



## **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 #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:**

Yes: \* 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

**Activity 1: Fund branding and awareness campaign for district and Coyote Valley Center.**

**Personnel Request - *none***

**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Advertising	\$ 20000.00	General Fund / One-Time
Printing	\$ 6000.00	General Fund / One-Time
Postage	\$ 6000.00	General Fund / One-Time
<i>Total Requested</i>	<i>\$ 32000.00</i>	

**Activity 2: Upgrade equipment in Public Information Office: replace 8 year-old DSLR camera and lens with web-enabled camera; purchase laminator; replace computer used by Marketing Specialist to one that can handle larger graphics files.**

**Personnel Request - *none***



**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Computer	\$ 937.00	General Fund / One-Time
Camera and lens	\$ 1000.00	General Fund / One-Time
Laminator	\$ 125.00	General Fund / One-Time
<i>Total Requested</i>	<i>\$ 2062.00</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):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

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

**Progress:**

Yes: 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.

**Activity 1: Continue to use part-time (4 hours/ week) faculty member to research and write stories and contribute photography for internal and external publications.**

**Personnel Request**

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Faculty	1	10%	\$ 12000.00	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):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

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

**Progress:**

Closed: New templates were designed and a new CMS implemented, creating a website that is attractive, modern, responsive, and section 508 compliant.

**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):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

**IEC Program Review:**

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

**Progress:**

No- None -

**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 workflow for vetting, approving, and disseminating all-campus and all-student emails.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

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Vice-President		
Budget Committee		
President's Council		



## **Program Objective 5: Improve internal communications for the district**

### **Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2015-16

### **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 2017-18 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 - *none***

**Activity 2: Continue monthly electronic First Friday newsletter for staff and develop a second version for the community.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Activity 3: Create a paper-based newsletter for sensitive information -- health, mental health, basic needs, and post it in bathroom stalls throughout the district. The news/resources should be updated at least every semester.**

**Personnel Request - *none***



**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Acrylic poster holders - \$7 each for approximately 210 stalls	\$ 2000.00	Equity / One-Time
Printing cost for posters - 210 11x17 color posters per semester	\$ 84.00	General Fund / On-Going
<i>Total Requested</i>	<i>\$ 2084.00</i>	

**Activity 4: Post paper-based newsletter of sensitive information in bathroom stalls -- health, mental health, community resources for basic needs such as food, housing, showers, and clothes. Newsletter to be updated every semester by the Public Information Office.**

**Personnel Request - *none***

**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Roughly 210 acrylic poster holders at \$6 each + shipping/tax	\$ 2000.00	General Fund / One-Time
Printing of 11x17 color posters every semester	\$ 84.00	General Fund / On-Going
<i>Total Requested</i>	<i>\$ 2084.00</i>	

**Activity 5: Contract for the development of new district maps that can be used online, in print, and as campus displays, and that include new campus facilities such as sand volleyball courts.**

**Personnel Request - *none***

**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Contract for art and design	\$ 6000.00	General Fund / One-Time
<i>Total Requested</i>	<i>\$ 6000.00</i>	

**Activity 6: Update campus signage to reflect recent changes on campus -- move of Welcome Center, removal of Child Development Center, CMAP, Community Education, and Police Academy.**

**Personnel Request - *none***

**Non-Personnel Request**

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
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New metal exterior signage at campus walkways and driving loop	\$ 8000.00	General Fund / One-Time
<i>Total Requested</i>	<i>\$ 8000.00</i>	

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