



## **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: Improve internal communications for the district**

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

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

### **IEC Program Review:**

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

### **Progress:**

Yes: 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.

**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: Work with Student Life Coordinator and Communications FIG to develop a monthly electronic newsletter for students.**

**Personnel Request - *none***

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

**Activity 3: Continue monthly electronic First Friday newsletter for staff and develop a second version for the community.**

**Personnel Request - *none***

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



**Rankings:**

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