

Beta Annual Program Review Questions 2019

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, copy and paste from last year's review.

If it exists, feel free to copy the brief description of your program from the college catalog:

<http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

Institutional Communications (a term that include the Public Information Office, Marketing and Graphics, and Web and Social Media services areas) and Public Programs (a term that includes the Community and Academic Relations service areas) serve to provide a public face, brand awareness, and unified voice for Santa Monica College and act as the key facilitator of the College's many public constituencies. We lead the mission of the College by creating communications that support the strategic initiatives and fulfill the Board's vision for the College as "...a leader and innovator in learning and achievement."

The program unit seeks to convey strategically to as many constituents as possible — current students, prospective students, employers, community partners, key stakeholders, SMC employees, and the general public — through a variety of channels to provide the highest quality and most accessible education there is in transfer, career training, and lifelong learning.

Overall, the efforts of Institutional Communications and Public Programs are critical to meeting enrollment goals, engendering community support, assisting with staff recruitment, and launching new initiatives. In particular, the program is critical to achieving apportionment goals, the recruitment of international students, and establishing trust by the District electorate for SMC bond measures. This effort underlies SMC's growth and establishes a scale of resources that would not otherwise be available.

SMC's Marketing and Graphics is an administrative service area that produces external and internal promotional materials and marketing campaigns for institutional advancement, community and academic programs and services, and College initiatives for enrollment growth, capital campaigns, transportation solutions, resource partnerships, and master planning. This service area prepares visuals and communication to support the College's mission and commitment to student education goals, lifelong learning, global awareness, diversity, and economic and technological development. Our goals include finding effective marketing strategies and options based on budget and target outcome, ensuring the accuracy of information, providing professional high quality service and product, obtaining competitive pricing of outside resources and vendors, and delivering final product on time to meet client's expectations.

[Appendix](#)

II. PARTNERSHIPS:

(CTE only):

Part 1:

Industry advisory meeting dates and attendance for 2018-2019. Insert additional rows as needed:

Date of meeting	# of SMC attendees	# of non-SMC attendees
N/A		

Part 2:

Employer partnerships/collaborations in 2018-2019 (insert additional rows as needed):

Employer Name	Type of partnership or collaboration: <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations • Job placement • Other 	Optional: Additional information about partnership or collaboration
N/A		

III. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES):

Identify the original objectives from your last review as well as any new objectives that have emerged since then (if applicable).

For each objective, determine status and explanation for status.

Objective	Status (Completed, in progress, not started, no longer pursuing)	Status Explanation
Select a project management software to track all projects and deadlines and to provide clients a better method to communicate their requirement, information, and outcome for their project or campaign	Completed and implemented	In 2018, Marketing worked closely with SMC IT to develop a ticket and workflow system using Spiceworks to manage and track progress from submission to completion of graphics, web, and marketing requests.
Establish general SMC brand guidelines	Completed and implemented	In 2018, Marketing created and implemented our branding guidelines for the internal/external College community for various contexts and they are posted on the Marketing and Communications webpage of the SMC Website. Guidelines include general SMC style/brand, social media, web, and editorial.

<p>Establish and design a Marketing and Communication web page on the SMC website to include services, resources, and job requests</p>	<p>Completed, implemented, and continue to update</p>	<p>The Marketing and the Web & Social Media teams designed a Marketing Job Request online inquiry form, which allows SMC staff/faculty to submit requests for graphics, website, and social media projects. This webpage also provides general guideline of services, timeline, budget information, and contacts for specific marketing requests. The preliminary form was introduced to SMC staff/faculty in Fall 2018 and we continue to update the form to better serve the needs of the users.</p>
<p>Reorganize content in the frontmatter and backmatter sections of the schedule of classes highlighting information for new students applying to SMC</p>	<p>Completed and continue to update</p>	<p>Developed a new faster format and simplified information in the following sections of the schedule of classes: General Information, Special Programs, Support Services, Academic and College Policies with pointers to the webpage or SMC Catalog for more up-to-date and detailed information. There is more flexibility in updating content on the website than in printed materials and can be shared and disseminated to a broader audience.</p>

IV. ACHIEVEMENTS:

(Optional) List any notable achievements your program accomplished in the last year.

