MEMORANDUM

To: Charlie Ng, Interim Vice Chancellor and Chair, DSP

From: Alisa Moore, District PIO, and Chair, DSP Marketing and Outreach Committee

Date: February 15, 2011

Re: Proposed Revision to the Marketing and Outreach Committee portion of the DSP goals and timelines

1. The District Marketing and Outreach Committee is responsible for Objective 6.1.1, which reads:

Develop a comprehensive District marketing and outreach plan, coordinated with those of the colleges, to raise the communities’ awareness of education and training services.

1. The lead has been changed from Dr. Matthew Isaac to Alisa Sparkia Moore, Esq. (Leads)
2. The committee has been formed, and it includes members from both campuses, the EDCT, KVCR, students and some community members. (Who and what are needed)
3. The committee has not hired any support staff or a consultant, and no plans are in the works to do so, given overall budget constraints and the low level this objective was given on the priority list for the objectives of the DSP. (Who and what are needed)
4. There are no budget resources available to the committee. (Who and what are needed)
5. Initial Steps were listed as:
   1. Facilitator – Done by using current staff
   2. Identify the membership of the group/committee – Done
   3. Establish the marketing and outreach plan goals based on research and surveys/focus groups – this is a premature Initial Step
   4. Hire support – This is not going to occur within the foreseeable future.
6. Milestones –
   1. Those established for December 10, 2010, have been completed, in part. Those not completed are:
      1. Hire facilitator, marketing and support staff – will not happen, other than currently employed staff
      2. Research: survey/focus groups
   2. Those not completed for February 26, 2011 will include the goal set for the meetings:
      1. “to develop the marketing and outreach plan”
   3. Similarly, the committee will not finish or implement the marketing and outreach plan by the March 11 or April 11 dates.

The Committee Proposes making the following adjustments in the schedule:

1. That the current year be used to establish a baseline of the “communities’ awareness of education and training services” for the following reasons:
   1. Our community includes internal groups such as faculty, staff, students, managers, and the attendees of the EDCT and users of the KVCR programs, as well as external groups, including business people and other citizen groups in San Bernardino and 14 other smaller surrounding areas.
   2. We do not know how those groups individually or collectively view us as a District or the individual components of the SBCCD.
   3. Neither college has a marketing and outreach plan in place
   4. None of the five sites of the District has compiled a report as to what marketing and outreach efforts are in place currently
   5. Marketing and outreach are very different concepts
   6. Both campuses are over-enrolled, so traditional marketing is not what we would be doing now – but that will change as it always does – so we must design to include for a range of possibilities
   7. The EDCT has different marketing and outreach needs than does either campus.
   8. KVCR has different marketing and outreach needs than any of the other sites.
2. We have already done a survey of the district community regarding their awareness of each site and its’ offerings and of what they think the community knows about each site.
3. We propose to assess students’ perceptions, as well as those of local business people, using survey methods. We would like to explore the possibility of focus groups for citizen views, but need time to organize those and to make them substantive and accurate enough for use as a research tool.
4. We have asked each site to compile a report on its current Marketing and Outreach undertakings since the start of the 2010-2011 academic year, so we can see what is currently being done, and perhaps begin to assess the efficacy of those actions.
5. The creation of a Marketing and Outreach Plan for the District, CHC and SBVC is a huge use of staff time – none of the sites have any assistance for the two PR people, and the effectiveness or need for such a plan in a time of over-enrollment is something that must be addressed as an appropriate use of that staff person’s time, given other limitations – in the view of their supervisors. We ask that DSP consider this question, given the underlying assumption in the Objective that is not accurate. There is no basic plan upon which the DSP plans could be built.

The Committee suggests the following three year plan for meeting this Objective:

1. 2010-2011 be the year for establishing a baseline and creating a view of what is currently being done
2. 2011-2012 be used to design a plan in light of the findings from 2010-2011 (Fall 2011) and to implement those aspects that can be implemented, given whatever the status is of the budget and the enrollment numbers at that point. (Spring 2012) KVCR and EDCT may decide to implement more than the District and campuses might, for instance.
3. 2012-2013 be used to assess the success of the implementation of that plan by revisiting those assessment modes used in 2010-2011.

Thank you for considering our proposal.