



Assessment Record

Program: College and Community Relations

Assessment period: 2019-2020

Program or Department Mission:

The primary purpose of the Office of College and Community Relations is to communicate the mission and opportunities of the college in an informative and factual manner to both the college and the community.

Service Unit Outcomes & Assessment Plan

Intended Outcomes	Means of Assessment	Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
Campus and community will be informed about the educational resources and opportunities of the college.	Review of the college's marketing strategies, advertising, website, promotional materials, and social media pages.	Information regarding opportunities and news will be engaging, accurate, and will be disseminated to the appropriate target audiences.	Assessment revealed JSCC's marketing strategies and materials were engaging, effective, and accurate. Assessment indicated advertising efforts needed more reach, frequency, and impressions.	The Office determined an increase in funding for advertising was needed to help increase enrollment and create more awareness about the college.
Students will be informed regarding registration information, classes and educational opportunities.	Review of the college's strategies for sharing information with students.	Information regarding applying, registration, programs, financial aid will timely, engaging, and accurate.	Assessment revealed the college's website, social media, campus emails, and other promotional information were timely, engaging, and accurate. Assessment indicated the methods to reach students,	The Office examined new ways to reach students, such as utilizing texts and staying current with new social media trends.

			especially traditional students, is always changing.	
Positive relationships for the college will be created and enhanced by participating and working in various community groups.	Review of the amount and type of community groups which the unit participates.	Unit will participate and/or serve in at least four community groups and take leadership roles in these groups.	Unit met and surpassed the criteria for success. The Director of College and Community Relations participated in numerous groups and organizations and served in leadership roles.	Unit will continue to participate in community groups/activities. Involvement of the unit enhances the college's presence in the community.
The college's emergency notification system will quickly and effectively notify students, faculty, staff and the community about emergency situations or school closings.	Review of the number of registered users of the emergency notification system, and how quickly and efficiently emergency messages are transmitted to all audiences.	Messages are sent to all subscribers immediately and are sent/posted on all formats.	Assessment revealed the system worked extremely well regarding immediate delivery of messages. However for a few messages, the Facebook and Twitter formats did not work automatically and these messages had to be placed manually on these formats.	The unit has examined the issue with Facebook and Twitter and has corrected the issues. The system is now working properly among all formats used by the college.
Plan submission date: June 30, 2020			Submitted by: David Bobo	