National Council for Marketing & Public Relations (NCMPR) 2018 Awards

- 1st Place, Brochure-Booklet, "Care and Prevention Team Reference"
- 2nd Place, Academic Catalog 2018-19
- 3rd Place, Photography - Unmanipulated, "Global Motion Dance"
- 3rd Place, Promotional Brand Video - Short Form, "2018 Graduation Highlights"
- 3rd Place, Electronic Newsletter, "SMC in Focus"

Community College Public Relations Organization (CCPRO) 2019 Pro Awards

- 1st Place – Folder
- 1st Place – Commencement Program
- 1st Place – Direct Mailer/Postcard/Flyer
- 2nd Place – Class Schedule Division B

The ongoing advertising and marketing efforts led to SMC's 28th consecutive year as number one in transfers to the UC system as well as continuing as number one to UCLA, USC, and Loyola Marymount University—a remarkable accomplishment.

To help more students achieve their educational goal, SMC launched the **SMC Promise Program** in fall 2018, which

provides enrollment opportunities for eligible California resident students to receive free enrollment and up to \$1,200 in textbook vouchers. The Marketing team actively prepared materials for print and digital advertising, email bulletins, videos, and social media channels to promote the new SMC Promise Program.

This year we focused on improving student success and enrollment. The Marketing team collaborated with SMC IT and the Web & Social Media team along with the Dean of Enrollment Services and Vice President of Academic Affairs to redesign the online schedule of classes by consolidating information and giving students a more positive browsing experience. We also reorganized the content in the print version of the schedule of classes by simplifying information to better inform students about classes, programs, and services we offer at SMC while complying with accessibility standards.

Math Course Sequence Chart: Marketing worked diligently with the Math Department chair to simplify the language and chart illustrating the complex curriculum, which includes the general course sequence for the various majors and the new AB705 concurrent courses to support students.

Other special events and programs we produced this year included materials for: the **Bachelor’s Degree in Interaction Design** graduation event honoring our first graduating class, the groundbreaking events of the new **Malibu Campus** and **Early Childhood Lab School**; the **Summer Springboard** at SMC offering a variety of free classes to California high school students to earn credit for high school and/or college, and the announcement of the opening of the new **Student Services Center** in late spring and the interactive directory of programs and services in the new building to support student success. We also worked with the Director of Facilities Planning and the Director of Facilities Management in updating all the outdoor campus directory and map signs to help with the transition and opening of the Student Services Center.

We published the landmark fall issue of the **Santa Monica Review** to celebrate its 30th anniversary.

In 2018, we introduced SMC’s brand and style guidelines to bring consistency of our brand and messaging in preparing visuals and content of College materials. We also created an online **Marketing Job Request form** and implemented a new workflow system to manage graphics and web marketing requests to the internal SMC community. This system provides a more efficient way to manage project details.

V. ASSESSMENT AND EVALUATION

Part 1: Outcomes and Evaluation Results

- A. Reflect on the outcome assessment (PLO, SLO, UO) data that your program reviewed in the current year (2018-2019) that have yielded **notable** or **actionable** findings. Insert additional rows as needed.

Note: It is not required that you mention every outcome assessed in your program.

What outcome were you assessing?	How was the outcome assessed?	What were the results of the assessments?	Describe any changes that are planned or in progress to address the results
Meet client needs in a timely manner with a high level of customer	Our team frequently discuss concerns and changes to our department relating to	Each semester the number of projects continue to increase and	Create a customer satisfaction survey to gather feedback.

