2020 Annual Program Review

Program Name: Web and Social Media

Program Review Author: Regina Ip

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, feel free to copy and paste from your last 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

The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, as part of efforts to present a consistent and cohesive institutional voice for the campus. This includes marketing engaging, fresh, relevant, and accessible materials on the college website, social media, and digital marketing channels. The office works with Marketing, Public Information Office, and Community and Academic Relations to strategize and generate content. This two-person office relies on collaborations as well as the support of student workers to assist in social media content, videos, profiles, and website content efforts.

Web and Social Media supports the college mission by communicating through digital channels the merits of the college, promoting SMC's open and affordable access to high-quality associate degrees and programs, and building the college's brand and reputation as a leading transfer institution. Responsibilities included planning and facilitating the design, content, and implementation of the College's website, online publications, and digital marketing strategies. The successfully established the college's web presence and social media channels. Since then, efforts have been made to partner with existing content producers (marketing and the public information offices) to provide engaging and relevant information on a daily basis.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Complete website redesign project	☐ Not Completed ☒ In Progress ☐ Completed	Planned for March launch by delayed to July due to COVID-10. Still updating outdated content and shift to new content management system that provides user-friendly, flexible design.
Continued compliance with accessibility standards	☐ Not Completed ☒ In Progress ☐ Completed	Ongoing objective: Compliance with federal law. Providing ~40 trainings this year on web accessibility and new website use, create/share guides, and all content edits are made with accessibility in mind.
Improve social presence	☐ Not Completed ☒ In Progress ☐ Completed	Ongoing objective to fine-tune channels that act as enrollment and program messaging platforms. SMC has the most Instagram followers out of all California community colleges at 10.5K. The college's social media presence continues to grow and expand, as efforts are focused to engage students and promote classes, programs, and campus events.
Click or tap here to enter text.	☐ Not Completed ☐ In Progress ☐ Completed	Click or tap here to enter text.

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III. ACHIEVEMENTS

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

The Web & Social Media Office priorities continue to be driven by user experience, with emphasis on enrollment and student stories. More content has been added on a daily basis through the SMC social media accounts and marketing efforts with the help of student workers. Web & Social Media also continues our collaborations with staff, faculty and student representatives to promote the diverse marketing needs of the college.

Major Web/Digital Projects:

Website Redesign Project
SMC plans to launch a new website in summer 2020. The new website will be on a new content management system with fresh designs and curated content. After a basic student-focused redesign of the SMC website in 2016, the office identified a web design agency and web content management system provider to provide a new, user-friendly flexible platform that allows for greater student-focused engagement and easier accessibility compliance.
• In partnership with digital agency iFactory, SMC began the redesign process in November 2018. We have completed the Discovery in 2018, and the remaining Information Architecture/User Experience, Content Strategy, Design, and Development phases in 2019. Collaborated with senior graphic designer Jon Ng to ensure design consistency.
• The website will migrate from SharePoint to a new website content management system called OmniUpdate, which includes calendar, map, catalog, and directory modules.
• OmniUpdate also has new digital tools called assets, snippets, and components that enhances the website design and provides templates for editors to use.
• Currently, we're cleaning up migrated content and training web editors.
Provided 35 group trainings so far, in addition to one-on-one or department ones, then 10 more for the rest of the year.

Transitioned Online Class Schedules to IT
Previously, the web coordinator was manually building every semester/session's class schedule with HTML. To increase efficiency and consolidate platforms, the web coordinator worked with the marketing analyst and IT to fine-tune the existing searchable class schedule to make it more marketing-friendly and accessible.

Increased Digital Marketing
For enrollment promotions on Google, Facebook/Instagram, and Spotify. In addition, increased content quality on Instagram primarily, followed by Facebook, Twitter, and others this year. For Spotify, we partnered with 94.7 The Wave's Pat Prescott's MEDIA 19 students to create audio promotions for summer session.

Increased Social Media Presence
SMC has the most Instagram followers out of all California community colleges at 10.5K. The college's social media presence continues to grow and expand, as efforts are focused on mostly Instagram stories and posts to engage students and promote classes, programs, and campus events. Social media collaborations continue with the marketing/graphics team, CTE marketing committee, Public Information Office, and the Transfer Center to promote student stories, student life, enrollment, the promise program, career education programs, and more. This year, we received a record number of transfer stories due to the online transition.

