impressions (2,500,000+ total)
- Look-a-Like Algorithmic Ad Impressions (2,500,000+ total)
- Facebook, Instagram, and Snapchat Click Volume (average of 950 monthly)

- Increase in promotional efforts on marketing the college's CTE programs.

Actions taken:

We have made significant progress in increasing marketing for our CTE programs. Several videos have been produced and we have included more CTE images/video on our advertising and website. The office has updated all CTE brochures to increase uniform branding and increase attractiveness. We have also had some success in getting CTE information in the news. Links to several items are below.

CTE Brochures

www.jeffersonstate.edu/brochures

Videos

- <https://www.youtube.com/watch?v=8vaocv3TqAs>
- <https://youtu.be/Z0Z8pieBSPQ>
- <https://www.youtube.com/watch?v=lavYnzZLccE>
- <https://www.youtube.com/watch?v=AnkrykNcjRI>
- <https://www.youtube.com/watch?v=gC4gn7Be0Ck>
- <https://www.youtube.com/watch?v=gGx9Cp4byeQ>
- <https://www.youtube.com/watch?v=Kar6FQDxJ0I>
- https://www.youtube.com/watch?v=gTl_wBnh7ME
- Embedded video at www.jeffersonstate.edu/rt

Commercials

- 30-second: <https://youtu.be/seWJajS9AbI>
- 10-second: <https://youtu.be/HllZqu2oTRk>
- 10-second: <https://youtu.be/hRxpQSDZrNQ>

News

- www.jeffersonstate.edu/jefferson-state-culinary-students-earn-medals-in-national-competition
- www.cbs42.com/news/local/jefferson-state-offering-free-training-for-work-in-the-food-industry
- www.clantonadvertiser.com/2022/05/03/jeff-state-clanton-graduates-10th-class-of-nurses
- www.facebook.com/440715295966981/posts/pfbid02UsHXDxWfEAyUr6ZE8tbuCfcNVHTCoaxuUsdVf3gFT39fnQk2DgMmToYfgXxvBEDGI/?d=n
- www.wbrc.com/2022/03/05/jefferson-state-offering-free-training-in-demand-food-industry-jobs
- <https://abc3340.com/news/local/demand-for-cnas-increasing-amid-pandemic-jefferson-state-offering-free-training>
- www.jeffersonstate.edu/new-innovation-center-includes-food-services-training-at-jsc
- www.jeffersonstate.edu/respiratory-therapy-pinning-ceremony
- www.shelbycountyreporter.com/2021/07/01/jeff-state-welding-center-opens-on-shelby-hoover-campus
- www.jeffersonstate.edu/scholarships-available-to-fund-paths-to-manufacturing-careers
- <https://www.clantonadvertiser.com/2022/04/14/heavy-equipment-operator-class-completes-program>
- <https://abc3340.com/news/local/it-training-available-for-low-income-adults-at-jefferson-state>
- www.shelbycountyreporter.com/2022/03/18/jefferson-state-offering-free-training-for-in-demand-food-industry-jobs
- www.jeffersonstate.edu/jefferson-state-welding-student-wins-national-competition

- www.shelbycountyreporter.com/2021/12/20/jefferson-state-welding-students-place-1st-and-2nd-in-national-competition
- www.jeffersonstate.edu/jscc-automotive-manufacturing-student-earns-aama-scholarship
- <https://280living.com/news/jefferson-state-to-hold-food-service-job-fair-thursday-april>
- <https://280living.com/people/jefferson-state-welding-students-place-1st-2nd-in-national-c>
- <https://280living.com/news/new-jeff-state-welding-center-helps-meet-strong-demand>
- <https://ms-my.facebook.com/jeffstatecollege/posts/open-house-highlights-manufacturing-programsjefferson-states-manufacturing-progr/5147798341925296/>

In addition to mentioned efforts, the Community and Media Relations Office has continued place the college's events and programs in the news, maintain the college's website, produce email campaigns, and assist with the communication and marketing needs of many campus offices. The office works continuously to build and maintain positive relationships for the college within the community. Personnel in the office participates in community groups and takes leadership roles where appropriate. The office effectively manages the college's emergency notification system to inform students, faculty, staff and the community about emergency situations or school closings. The system has proven to be an effective way to immediately communicate emergency messages to the college's various groups. The office serves many target audiences, both internal and external, and the office strives to effectively communicate with all of them.

B. If applicable, identify the data regularly collected and or reported as part of program compliance.

Not applicable.

2. Analysis (as it relates to progress in achieving unit goals)

A. External Conditions that have impacted the unit. Describe the ones that have most significantly affected the unit and what actions the unit took to respond to those conditions.

The most significant external condition in the past few years has been the many challenges with COVID-19 and overcoming them. These challenges have ranged from communicating about mental health resources, government funding, virtual learning, and much more. The office pivoted successfully on many initiatives and used numerous tools to keep the college's campus community engaged.

Another external condition the office faces is the diversity in communities we serve. Communities change through time and the needs of students change as well. Jefferson State provides many opportunities and the Community and Media Relations Office strives to effectively communicate these opportunities to these wide-ranging populations.

B. Internal Conditions that have impacted the unit. Describe the ones that have most significantly affected the unit and what actions the unit took to respond to those conditions.