satisfaction	program goals, special projects, software and equipment, production schedules, and new procedures and protocols. We receive feedback and comments from clients and evaluate them and make any necessary changes to improve customer satisfaction.	often times we get new referrals from clients.	
Maintain effective and efficient workflow within the department to ensure the accuracy, quality, and delivery of product	Every Monday, the design team, including the Marketing Design Analyst and Web and Social Media Manager, review current projects and prioritize production to meet client's deadline and goals. The Marketing Design Analyst will have weekly phone conferences with the Web and Social Media Manager and Dean of Community and Academic Relations to discuss major and upcoming campaigns.	We are able to maintain accuracy, quality, and meet deadlines.	We implemented a new Marketing Job Request system to manage projects in a more timely manner and to meet customer's satisfaction. As more clients utilize this new system, we will continue to improve the Marketing Job Request inquiry form to meet our client's needs.
Maintain consistent messaging, theme, and brand when preparing specific marketing materials while complying with accessibility standards	We have monthly Marketing Team meetings and updates from IxD , Career Education, and Santa Monica College Foundation to collaborate and receive feedback from fellow colleagues on improving enrollment, schedule of classes content, outdoor transit and advertising campaigns, and internal and external communications.	Our monthly discussions and collaboration allow us to provide a more effective brand messaging strategy for greater brand coherence and lasting impact with our students and outside community.	We will continue to improve on maintaining a consistent message and brand in all of our marketing materials and publications.

B. Reflect on other effectiveness data you collected and analyzed for the program this year.

1a: Course Success and Retention (Instructional Depts Only)

After reviewing the course success and retention rates for your program, describe how these rates reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). Access data in Tableau (<http://tableau.smc.edu>)

N/A

1b: Racial and Other Equity Gaps for Course Success (Instructional Depts Only)

After reviewing the course success rates by ethnicity/race and other demographic variables, identify any equity gaps, and discuss any planned changes or actions your program plans to take to address the gaps (if applicable). Access data in Tableau (<http://tableau.smc.edu>)

N/A

2: Degrees and Certificates (Instructional Depts Only)

After reviewing the numbers of degrees and certificates awarded by your program, describe how the data reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). Access data in Tableau (<http://tableau.smc.edu>)

N/A

3: Additional Data Demonstrating Effectiveness (If applicable)

If available, describe the results of other data indicating the effectiveness of the program and discuss any planned changes or actions your program plans to take to address the results.

Examples of other data include: surveys, document reviews, observations, performance indicators, focus groups/interviews, advisory committees, labor market demand, license exam pass rates

N/A

Part 2: Analyses of Results

This question is designed to bridge the results of your evaluation and outcomes assessment with next year's objectives (VI).

In one or two paragraphs, describe what you have learned about your program and how this knowledge will inform your plans for next year.

The SMC Marketing and Graphics Department plays a vital role in promoting the College mission and reaching out to prospective students and our community. We define and manage our brand and serve as innovators behind the marketing and communication of the College, maintaining a unified voice in our advertising efforts and institutional advancements. As the demands for our services increase to keep up with college growth, we will need additional resources and tools to support our program unit.

We will continue to set annual program goals and implement operational efficiency to optimize performance of staff and to meet customer expectations.

VI. NEXT YEAR’S OBJECTIVES:

Itemize any specific strategies or projects you plan to accomplish next year to improve the effectiveness of your program. *Limit 3 objectives.*

Objective	Rationale for Setting Objective <i>Link to data, if applicable.</i>
Review, consolidate, and update student information on the website and other publications such as the SMC Catalog, schedule of classes, and program materials	Maintaining accuracy and consistent language of content on printed and digital publications can contribute to student success and help the College function more efficiently.
Create digital materials to comply with accessibility standards and guidelines	Continue to support the Web and Social Media team in complying with Federal Section 508 standards to ensure accessible user experience as we move forward with the new web redesign.
Work with SMC IT to redesign the online schedule of classes and expand the use and design of the class searchable by adding advanced search functions	The online class searchable, which is updated every 2 hours, will provide more accurate and up-to-date class information. Updates are dynamic and it is designed to allow students to customize searches based on semester, class type, class status (open/closed), subject, location, instructor, meeting time, and specific special programs.

