



Assessment Record

Program: College and Community Relations

Assessment period: 2020-2021

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 with an engaging website, videos, printed materials, and social media.	Review of the college's marketing strategies, advertising, website, promotional materials, and social media pages.	Information regarding opportunities and news will be engaging, accurate, frequent, and will be disseminated to the appropriate target audiences.	Assessment revealed JSCC's marketing strategies and materials had improved significantly. The hiring of a digital media specialist greatly improved video production which better promoted events, presentations, the website, social media, and more. Assessment still indicated advertising efforts needed more reach, frequency, and impressions.	The Office determined an increase in funding for advertising was still 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 improved significantly. The addition of a digital specialist helped greatly in this effort.	The Office utilized videos to help inform students on a variety of topics.
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. The new digital media specialist also in becoming more involved in community efforts.	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 and was consistent in appearing on all message formats.	The system appears to be working properly among all formats used by the college.
Plan submission date: June 30, 2021			Submitted by: David Bobo	