

## **Division: Presidents Office**

### ***Department: College and Community Relations***

**Director or Chair:** Susan Herney

**Program Description:** The Department of College and Community Relations uses marketing and public relations tools to develop and implement community relations and public information programs, marketing and promotional campaigns in order to enhance access, develop community awareness, and to enhance the image of Grossmont College.

#### **Activities**

Activity #1:

Public Information: Assess and respond to community needs for information about College programs, services and activities. Support activities include: analysis of enrollment trends; identification of key messages for stakeholder groups; serve as liaison to District for news media; develop talking point strategies; develop, disseminate, and post news release on website.

Benefits:

Heightened awareness about Grossmont College programs, and services among external constituencies; College program staff are more effective in identification of and communication with target audiences.

Requirements:

Curriculum Development?	N
Equipment?	N
Facilities?	N
Marketing?	Y
Staffing – Classified?	Y
Staffing – Faculty?	N
Staff Development?	Y

Goals and Objectives: 1, 1.1

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Activity #2:

Advertising and promotion to communicate the Grossmont College message and to meet enrollment targets. Supported activities include: Strategic Marketing Plan, messages and media selected as appropriate and to conform with data generated by Enrollment Strategies Committee; Implement advertising campaigns for targeted enrollment initiatives.

**Benefits:**

Heightened awareness about Grossmont College programs and services among external constituencies. Grossmont College Divisions and Departments are more effective in identifying and communicating to target audience. Access to new and specialty courses and programs is enhanced.

**Requirements:**

Curriculum Development?	N
Equipment?	N
Facilities?	N
Marketing?	Y
Staffing – Classified?	Y
Staffing – Faculty?	N
Staff Development?	N

Goals and Objectives: 1, 1.3

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**Activity #3:**

Maximize opportunities to enhance the Grossmont College image with internal and external audiences in collaboration with the Grossmont College Foundation, Phi Theta Kappa and the ASGC. Support activities including planning assistance and promotion of selected campus events such as WACO; GC Foundation; ASGC; Recognition Awards Ceremony; and new revenue projects.

**Benefits:**

Heightened awareness about Grossmont College programs, and services among external constituencies. Grossmont College publications, programs and events have consistent design elements with use of logo and protocols; Divisions and Departments are more effective in identifying and communication to target audiences; Support college initiatives and special projects.

**Requirements:**

Curriculum Development?	N
Equipment?	N
Facilities?	N
Marketing?	Y
Staffing – Classified?	Y
Staffing – Faculty?	N
Staff Development?	Y

Goals and Objectives: 2, 2.6

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Activity #4:

none

Benefits:

none

Requirements:

Curriculum Development?	N
Equipment?	N
Facilities?	N
Marketing?	N
Staffing – Classified?	N
Staffing – Faculty?	N
Staff Development?	N

Goals and Objectives: 0, 0

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Activity #5:

none

Benefits:

none

Requirements:

Curriculum Development? N

Equipment?	N
Facilities?	N
Marketing?	N
Staffing – Classified?	N
Staffing – Faculty?	N
Staff Development?	N

Goals and Objectives: 0, 0

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## **Additional Planning Activities**

none

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### **Accomplishments**

#### Accomplishment #1:

Plan, develop and disseminate a wide range of informational materials to assist current and potential students, and to inform the community about Grossmont College. Examples include: Facts in Brief; 9 issues of Campus Scene; Outreach support materials, etc.

Goals and Objectives: 1, 1.1

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#### Accomplishment #2:

Prepared and disseminated 30 news releases, posted on website, to inform the community about Grossmont College events and opportunities to enroll.

Goals and Objectives: 2, 2.6

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#### Accomplishment #3:

Prepared 39 entries for state, regional and national competition for Grossmont college, winning ten awards for marketing and promotional efforts.

Goals and Objectives: 1, 1.1

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#### Accomplishment #4:

Prepared and executed five strategic marketing plans for each enrollment period during the academic year. Activities included print advertising, radio commercials, distribution of schedules and collateral materials.

Goals and Objectives: 1, 1.1

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#### Accomplishment #5:

Coordinated Grossmont College participation at more than 25 community and employer-based educational fairs. Provided support materials for college entities engaged in specific targeted outreach: EOPS, Financial Aid, Counseling, etc.

Goals and Objectives: 1, 1.1

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#### Accomplishment #6:

Provided 60 consultations and technical resource sessions to Grossmont College faculty and staff, assisting their development and preparation of informational and marketing materials.

Goals and Objectives: 1, 1.1

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Accomplishment #7:

Coordinated on-campus media coverage by electronic and print media, including KNBC, KSWB, KUSI, San Diego Union-Tribune, ESPN, BBC.

Goals and Objectives: 1, 1.1

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Accomplishment #8:

Coordinated Annual Grossmont College Recognition Ceremony, honoring more than 150 faculty and staff for career milestones and acknowledging special achievements.

Goals and Objectives: 6, 6.3

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Accomplishment #9:

none

Goals and Objectives: 0, 0

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Accomplishment 10:

none

Goals and Objectives: 0, 0

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**Additional Accomplishments:**

none