VII. CURRENT PLANNING AND RESOURCE NEEDS:

Part 1: Narrative

Broadly discuss issue or needs impacting program effectiveness for which institutional support or resources will be needed for the coming year.

To support increasing demands for marketing services and college growth, we need to redefine and hire a Director of Marketing to develop strategic campaigns, reclassified the position of the Marketing Design Analyst to a Classified Manager who manages the overall production and daily operation, and hire another graphic designer to support the design team and a content writer to create content for various marketing channels.

To ensure consistency and accuracy of content and unified voice throughout various media, we will continue to encourage the internal College community to collaborate with the Marketing team and utilize our services to market their promotional programs and institutional efforts.

Part 2: List of Resources Needed

Itemize the specific resources you will to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives.

While this information will be reviewed and considered in institutional planning, this information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resources Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	<p>Redefine and hire a Director of Marketing</p> <p>Reclassify the Marketing Design Analyst position to a Classified Manager</p> <p>Hire a Content Writer</p> <p>Hire a Graphic Designer</p>	<p>To alleviate some of the responsibilities of the Director of the Senior Government/Community Relations, the Director Marketing will focus on developing comprehensive strategic marketing and communication plans to support the advancement of institutional goals and objectives.</p> <p>The Marketing Design Analyst role is a managing position, who oversees the daily operation, design production, quality and delivery of product and supervises the design team, consultants, and vendors.</p> <p>We do not have a writer on staff and a full-time content writer can assist the design team in increasing brand awareness, transforming ideas into words, and maintaining accuracy of information on the website, publications, and promotional materials.</p> <p>Due to the growing number of job requests and production, an additional Graphic Designer can support the current design and web teams to accommodate client expectations and deadlines.</p>
Facilities <i>(information inputted here will be provided to DPAC Facilitates)</i>		
Equipment, Technology, Supplies <i>(information inputted here will be provided to TPC)</i>	Update computer equipment and software to keep abreast with latest design technology.	Keeping up with technology advancement will help the institution to grow faster, produce better products, and serve the needs of the students, staff, and faculty more effectively.
Professional Development		

VII. CHALLENGES:

(Optional) List significant challenges your program faced in the past year (optional)

Limited writers to produce quality content for campaigns.

Appendix:

With the supervision from the Senior Director of Government Relations and Institutional Communications and a creative team of one Senior Graphic Designer, two Graphic Designers, and the Marketing Design Analyst, SMC Marketing produces over 500 marketing projects to support enrollment growth, student success, community relations, and College initiatives through various channels — print, radio, transit and print/digital advertisements, video, web, and social media.

- Total of 14 schedule of classes for print and online publications, featuring course offerings and programs for credit classes, Emeritus, Community Education, and SMC Extension/ Professional Development
- Comprehensive ad campaigns for outdoor transits (Big Blue Bus and Metro), broadcast radio with expanded digital component, and print/digital advertising publications
- Annual SMC Catalog to provide information of academic programs, student services, general requirements and procedures for prospective and enrolled students, and college policies and community
- Student support materials: VIP Welcome Day for new students, Super Saturday event for high school students to receive enrollment information and meet with SMC counselors, a student services and workshop calendar distributed in the fall and spring, International Education and study abroad program opportunities, lectures/events sponsored by the Global Citizenship grant, and graduation
- Special events, lectures, and performances materials to support: The Broad Stage, SMC Associates, SMC General Advisory Board, SMC Foundation, Classified Professional Development Committee, art gallery and photo exhibits, Athletics and recreations, Celebrate America, Career Technical Education, and Academic Departments (Business, Career Technical Education, Communications and Media Studies, Dance, English, Theatre Arts, Public Policy Institute, Music, and others)
- Each semester we produce a series of postcards to increase enrollment and inform students and neighbors to plan ahead
- Biannual SMC Campus Events brochures published in the fall and spring, which are distributed to our neighboring communities and constituents to inform them about upcoming public events at SMC
- Biannual Santa Monica Review published in the fall and spring, SMC's esteemed national literary art journal and only literary magazine published by an U.S. community college
- Materials for Noncredit Adult Education and SMC Emeritus programs for adult learners seeking opportunities for career development, college preparation, and/or lifelong learning
- SMC Emeritus Publications: Ongoing Moment, Emeritus Chronicles, and Emeritus Voice Newsletter
- Provide visuals and communication to support capital campaigns, enrollment and outreach, government relation initiatives, resource partnerships, accreditation, transportation solutions, and master planning and environmental assessment
- Promotional materials for special programs and services in various formats: rack cards, flyers, posters, postcards, banners, digital graphics for email bulletins, social media channels, and SMC TV
- Digital graphics for SMC website, SMC TV, and social medial channels

