



El Camino College

Program Review

Marketing and Communications

Planning of Goals - Marketing and Communications

Goal 1

Goal Description

Ensure the website and marketing materials maintain established brand and web governance guidelines.

* Goal Status

In Progress/Funded

* Goal Cycle(s)

July 2023 - June 2027

Actions/resources needed to meet goal

Active

Y

Actions/resources needed to meet goal

Marketing & Communications will offer year-round training to present branding and web governance standards to college constituents. M&C will recruit group members, and hold quarterly meetings to ensure constituents are familiar with brand and web guidelines, how to implement brand and web governance, and are accountable for utilizing guidelines.

* Performance indicator/accomplishment

Identified training scheduled.

Identified number of campus constituents trained.

Goal 2

Goal Description

Develop Web Users guidance to assist college constituents in ensuring website content is current and engaging.

* Goal Status

In Progress/Funded

* Goal Cycle(s)

July 2023 - June 2027

Actions/resources needed to meet goal

Active

Y

Action

Action

Actions/resources needed to meet goal

Marketing & Communications will offer year-round training, recruit group members, and hold quarterly meetings to ensure constituents are familiar with content ownership, how to make site updates, and are accountable for reviewing content on a consistent basis.

* Performance indicator/accomplishment

Scheduling consistent training throughout the year. Development of training materials for users. Site improvements tracked, improved and measured through reporting provided by Stamats.

Planning of Goals - Marketing and Communications

Goal 3

Goal Description

Support the 2023-2026 Strategic Enrollment Management Plan goals under ACCESS to increase FTES by 11.6 percent each year through 2025.

Support Academic Affairs by incorporating new program mapping onto ECC website.

* Goal Status

In Progress/Funded

* Goal Cycle(s)

July 2023 - June 2027

Actions/resources needed to meet goal

Active

Y

Action

Action

Actions/resources needed to meet goal

- 1) In support of ACCESS, update program mapper and incorporate into high profile website locations. Integrate program mapper messaging into campaigns to students.
- 2) In support of ACCESS, leverage institutional marketing and outreach efforts with an equity focus by developing campaigns, outreach materials, web pages and catalog pages to communicate all program pathways.
- 3) In support of ACCESS, engage prospective students, particularly underserved and those who were lost during the pandemic, through responsive marketing, interactive digital content, and student-generated content.

* Performance indicator/accomplishment

- 1) Measure website traffic visits to program mapper pathway pages.
- 2) Develop new outreach materials.
- 3) Implement marketing campaigns that leverage developed content to prospective students.

Goal 4

Goal Description

Support the 2023-2026 Strategic Enrollment Management Plan goals under ENGAGEMENT by improving admissions to enrollment yield rate and the retention of students enrolled in 12+ units by five percent each year through 2025.

Strengthen Student Success and Engagement Teams within the Guided Pathways Program.

* Goal Status

In Progress/Funded

* Goal Cycle(s)

July 2023 - June 2027

Actions/resources needed to meet goal

Active

Y

Actions/resources needed to meet goal

- 1) Develop student recruitment videos specific to each respective Meta-Major to engage students at hands-on events and direct engagement with Meta-Major faculty.
- 2) Survey applied not registered students to identify key barriers to attending college and use findings to inform messaging for email, text, calls, post cards, social media campaigns.
- 3) "Secret Shop" the El Camino College experience from first contact through registration to identify areas of improvement.

Planning of Goals - Marketing and Communications

- 4) Write and design CRM content to communicate Meta-Majors, milestones, and progress maps.
- 5) Develop and execute a financial aid campaign.

* Performance indicator/accomplishment

- 1) Video views.
- 2) Survey engagement results, email open rate, CTA engagement, vanity URL traffic, social media engagement.
- 3) Results of "Secret Shop" activity and number of areas of improvement identified.
- 4) Results of campaigns designed for CRM, number of students impacted.
- 5) Engagement with Financial Aid campaign vanity URL.

Support the 2023-2026 Strategic Enrollment Management Plan goals under RETENTION

Goal Description

Support RETENTION by increasing term-to-term retention and course completion by 5 percent each year through 2025.

* Goal Status

In Progress/Funded

* Goal Cycle(s)

July 2023 - June 2027

Actions/resources needed to meet goal

Active

Y

Action

Action

Actions/resources needed to meet goal

- 1) Create a marketing strategy to encourage tutoring through counseling via embedded and discipline-specific counseling centers.
- 2) Use tested stop-out survey tool to identify key barriers to attending college and use these findings to inform messaging for email, texts, calls, direct mail, and social media campaign.

* Performance indicator/accomplishment

- 1) Success of marketing campaign engagement CTA and use of counseling.
- 2) Survey results and comments, engagement and open rate of emails, and engagement of vanity URLs in texting campaigns.

Support the 2023-2026 Strategic Enrollment Management Plan goals under COMPLETION

Goal Description

Increase degree and certificate completion as well as transfers by five percent each year through 2025.

* Goal Status

Not Started

Actions/resources needed to meet goal

Active

Y

Action

Action

Planning of Goals - Marketing and Communications

Actions/resources needed to meet goal

- 1) Survey students to identify key barriers to attending college and use findings to inform messaging for email, text, calls, direct mail, and social media campaigns.
- 2) Assist with CRM implementation to consistently reach former students.
- 3) Develop consistent alumni communication to re-engage former students.

*** Performance indicator/accomplishment**

- 1) Number of students identified from survey as needing help.
- 2) Results of CRM campaign engagement.
- 3) Engagement by alumni in alumni campaign.

Planning of Outcomes - Marketing and Communications

Outcome 1

Outcome Description

Stakeholders will engage in training to learn how to use established branding and web governance guidelines to develop marketing materials and website landing pages that are consistent across campus.

* Outcome Status

Not Started

* Outcome Cycle(s)

July 2023 - June 2027

Actions needed to achieve outcome

Governance documents developed and training scheduled.

Performance indicator/accomplishment

Staff participated and remained engaged in training.

Target

N/A

Outcome 2

Outcome Description

Development of materials and templates for implementation of training. Site improvements tracked, improved and measured through reporting provided by Stamats.

* Outcome Status

Not Started

* Outcome Cycle(s)

July 2023 - June 2027

Actions needed to achieve outcome

Marketing & Communications will offer year-round training, recruit group members, and hold quarterly meetings to ensure constituents are familiar with content ownership, how to make site updates, and are accountable for reviewing content on a consistent basis.

Performance indicator/accomplishment

Scheduling consistent training throughout the year. Development of training materials for users. Site improvements tracked, improved and measured through reporting provided by Stamats.

Target

N/A

Facilities & Equipment Assessment

What resources does the office/program currently have? Attach any documents in the next field.

None

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

None

Technology & Software Assessment

What resources does the office/program currently have? Attach any documents in the next field.

Continued use of Stamats developed dashboard to track site improvements related to governance.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

N/A

Staffing Assessment

What resources does the office/program currently have? Attach any documents in the next field.

N/A

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

The team has identified the need for a second webmaster.