1. Assessment Plan - Three Column

PIE - President: Marketing & Communication

Unit Goals	Resources Needed	1. Where We Make an Impact: Closing the Loop on Goals and Resources
Modern Branding - Marketing will ensure Mt. SAC's brand remains modern and relevant. This has been apparent through fresh colors, updated materials, new promotional materials and advertising campaigns. These materials will be tested with audiences. **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22	**Request - No Funding Requested -** Mt. SAC Branded Material **Describe Plans & Activities Supported (Justification of Need):** Campus Folders, PowerPoint Templates, Flyers, Letterhead and more for college use **Lead:** John Lewallen and Linda Lundgren **What would success look like and how would you measure it?:** Marketing material that is engaging to the audience **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium	
	Request - No Funding Requested - Campus Map **Describe Plans & Activities Supported (Justification of Need):** Create a new campus map that is visually appealing, helps market the campus and helps the community find its way. Funding is provided by current levels. **Lead:** Linda Lundgren	

What would success look like and how would you measure it?: A map that is (1) attractive (2) easy to use (3) affordable

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

Planning Unit Priority: Medium

Request - No Funding Requested - Mt. SAC Overview Publication

Describe Plans & Activities Supported (Justification of Need): An overview of the college for prospective students, community members, and other key stakeholders to understand the broad range of services the college provides.

Lead: Linda Lundgren and Uyen Mai

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

Planning Unit Priority: Medium

Request - Full Funding Requested - Mascot/Logo Development Firm

Describe Plans & Activities Supported (Justification of Need): If the college determines a need to reinvent the Mascot and Athletic Moniker it would be important to have a dedicated firm that could help us design a new mascot we can use for the next 75 years.

Lead: Uyen Mai, Joe Jennum

What would success look like and how would you measure it?: A

	successful Mascot would be designed **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** High **Total Funding Requested:** $100,000	
Effective Enrollment Marketing - Create and implement consistent messaging across communication channels to reach and convert new students. **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22	**Request - Full Funding Requested -** Call Center Support **Describe Plans & Activities Supported (Justification of Need):** The call center will help us re-engage prospective students, inactive students and current students who have missed a major term. This can help the college boost its enrollment and completion numbers over time. Each campaign of 7,500 students would cost about $49,000 as quoted by Blackboard. If we held this twice a year, it would cost $100,000 a year. Previous work in Winter 2019 has shown a 4.4 time return on investment through increased enrollment. Due to unresponsiveness from Blackboard to continue the project (they are heading a system-wide call center and we are now small potatoes), we are looking at using the model we previously built to work with different call center models, including those that charge per minute versus per campaign. At this time, the Call Center on a per-minute model would cost $42,500 a year. This would provide 8,000 minutes of calls per month for 6	

months of the year during recruitment. This model still needs to be tested to better gauge the actual number of minutes the college needs.

Lead: Uyen Mai

What would success look like and how would you measure it?: Success should show inactive students getting re-engaged with the college as well as a return on investment.

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

Planning Unit Priority: High

On-Going Funding Requested (if applicable): 42500

Total Funding Requested: 42500

Request - Partial Funding Requested - Enrollment Advertising

Describe Plans & Activities Supported (Justification of Need): Digital, outdoor and radio advertising to support Mt. SAC enrollment.

Lead: Uyen Mai

What would success look like and how would you measure it?: In order to support enrollment, additional funding is needed to reach students. The strategy may change each year. Previously, radio was an effective way to reach a broad range of students. Due to the pandemic, it would be beneficial to reach students via YouTube and online ads. A one-time mailing to homes in the district would be helpful to reengage our

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	community. Some strategic placement of billboards would also be effective to build excitement about Mt. SAC is Back this fall. We' **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Urgent **Total Funding Requested:** $120000	
Quality Digital Presence - Develop and maintain Mt. SAC's digital profile on the web and in social media to improve reach and understanding. National data shows the college website is the top tool prospective students use to make a decision about a college. **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22	**Request - No Funding Requested -** Social Media Management **Describe Plans & Activities Supported (Justification of Need):** Includes content creation, response to community and training to community **Lead:** Greg MacDonald **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium	
	Request - Full Funding Requested - Digital Campus 3D Map and Tour **Describe Plans & Activities Supported (Justification of Need):** This product provides the community a high quality map to find their way around campus and understand the broad services here. It was a key feature Dr. Scroggins wanted when the campus website was designed. Due to the major changes from Measure GO, the map needs to be updated through the vendor to reflect the major changes	