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative
Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will

be needed for the next academic/fiscal year.

In transition to the online environment, SMC must maintain relevance and competitive edge through online platforms like website and social media. Digital technology and media is ever-evolving. On the web end, more developments continue with new tools that automate functions or increase engagement. These trends signal a step towards the next iteration of the college website that is more personalized, accessible, and dynamic to provide students with a seamless digital experience. On the social media end, Facebook continues to decline for the college's target student demographic but is popular among community members. The SMC Instagram channel is experiencing the most growth. Overall, social media will continue to grow and require more resources for graphics, video content, and third-party tools to support engagement and current innovations, like live streaming and virtual reality.

Part 2: List of Resources Needed

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

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

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	Marketing Analyst/Content Creator or Digital Marketing and Content Specialist	In creating more online promotions, we need an analyst and content creator to create digital material and to analyze the effectiveness of the promotions.
Facilities *(info inputted here will be given to DPAC Facilitates Comm.)*	Click or tap here to enter text.	Click or tap here to enter text.
Equipment, Technology, Supplies *(tech inputted here will be given to Technology Planning Committee)*	Digital Asset Manager software.	To organize, back-up, and share digital assets with marketing team and departments. Access to digital assets and brand consistency in an organized system is crucial as SMC continues to operate in an online environment.
	Two ergonomically friendly computers with a webcam and Internet, if possible, for working for home.	Home set-up for computers is not friendly, as 100% of our work is on the computer. In addition, we are receiving many large files and our Internet plans are limited.
	As an inherently technology-based office, Web & Social Media will continue to need resources for technology (accessibility checker software, live broadcast equipment, design and development assistance tools).	To update the current website and to move to the next stage of digital engagement, which includes live video streaming and virtual reality.
Professional Development	Training for OmniUpdate, new web content management system.	A conference training was planned in March, but postponed/canceled due to COVID-19. Although Paul and I understand daily maintenance, it would be helpful to learn more backend features and customizations to minimize vendor contracts. This is important as the college continues to grow and

		anticipate new or adjusted initiatives that may likely require customizations on the new website. We may need to request more funding for design and development.

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

Increased workload: Our two-person team has significantly received more requests in the transition to the online environment given our responsibilities in online platforms (website and social media):
• **Became technology consultants** for users in transition to online environment, like using Facebook photo album for art galleries and using the SMC YouTube as a backup to BOT attendee overload on Zoom. Our scope is only with the website and social but we are getting questions about Office 365, Canvas, and third-party tools since many are learning the nuances within technology use depending on the platform. **Solution**: Facilities programming and IT should be more involved in this process. Our scope is only the web and social media, there are more tools available.
• **Supporting additional marketing and governmental relations needs**, particularly with COVID, BLM, ICE, and other urgent circumstances; as well as covering for public information officer through training and writing statements. **Solution**: Need human resources to balance additional duties on top of current responsibilities.
• **Maintaining social media presence** through content creation, engagement, monitoring, gathering feedback, and more. Received more inquiries and feedback on social media channels. This requires maintenance through community management. **Solution**: Need human resources, especially student help to maintain, create, and engage.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
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Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration • Advisory attendance • Internship site • Donations • Job placement • Other	Optional: Additional information about partnership or collaboration
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CONGRATULATIONS – that's it! Please save your document with your program's name and forward it to your area Vice President for review.

The following section will be completed by your program's area VP

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<mark>Vice Presidents:</mark>

First, please let us know who you are by checking your name:

☐ Christopher Bonvenuto, Vice President, Business and Administration
☐ Don Girard, Senior Director, Government Relations & Institutional Communications
☐ Sherri Lee-Lewis, Vice President, Human Resources
☐ Jennifer Merlic, Vice President, Academic Affairs
☐ Teresita Rodriguez, Vice President, Enrollment Development
☐ Michael Tuitasi, Vice President, Student Affairs

☐ Next, please check this box to indicate that you have reviewed the program's annual report Provide any feedback and comments for the program here:

> Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_erica@smc.edu). If you have any questions, please contact us!

Thank you for your input!