We collaborate with the Web & Social Media and Academic & Community Relations teams, the Public Information Officer, and consultants in developing consistent messaging, accuracy of information, and the SMC brand.

From: [ELLIOTT_KIERSTEN](#)
To: [DRAKE_VICKI](#); [LEBLANC_ERICA](#)
Cc: [IP_REGINA](#)
Subject: FW: 2018-19 Update for Annual Report Due June 14 - DG - Email #1
Date: Thursday, July 18, 2019 1:40:14 PM

Here you go!

Kiersten Elliott | Dean Community and Academic Relations

Santa Monica College | 2714 Pico Boulevard, Ste. 234
Santa Monica, CA 90405

T: 310.434.4173 | www.smc.edu

From: WEI_MING-YEA <WEI_MING-YEA@smc.edu>
Sent: Wednesday, June 12, 2019 8:02 AM
To: GIRARD_DONALD <GIRARD_DONALD@smc.edu>; ELLIOTT_KIERSTEN <Elliott_Kiersten@smc.edu>; IP_REGINA <IP_REGINA@smc.edu>
Subject: Re: 2018-19 Update for Annual Report Due June 14 - DG - Email #1

Marketing's updated text for the 2018-2019 Annual Report

Marketing

Marketing sustains public confidence in the college, meeting enrollment targets, garnering public support for college initiatives, and attracting a highly qualified workforce. The college continues with comprehensive multichannel ad campaigns for each of its fall, spring, and summer semesters. SMC maintains to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. Working with the broadcast stations expanded digital opportunities, station radio promotions now coordinate their varying social media platforms, website, text, mobile and station opt-in email campaigns to extend SMC's radio messaging into a full comprehensive multimedia program reaching local audiences on multiple planes and allowing for even more targeted messaging. The Marketing Department plans various marketing campaigns and develops communications materials to support SMC's Vision, Mission, and Goals, but mostly correlates with the Board Goals and Priorities under the Educational Advancement and Quality and the Community and Government Relations.

The advertising and marketing has led to SMC's 28th consecutive year as number one in transfers to the UC system as well as continuing as number the one to UCLA, USC, and LMU—a remarkable accomplishment. Strong and frequent advertising continues to keep SMC top of mind with local residents as a preferred choice for higher education. A study conducted by the **California Community Colleges Chancellor's Office** showed SMC leading the state in "local participation", a measure of how well a community college serves its local residents. Marketing's steady marketing strategies using broadcast, outdoor, print, and digital advertising support the Board Goals and Priorities 4, 23, 24, and 25 in promoting student success and lifelong learning to local students and our community.

This year we focused on improving student success and enrollment. SMC launched the SMC Promise Program in fall 2018 to provide enrollment opportunities for eligible CA resident students to receive free