The most significant internal condition has been the need for personnel to address the many needs provided by the office. The addition of the digital media specialist and the graphic designer have been tremendous additions to our office. With these new positions, the office has dramatically increase production of marketing initiatives. The office currently has a part-time office assistant, but needs a full-time manager/coordinator to help existing personnel and manage the office. A new position has been approved and the office will hire someone to fulfil these duties in early 2023.

C. Collaboration (internally and externally) – Describe the key collaborative relationships in which your unit is involved. Explain how these partnerships strengthen the unit’s capacity to advance student success and/or enhance the quality of services and programs provided.

Internally, the office regularly collaborates with a wide variety of offices to communicate educational opportunities and available resources of the college. The college and community relations director routinely works with enrollment services, community and corporate education, the information technology department, program directors, college administration, students and more. By working with various areas of the college, the office can quickly and accurately communicate necessary and newsworthy college information to the community.

Externally, the office works with a wide variety of organizations and businesses to enhance the college’s presence in the community and accomplish worthwhile community initiatives. Many of these groups are non-profit organizations, businesses, or city/county governments who work together with the college on various projects. Others are often various kinds of media outlets who are utilized in disseminating college information to the public.

D. Communication – How effectively does information flow from this unit to other units on campus? How does your unit make information available to faculty/staff/students?

The Office of College and Community Relations is very effective in communicating with other units on campus. The office utilizes campus-wide emails, social media, the college website, printed materials, and an emergency communication system to communicate college information. College announcements are received in our office, approved, then shared with the campus. The emergency communication system immediately communicates emergency communications and closings due to weather via emails, text, facebook, twitter, website, campus computer screens and emergency beacons located in buildings on the college's four locations. The emergency information can be sent on or off campus from the smart phone of the director of college and community relations or other system administrators.

3. Primary Functions/Primary Purpose/Unit Mission

A. Note any changes in your unit's primary functions since the beginning of the review cycle. Describe any changes that might warrant a modification of your mission statement.

No changes have been made to the office's primary functions.

B. In the past three years, have the functions/services of your unit changed in how directly or indirectly your unit supports student learning? If so, describe in detail.

Within the past three years, video has become an increasingly important tool in so many types of advertising. Websites and newer social media utilize the power of video for advertising and engagement. The office has increased advertising with video on many ads. Again, the two new positions have dramatically helped in these efforts.

4. Goal Progress

A. Describe your unit's progress in achieving its goals. Highlight achievements or areas that need continued focus and the evidence to support these claims. Indicate any factors that impacted progress toward achieving a goal.

The office has been successful in achieving its goals. The office is producing more content and engaging students/community more than ever before. As much progress as we have achieved, our office believes we can keep improving. With the addition of a new full-time coordinator, even more can be accomplished.

B. Describe the adequacy of resources to achieve goals.

Resources have been adequate to achieve the office's goals. With the new positions in the office, new equipment has been purchased and it has greatly helped in the production of video production. The office has budgeted and soon will purchase more

equipment to help both the graphic designer and the digital media specialist. Technology has been the primary focus for both positions.

C. Describe the impact of any resource allocations you have received over the past three years in terms of the effectiveness of your unit.

Resource allocations have been adequate to effectively reach the goals of the office.

Part 2: Implications of Program Review for Developing 3 Year Plan

1. Vision and Direction of Unit

A. As a result of your evaluation, what direction do you see your unit taking in the next three years?

The expectation of the College and Community Relations office will be to continue to meet and surpass the goals of the office. The office will continue to utilize all available means to communicate the mission and opportunities of the college to both the college and the community. The office will continue to streamline processes and utilize technology to accomplish responsibilities and goals. The addition of a coordinator position for the office will greatly help the office become more efficient and accomplish more.

B. Are there any anticipated conditions or trends that might impact the unit?

Several anticipated conditions can impact the college and community relations office. The shrinking pool of traditional students entering college has made marketing and recruiting more competitive and our office will need to ensure processes are effective. The dramatic increase in the number of dual enrollment students will create challenges in communication in recruiting, retention, and meeting their needs. Lastly, there continues to be an increase in the college's non-credit student populations with workforce education initiatives. The office needs to make sure we continue meeting the marketing needs of the workforce education office.

C. What changes in collaborative relationships are needed to make this unit more effective in its missions?

The Office of College and Community Relations effectively collaborates with a multitude of groups on and off campus and this is expected to continue. The office does not anticipate any changes in collaborative relationships.

D. Identify any areas where communication could be improved.

Communication to faculty and staff is appropriate. More paid advertising would help in communicating the college's educational opportunities to the community.

Communicating with students using customer relationship management initiatives will be vital to recruiting and retention of students. The office is currently working with the college's enrollment services office to ensure efforts are serving students in the best possible manner.

E. Describe the feasibility of making the plan you have outlined a reality. What are the resources or support needed? What challenges do you anticipate?

This is a feasible plan. Adequate state funding will continue to be needed.

Part 3: Evidence of Staff Participation in Program Review

1. Describe how the unit staff participated in the program review process. Include specific dates for meetings held or activities conducted.

The unit's staff members met in the Fall of 2022 to produce the program review.

2. Attach advisory committee minutes (if applicable) and list of members. Describe any changes made in the unit as a result of input from the advisory committee.

There are no advisory committees associated with this unit.

3. List names and titles of all participants in this program review.

David Bobo, Director of College and Community Relations

Stephen Dawkins, Digital Media Specialist

Jess Richard, Graphic Designer

Mark Partain, Part-time Web Designer

Pam Steele, Part-time Office Assistant