Unit Goals	Resources Needed	1. Where We Make an Impact: Closing the Loop on Goals and Resources
	across campus. **Lead:** Uyen Mai and Eric Turner **What would success look like and how would you measure it?:** Success includes an easy to use map that people can use to find their way across campus and understand services. The map would be regularly updated to reflect the constant changes of the campus. **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium **One-Time Funding Requested (if applicable):** 6000 **On-Going Funding Requested (if applicable):** 10000 **Total Funding Requested:** 15,000 **Request - No Funding Requested -** Web Writing and Editing **Describe Plans & Activities Supported (Justification of Need):** Create content for the web for the college's main sites as well as support to departments to develop/improve their websites. **Lead:** Communication Specialist **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium	
Provide Quality Services and Support - Support campus departments and initiatives through high quality,	**In Progress -** Support the campus through services, including event planning, graphic design, writing,	

	posting and news releases. **Describe Plans & Activities Supported (Justification of Need):** There are always more projects than our office can handle. With each new project we take on, it often means we are also committing to updating the material each year. So new emergency communication posters also means regularly updating these posters. **Lead:** Uyen Mai **Planning Unit Priority:** Medium	
strategically focused marketing and communication initiatives. This includes graphic design, marketing, and communication support. **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22		
Clear Campus Communication - Support communications that increase understanding among campus community members (including written and photographic communication) as well as archival efforts. **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22	**Request - No Funding Requested -** Writing support for Online News and College Materials **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium	
	Request - No Funding Requested - Provide photographic support to campus **Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media. **Planning Unit Priority:** Medium	
	Request - No Funding Requested - Campus postings for events, monitors, portal, email, etc. **Describe Plans & Activities Supported (Justification of Need):** Supporting the dissemination of information through monitors, marquee, portal postings, email and	

Unit Goals	Resources Needed	1. Where We Make an Impact: Closing the Loop on Goals and Resources

more.
Lead: Cynthia Orr
Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.
Planning Unit Priority: Medium

Effective Issues Communication - Manage issues and emergency communication to protect the safety and well-being of the public, the college and its people. This includes COVID-19 communication, which has been intensive with weekly messages, numerous committees, communication and marketing development.
Status: Active
Goal Year(s): 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21

Request - No Funding Requested - Crisis Communication Plan
Lead: Uyen Mai
Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.
Planning Unit Priority: Medium

Request - No Funding Requested - Expand Emergency Notification System to Opt-Out system
Describe Plans & Activities Supported (Justification of Need): Maintain an emergency notification system that can be consistent, reliable, integrate with Banner, integrate with Alertus beacons, be easy to use, quickly reach campus, is affordable. Ideally this system will be able to help in other outreach efforts and provide options to share information with the community. This product is funded through IT.
Lead: Uyen Mai
What would success look like and how would you measure it?: We would implement an opt-out communication system to reach more of the campus in an emergency. This system would be regularly

maintained and tested.

Type of Request: IT SUPPORT: Requests for projects related to the implementation, integration, application, delivery, and support of information and instructional technologies.

Planning Unit Priority: High

One-Time Funding Requested (if applicable): 0

On-Going Funding Requested (if applicable): 0

Total Funding Requested: 0

Request - No Funding Requested - Meltwater Communication Monitoring

Describe Plans & Activities Supported (Justification of Need): This product will help us keep track of media and social media mentions. This can be helpful in understanding what is being said about the college in the vast digital world, identify issues early and find ways to respond.

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

Planning Unit Priority: Medium

Request - No Funding Requested - Emergency Communication and Timely Warnings

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

Planning Unit Priority: High

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Continual Improvement - Continually grow our people through professional development and improve our processes through analysis **Status:** Active **Goal Year(s):** 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22	**Request - No Funding Requested -** Webinars, training sessions and conferences. **Describe Plans & Activities Supported (Justification of Need):** Staff using Professional Development funds to attend training **Lead:** Uyen Mai **What would success look like and how would you measure it?:** Success would mean staff attend training and walk away with increased knowledge and skills to do their jobs well. **Type of Request:** PROFESSIONAL & ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees. **Planning Unit Priority:** Medium	