enrollment and up to \$1,200 in textbook vouchers. The Marketing design team actively prepared materials to promote the new SMC Promise Program and continues to promote through various channels — radio, print and digital advertising, email bulletins, web, and social media. The Marketing and Web & social Media teams collaborated with SMC IT along with the Dean of Enrollment Services and Vice President of Academic Affairs to redesign the online schedule of classes by consolidating information and giving students a more positive browsing experience. We also reorganized the content in the print version of the schedule of classes by simplifying information to better inform students about classes, programs, and services we offer at SMC while complying with accessibility standards. Our ongoing efforts to support the new Bachelor's Degree program in Interaction Design included the design of the graduation invitation, student posters, backdrop, stoles, and program for the IxD 2018 graduation event with our first graduating class. We contributed to other College campaigns — the production of the invite, banner, and program materials for the groundbreaking events of the new Malibu Campus and Early Childhood Lab School and signage and banner to inform students of the opening of the new Student Services Center in late spring and the programs and services provided by the new building to support student success. The Marketing Department contributes to educational advancement and student success by creating visual content and promotional materials that align with the Board Goals and Priorities 1, 3, 4, and 8.

Increasingly, marketing, public information, and the web and social media departments work as a team in preparing internal and external communications. In 2018-19, the department produced 14 schedules of classes, the college catalog, and over 1,000 other publications, brochures, booklets, flyers, signage, and online materials. We continue to design award-winning materials, receiving first place for the folder, direct mailer/postcard/flyer, and commencement program from the **Community College Public Relations Organization (CCPRO)** and first place for the Care and Prevention Team Reference brochure from the **National Council for Marketing & Public Relations (NCMPR)**.

From: GIRARD_DONALD <GIRARD_DONALD@smc.edu>
Date: Thursday, June 6, 2019 at 10:29 AM
To: ELLIOTT_KIERSTEN <Elliott_Kiersten@smc.edu>, IP_REGINA <IP_REGINA@smc.edu>, Santa Monica College <WEL_MING-YEA@smc.edu>
Subject: 2018-19 Update for Annual Report Due June 14 - DG - Email #1

Hi Kiersten, Regina, and Ming-Yea,

Would you please update the text below, for use in the "**Annual Report for 2018-2019**" document? This report will be sent to the Board on **July 2, 2019** and will be used for the Appraisal of College Performance. **Please send your items no later than 5pm, June 14.**

Please note that, new this year, the Board has requested for the items in the Annual Report to be correlated to the Vision, Mission and Goals and specifically, that there be a small point of reference showing which specific area(s) of the Goals and Priorities for 2018-2020 the item correlates to. **Please include a sentence or two of summary at the bottom of each item in**

your report, noting which board goal & priority your item most closely correlates to. Use the attached Board Goals & Priorities document to do so.

Example:

Academic Affairs “Guided Pathways” Report

Start text text text end text end section.

Board Priority: 2, 3, 4 . . . [Include no more than 2 sentences of how the item relates to stated goal/priority].

Also, if there were any other significant events to report, please add.

Thank you!

Below is last year's text.

Don Girard
x4287
Cell 310-261-2286

2018-19 Annual Report Update - DG - Email #1 – Marketing, Web, and Community & Academic Relations

COMMUNITY AND ACADEMIC RELATIONS

Community and Academic Relations encompasses marketing, community relations, web and social media, and other institutional advancement functions, and works closely with SMC’s Public Information Office. Externally, the department works to achieve public awareness of the college and its programs, to promote community engagement, and to increase community support.

Community Relations. This area coordinates the programs and activities of the **Santa Monica College Associates**, a dues-paying membership group that sponsors one-of-a-kind special events, and offers ongoing speaker series events to enhance the academic experience; it also guides the General Advisory Board in conducting its meetings throughout the year and interacts with other community stakeholders. This department sponsors a significant number of special events, programs and lectures each semester. Approximately 40 lectures and classroom demonstrations have taken place so far this academic year.

Academic Relations. This area coordinates various community interests and agencies with the on-campus academic community at SMC in the following ways.

Supports Enrollment Development in the promotion of enrollment campaigns and enrollment generating outreach activities in the community. A comprehensive listing of collaborations is provided in the following pages.

Supports the Public Policy Institute with fall and spring symposiums.

Collaborates with the Office of Campus and Alumni Relations to put on campus events, create shared publications, and promote alumni messaging to the campus community.

Works with the SMC Foundation and shared programming.

- Coordinates multiple campus events, including the Retirement and Recognition event, the annual Holiday Gratitude Lunch, and Celebrate America.

