



Public Information Officer **Superintendent/President**

Vision/Narrative

PROGRAM AND GOALS: The Gavilan College Public Information office serves the college and community by facilitating the transfer of information, both internally and externally. This is done through traditional media, such as newspapers and television, social media, college-created media and publications, and relationship building via community outreach and alumni relations. It is the goal of the Public Information Office to maintain high standards for accuracy, completeness, and accessibility of information, to respond to information requests in a timely manner, and to provide collegial support for the events, programs and initiatives created by all departments on campus.

SERVICES PROVIDED:

External communications: Media Relations, Advertising, Print Publications, Graphic Design, Editing, Social Media, Public Records Act, Alumni Relations, Marketing, Community Spirit Awards, Community Outreach, Website, GavARTS, Crisis communications, Internal Communications: Website, News This Week, Committees and task forces, Crisis communications collaborative support: Special Events, promotions, Graphic Design, Box Office support, Telephone system support

The PIO is heavily impacted by changes in the external media environment. The elimination of local daily newspapers, now replaced with 24/7 blogs and user-created media has altered the news cycle and the speed of communications. It is now expected that urgent messages will be communicated within minutes, not hours, using multiple technologies. The PIO must be conversant in new technologies and able to discern those that are best suited to the needs of Gavilan College, and incorporate them as appropriate. On the other hand, traditional paper media are still used by older adults to stay in touch with community events, and these outlets must remain incorporated into the overall communications strategy. The community is increasingly diverse, and served by English language, Spanish language, and other ethnically targeted media. As demographic groups become larger segments of the community it will be important to use appropriately targeted media to communicate with these groups.

As information increasingly moves from print publications to online, the PIO will be very involved in the implementation of a Content Management System for the college website, use of Curricunet to produce the Course Catalog, and similar technology initiatives.

As the college expands and new initiatives and events are added, more hours will be needed for the Program Services Specialist to provide adequate promotional support for these activities.

With the centennial of the college approaching in 2019 the PIO will take the lead on planning for, and commemorating this event.

Feedback from Supervisor / Dean



Program Objective 1: Maintain positive college image and strong community awareness through advertising/printing and online media.

Strategy and Goal(s):

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #5: Broaden contacts and communication with local high schools, businesses, and agencies so such contact, collaboration, and feedback is widespread and frequent in all sectors of campus.

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: * GavTV continues to be used -- however, with the loss of the cable channel 18, there will be a need to increase use of CMAP through delivered contact and mainstream broadcasts through paid advertising.

* We have modified and eliminated bulk mailing of the class schedule -- it now goes out only upon request

* We have continued to provide standardization for program "Rack Cards"

* We are using "Scribd.com" at no cost as an electronic publishing solution.

* We continue to use social media, and to build the social media strategy for the college

RESUBMITTED: See Academic Year 2016-17 Program Plan

Activity 1: Institutional logo and business papers (business cards, letterhead) improvement

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Consultant / vendor	\$ 3200.00	General Fund / One-Time
<i>Total Requested</i>	<i>\$ 3200.00</i>	

Activity 2: Create and fund marketing plan for new Coyote Valley Educational Center. this will build awareness of the new center, reach out to previously underserved populations at the northern end of the district, and build enrollment for credit classes at the new site.



Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Advertising: radio, TV, print, online, outdoor	\$ 15000.00	General Fund / One-Time
Printing: flyers, brochure, posters for local businesses	\$ 1500.00	SSSP / One-Time
<i>Total Requested</i>	<i>\$ 16500.00</i>	

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



Program Objective 2: Increase capacity and efficiency of Public Information Office

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

Strategy #4: Recruit and develop staff to foster success for our diverse students in their attainment of educational and/or career goals.

Goal #1: Create a staffing plan to better meet student needs after assessing staffing gaps in all departments.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: Due to progress through the Learning Curve on some projects, adherence to schedules, and creative use of technology (such as blogs to replace "addendums" for the Class Schedule and Catalog) the Public Information Office is using fewer additional hours in the completion of publications.

An online workorder form has been created.

RESUBMITTED: See Academic Year 2016-17 Program Plan

Activity 1: Increase Program Specialist in Public Information office from part-time to full-time. Fulltime scheduling will allow the Program Specialist to do Box Office activities -- now additional hours or stipend -- during regular work hours. In addition, the additional hours will make it possible for the Public Information Office to meet the increased workload due to the opening of a new site (Coyote Valley) implementation of Content Management system for the Website, implementation of EAB Navigate, support for SSSP and Equity plans and increased duties in Emergency Communications processes. Increasing this position to full-time will enhance student learning, student equity, and campus safety.

Personnel Request

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Classified	1	50%	\$ 26310.00	General Fund / On-Going

Non-Personnel Request - *none*



Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



Program Objective 3: Upgrade the entire Gavilan website with a unified look and feel, workflow management, improved accuracy in information-sharing, and Section 508 compliance

Strategy and Goal(s):

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #1: Improve communication processes among all stakeholders to increase awareness about planning activities, resource allocations, and significant factors affecting the college.

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: RESUBMITTED: See Academic Year 2016-17 Program Plan

Activity 1: Support institution and college departments in implementation of Content Management System for the website, and Communications activities of EAB Navigate.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



Program Objective 4: Provide consistency and ensure legal compliance for all college communications.

Strategy and Goal(s):

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #1: Improve communication processes among all stakeholders to increase awareness about planning activities, resource allocations, and significant factors affecting the college.

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #2: Create opportunities to improve integration and collaboration at every level, with emphasis on student success, e.g., a college hour, staff development opportunities.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: RESUBMITTED: See Academic Year 2016-17 Program Plan

Activity 1: Ensure the website includes all informations required by state and federal laws

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Develop purchasing guidelines for printed materials

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Develop image-use guidelines and training for staff

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		



Public Information Officer

Academic Year 2015-16

Vice-President		
Budget Committee		
President's Council		



Program Objective 5: Improve internal communications for the district

Strategy and Goal(s):

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #1: Improve communication processes among all stakeholders to increase awareness about planning activities, resource allocations, and significant factors affecting the college.

Strategy #6: Foster a campus culture of engagement and excellence through improved communication, coordination, collaboration, and participation.

Goal #2: Create opportunities to improve integration and collaboration at every level, with emphasis on student success, e.g., a college hour, staff development opportunities.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: Have begun creating and posting shared governance reports on Luminis
 Intranet has been migrated to Luminis
 Students have been added to Luminis and information is published in Class Schedules
 Rave alert system has been implemented.
 Emergency Communications Manual has been drafted and is going to the board in November 2014.
 An Institutional Style Guide is in draft form on the intranet. Logo and Branding updates are in progress.
 News the Week campus email has begun.

RESUBMITTED: See Academic Year 2016-17 Program Plan

Activity 1: Research and purchase Digital Signage system for the campus. (For example, <http://mvixdigitalsignage.com/systems/xhibit-signage-system/>) This can include an internet-based server with multiple screens through which consistent and timely institutional messages, including emergency alert information, can be delivered to different parts of campus, as well as off-sites. Some screens may also be used to view student-created and curated content. this activity will enhance student success, equity, shared governance, and college safety,

Personnel Request - *none*

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Server bundle kit	\$ 1925.00	General Fund / One-Time



6 displays	\$ 16000.00	SSSP / One-Time
Gate / entrance signage	\$ 15000.00	SSSP / One-Time
<i>Total Requested</i>	<i>\$ 32925.00</i>	

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		