



IEC Executive Summary

Academic Year
2014-2015

Program Name: Public Information Office

Major Program Goals:

1. Build and maintain a positive image of Gavilan College.
2. Provide professional internal and external communications.
3. Provide leadership on communications and public information issues of concern.
4. Actively support college operations and governance.
5. Provide marketing and promotional support and guidance for new initiatives.

Concerns/Trends:

1. Relatively small advertising budget compared to some other colleges.
2. Lack of workflow and job tracking procedures.
3. Changes in media environment: i.e., social media, mobile devices.
4. Changes in mission of community colleges at state level.
5. Transition to new web Content Management System (CMS).
6. Lack of both staff and student awareness regarding governance and events.
7. Need to budget to support new initiatives (e.g., Coyote Valley Phase I, Centennial).

Plans for Addressing Concerns:

1. Develop a workflow system with priority criteria and procedures.
2. Together with appropriate college committee, guide transition to new CMS system.
3. Implement email guideline and continue with weekly new emails.
4. Purchase and program electronic signage.
5. Develop and implement social media outreach and communication strategy.
6. Include specific marketing budgets for new initiatives in program plan.

IEC Recommendations:

1. Work within shared governance to develop social media and student email guidelines.
2. Develop workflow system along with job priority criteria and share with campus community.
3. Purchase and implement electronic signage.
4. Work towards successful implementation of Website CMS, including internal marketing.



Self-Study Summary

Academic Year **Name of Program:** **Public Information Office**
2014-2015

The Public Information Office continues to adapt, and help the college adapt, to a changing media and technology landscape. Whereas once print media was the most prominent arena for public communication, it is increasingly the digital and electronic platforms that command the greatest mindshare. As the staff and faculty are, in many cases, several decades older than the students, this creates an internal communications challenge in encouraging use of the new media.

The Public Information Office will have to work with the business office to develop processes for purchasing online advertising on social media sites (which generally requires a credit card purchase rather than a P.O.) and relatively less print advertising, which research shows to be the least effective means to reach students.

The Public Information Office needs to complete several of the items identified during the last review, and which have begun. These include the redesign and implementation of a Content Management System for the website, a community perceptions survey, and additional student media usage surveys. A few items must make their way through shared governance: the Student Email Guidelines and the Social Media Guidelines.

One of the challenges identified by many groups on campus is that many people feel that they don't know what is going on at the college – in terms of events, activities, or shared governance meetings. Continuing to work with the Communications FIG and the Webheads team on an integrated online event calendar, and integration of calendars throughout the website, are one activity already in progress. Improvements in wireless technology and the upgrade of the campus internet pipeline now make it a good time to investigate digital signage for key locations on campus. Over the next year, the Public Information Office will move from the temporary location Portable Building 2 to a new workspace. Hopefully this will enhance productivity by providing a shared space for staff, sufficient worktables for graphics projects, and a vented space for the color copier.