New this year has been greater engagement with career education and specifically the marketing and promotion of programs such as the Interaction Design (IxD) Bachelor's degree program. By collaborating with these stakeholders the marketing department remains the central conduit for executing the brand messaging for the college. Funding resources can be shared for the common benefit of improving messaging to prospective students to reach shared enrollment and retention targets.

New also this year, for summer 2018, the creation of the **Media and Tech Summer Experience** targeted at rising 9th through 12th graders to be hosted at the Center for Media and Design campus. The summer experience includes high school students enrolling in up to two college classes from various media and technology-focused options. Additionally, an optional career exploration experience is offered on Fridays to link students with local industry leaders so students can explore future career paths that align with their interests.

Marketing

Marketing sustains public confidence in the college, meeting enrollment targets, garnering public support for college initiatives, and attracting a highly qualified workforce. The College continues with comprehensive multichannel ad campaigns for each of its fall, spring, and summer semesters. SMC continues to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. Working with the broadcast stations expanded digital opportunities, station radio promotions now coordinate their varying social media platforms, website, text, mobile and station opt-in email campaigns to extend SMC's radio messaging into a full comprehensive multimedia program reaching local audiences on multiple planes and allowing for even more targeted messaging.

The advertising and marketing has led to SMC's 27th consecutive year as number one in transfers to the UC system as well as continuing as number one to UCLA, USC, and LMU—a remarkable accomplishment.

Strong and frequent advertising continues to keep SMC top of mind with local residents as a preferred choice for higher education. A study conducted by the California Community Colleges Chancellor's Office showed SMC leading the state in "local participation", a measure of how well a community college serves its local residents. Also, in a local survey of District voters, 55 percent of

Santa Monica and Malibu residents reported that they or members of their family have attended SMC; 12 percent of those under age 39 reported that they were currently enrolled at SMC.

This past year, SMC Marketing launched an awareness campaign for SMC's new Bachelor's Degree program in Interaction Design. Using primarily an outdoor Big Blue bus campaign and local ads, the campaign is designed to build awareness and attract students to the new program while also serving to project SMC's image as a leader and innovator in affordable higher education.

Increasingly, marketing, public information, and the web and social media departments work as a team in preparing internal and external communications. In 2017-18, the department produced 14 schedules of classes, the college catalog, and over 1,000 other publications, brochures, booklets, flyers, signage, and online materials. We continue to design award-winning materials, receiving first place for photography, commencement program, online newsletter, and press kit folder from the Community College Public Relations Organization (CCPRO) and first place for the press kit folder from the National Council for Marketing & Public Relations (NCMPR).

Web and Social Media

Web and Social Media is part of the collaborative communication hub for Santa Monica College in efforts to present a consistent and cohesive institutional voice for the campus. This includes collaborations to create engaging, fresh and relevant materials on the college website and social media channels as part of digital marketing strategies. Accessibility is a key component of how content is structured and communicated for the college. Web and Social Media is an advocate for accessibility to ensure compliance with **federal Section 508 standards**, under the American with Disabilities Act. The office continues to ensure compliance through trainings and updating formatting of content. The office also collaborates with fellow departments, including the updating the counseling orientation platform and content as well as working with the Career Education subcommittee to promote enrollment.

- **Website.** Continued accessibility compliance and content updates are in place since the website redesign. There are approximately 22 million page views and 2.5 million users per year on the SMC website. The office received **3rd Place from the California Community College Public Relations Organization for its website redesign.**
- **Social Media.** The college's social media presence continues to grow and expand, as efforts are focused on Instagram and Facebook to engage students and promote classes and campus events. Statistics at a glance: 58,829 LinkedIn followers (13 percent increase from last year), 29,340 Facebook followers (5 percent increase), 10,050 Twitter followers (13 percent increase), 5,323 Instagram followers (48 percent increase), and 1,389 Snapchat followers (16 percent increase). The office received a Gold Paragon from the National Council for Marketing & Public Relations for its Instagram.