



Assessment Record

Program: College and Community Relations

Assessment period: 2021-2022

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, for the second straight year, improved tremendously. The hiring of a graphic designer has greatly improved all marketing and college branding efforts. College brochures and social media platforms have an improved and refreshed design. Our paid social media and organic social media have both shown increased impressions and engagement.	The office is planning to create sessions to help program directors and club sponsors in creating quality announcements, flyers, and graphics. Also, with the increasing demand for graphic services across all four campuses, the office will launch a new project management system to help increase efficiency and help work flow. The Office determined an increase in funding for advertising was

			<p>So much has been accomplished and we are still making great strides. Assessment indicated presentations/sessions for program directors, student groups, and others, would be helpful to assist in creating college graphics. Assessment still indicated advertising efforts needed more reach, frequency, and impressions.</p>	<p>still needed to help increase enrollment and create more awareness about the college.</p>
<p>Students will be informed regarding registration information, classes and educational opportunities.</p>	<p>Review of the college's strategies for sharing information with students.</p>	<p>Information regarding applying, registration, programs, financial aid will timely, engaging, and accurate.</p>	<p>Assessment revealed an increased need for our office to work in union with the enrollment services office to coordinate with communication being sent to students. With the utilization of Target X, text messages, etc., our offices need to work together to make sure information is accurate, being sent at the correct time, and branded appropriately with the college's graphic standards. Assessment also revealed a need to work more closely with the college's dual enrollment staff to make sure we are creating the appropriate communication for this growing population of students.</p>	<p>The Office has begun meeting with the director of enrollment services more frequently to ensure students are receiving the appropriate messages at the correct time. The office is also working with the dual enrollment office for the same reason. These efforts will develop as more communication tools are implemented.</p>

<p>Positive relationships for the college will be created and enhanced by participating and working in various community groups.</p>	<p>Review of the amount and type of community groups which the unit participates.</p>	<p>Unit will participate and/or serve in at least four community groups and take leadership roles in these groups.</p>	<p>Unit met and surpassed the criteria for success. The Director of College and Community Relations participates in many groups and organizations and serves in numerous leadership roles. The digital media specialist is becoming more involved in community initiatives and also has taken leadership roles.</p>	<p>Unit will continue to participate in community groups/activities. Involvement of the unit enhances the college's presence in the community.</p>
<p>The college's emergency notification system will quickly and effectively notify students, faculty, staff and the community about emergency situations or school closings.</p>	<p>Review of the number of registered users of the emergency notification system, and how quickly and efficiently emergency messages are transmitted to all audiences.</p>	<p>Messages are sent to all subscribers immediately and are sent/posted on all formats.</p>	<p>Assessment revealed the system worked extremely well regarding immediate delivery of messages and was consistent in appearing on all message formats.</p>	<p>The system appears to be working properly among all formats used by the college.</p>
<p>Plan submission date: June 30, 2022</p>			<p>Submitted by: David Bobo</p>	