

Department Plan

Long Beach City College

Admin - CRM (Outcomes)

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Intended Outcome: Improved Public Opinion

Key stakeholder group opinions of LBCC's academic reputation will improve as a result of our "Success Begins Today" public relations campaign in 2010.

N/A: 2010 - 2011

Start Date: 01/10/2011

End Date: 06/30/2011

Outcome Status: Active - Not Currently Assessing

Strategies for Outcome: Implement a multi-pronged public relations and marketing strategy called "Success Begins Today" to build awareness of the many ways LBCC helps students succeed in their career and educational goals. Specific strategies include: State of the College event, integrated marketing campaign with mailers and paid advertising, digital media campaigns and community outreach activities to reinforce success messages.

Means of Assessment			
Assessment Task	Criteria/Expected Level of Achievement	Responsible Parties	Active
Focus groups will be conducted to assess key stakeholder group opinions of LBCC's academic reputation will improve as a result of our "Success Begins Today" public relations campaign in 2010. Assessment Method Category: Focus Groups	When asked in focus groups, key college stakeholders will be able to identify specific college success stories - i.e.. Long Beach College Promise, Student Success Initiative, etc, - when queried.		Yes

Related Goals

Board of Trustees' Goals 2009 - 2011

* Improve organizational function, create a greater sense of community, and continue community outreach efforts.

Superintendent-President Agenda 2009 - 2011

* Economic, Workforce Development, and Community Outreach

Intended Outcome: Award-winning publications and materials

Publications, materials and campaigns produced by CRM will receive awards from state and national public relations and marketing organizations

N/A: 2010 - 2011

Start Date: 09/01/2009

Outcome Status: Active - Not Currently Assessing

If specific to a functional PUBLIC RELATIONS & GRAPHIC DESIGN unit, indicate here:

Means of Assessment			
Assessment Task	Criteria/Expected Level of Achievement	Responsible Parties	Active
CRM staff will enter materials designed and produced in-house into competitions sponsored by regional and national trade group competitions to assess their competitive merit. Assessment Method Category: Reporting System - External	CRM staff expects to win multiple awards in competitions next year including at least 1 first place recognition.		Yes

Related Goals

Board of Trustees' Goals 2009 - 2011

* Improve organizational function, create a greater sense of community, and continue community outreach efforts.

Superintendent-President Agenda 2009 - 2011

* Economic, Workforce Development, and Community Outreach

Intended Outcome: Improved internal and external communications

LBCC will significantly improve on-campus communication and community relations through new digital media efforts and campaigns.

N/A: 2009 - 2010

Start Date: 08/03/2009

End Date: 12/31/2009

Outcome Status: Active - Currently Assessing

If specific to a functional MEDIA & PUBLIC RELATIONS unit, indicate here:

Strategies for Outcome: Improve existing and develop new online tools to improve communication with internal and external groups.

Means of Assessment			
Assessment Task	Criteria/Expected Level of Achievement	Responsible Parties	Active
CRM staff will conduct surveys to receive feedback on the "in the loop" newsletter and redesign it based on that feedback. A follow up survey will be conducted to assess the redesigned newsletter. publication Assessment Method Category: Survey - Satisfaction	70% of respondents will indicate that they are satisfied with new publication		Yes
CRM will increase membership in and use of online outreach and social networking tools. Assessment Method Category: Checklist	CRM will double current membership in Facebook fanpages, establish a Twitter following, create an email listserv for outreach and establish a text-based emergency notification system.		Yes

Related Goals

Board of Trustees' Goals 2009 - 2011

* Improve organizational function, create a greater sense of community, and continue community outreach efforts.

Superintendent-President Agenda 2009 - 2011

* Economic, Workforce Development, and Community Outreach

Intended Outcome: Successful legislative advocacy.

College priorities will be supported and funding increased through legislative advocacy.

N/A: 2011 - 2012

Start Date: 12/01/2009

End Date: 09/16/2011

Outcome Status: Active - Currently Assessing

If specific to a functional GOVERNMENTAL RELATIONS unit, indicate here:

Strategies for Outcome: Build effective relationships with local legislators, legislative leaders, members of the Administration and key stakeholder groups to create support for legislative changes.

Means of Assessment			
Assessment Task	Criteria/Expected Level of Achievement	Responsible Parties	Active
CRM will help pass legislation that furthers the College's key instructional priorities. Assessment Method Category: Other	CRM, through effective Governmental advocacy efforts, will help enact legislation in one of the following key areas by the close of the 2011 legislative session: - Accelerated Learning College		Yes

Means of Assessment

Assessment Task	Criteria/Expected Level of Achievement	Responsible Parties	Active
	- New funding to support "success" as well as "access" - Uniform assessment across CCC - Enact additional funding support for the College's Student Success Initiative		

Related Goals

Board of Trustees' Goals 2009 - 2011

- * Measure and improve student success.
- * Measure and improve fiscal and infrastructure stability.

Educational Master Plan 2005 - 2010

- * Learning

Superintendent-President Agenda 2009 - 2011

- * Student Success
- * Institutional Effectiveness