

Department Plan
Long Beach City College
Admin - CRM (Goals)

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Mission: CRM will facilitate the success of LBCC's students, staff, faculty and alumni and communicate the benefits LBCC provides the region and the advantages of pursuing an education at LBCC through efficient and effective marketing, public relations, governmental advocacy and community outreach efforts.

Description: CRM will also assist other offices such as the President, Board of Trustees, ERD Division, Foundation, Outreach, Student Life and many others by providing expert assistance and service in communication, marketing, governmental relations and other related efforts.

Primary Functions - LAC: CRM serves both campuses equally.

Primary Functions - PCC: CRM serves both campuses equally.

Internal Conditions (see The CRM budget has been reduced as a result of the CA budget reductions. Lost full time Ex. Dir. position and

Help for list): all LTE support and operating budget has been reduced by 25% over last 2 years. Significant expansion in use of new digital (marquee) and social media is being accomplished through reallocation of existing staff resources. Responsibilities of Ex. Dir. position have been absorbed by existing personnel along with addition of new responsibilities.

External Condition- Regulatory/Legislative Reductions in the budget have reduced staff and other resources available for CRM activities.

Changes:

External Condition- Grants None

Available:

External Condition- N/A

Advisory Committee Input:

External Condition- Community The partnership with LBUSD and CSULB is a major building block of the Long Beach College Promise an important component of the success campaign.

Outreach/Partnership:

Describe how your dept. supports student learning: CRM supports student learning in the following ways:

1. By producing the Course Schedule and Catalogue and a host of other essential publications for the college;
2. By providing effective marketing to help attract, enroll and retain students and to build the value of their education; and
3. By providing guidance and support to the President's Ambassadors who work in our office and all other students with whom we contact.

Staff : see page 7 of LBCC Org Chart

Names & Titles of Program Mark Taylor, Interim Director, College Advancement, Public Affairs, and Governmental Relations

Review Participants: Robert Garcia, Director Communications
Camille Bolton, Public Relations Coordinator
Lynn Blankenship & Bill Zeilinger, Graphic Designers

2009-2010 Successfully maintained strong community presence with our branding message of "Success Begins Today."

Accomplishments: External branding included postcard mailing to every home in the district along with consistent and timely news articles in local press of LBCC success stories. A real benefit this year was the development of a new eSchedule of Classes for students that made it more friendly to use as well as being environmentally conscious.

2010-2011 -Implemented new marquees on both campuses

Accomplishments: -launched new social media efforts
-implemented Annual Report in conjunction with State of the College (SOC)
-implemented new Student Success Award in conjunction with SOC
-won design awards in 2010 NCMPR national competition
-passed SB 650 - LB College Promise Partnership Act
-earned significant media coverage for key college initiatives

Goal: Produce excellent materials

Design, write, edit and produce outstanding and award-winning printed, online publications and related collateral materials and campaigns to advance LBCC.

Year: 2011 - 2012

Start Date: 07/01/2009

Goal Status: In Progress

Goal Priority: High

Rationale: Printed and digital materials comprise the bulk of the outputs produced by the CRM team. The quality of that work correlates directly with the effectiveness of the campaigns and activities we conduct. CRM must meet high standards to be effective in the modern age to compete effectively for the attention of those with whom we are trying to communicate.

Strategies: Continue to improve the skills and abilities of staff through participation in professional associations such as CCPRO and NMCPR.

Participate in annual competitions to test the quality of our work against our peer institutions

Responsible Parties: CRM Team

Campus supported by this goal: Both

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

Level of Support Needed: Department

Related Resources Needed

* Resources Needed Name: Digital Photo Archive

Resources Needed CRM has tens of thousands of photos that which need to be digitally archived and categorized to allow for

Description: increased usage and easier access. To accomplish this, a new server and software package is needed.

Inter-Level/ VP Level Group Pending

Decision:

Fiscal Year: 2010 - 2011

Duration: One-time

Estimated Cost: 7500.0000

Type of Resource 640000 - Equipment

Requested:

Justification for Resource A tremendous asset - a huge photo archive - is under utilized currently because the printed photos and slides are

Request: difficult to access. Creating a digital archive would greatly increase the ease of use and preserve these valuable college resources.

Department Code: 671500 CRM

Goal: Increase use of new and emerging media

Make LBCC a leader in the use of new media and digital technology to market LBCC and to communicate with the community and other stakeholders.

Year: 2011 - 2012

Start Date: 11/21/2011

Goal Status: In Progress

Goal Priority: High

Rationale: More and more, modern digital technologies and social media are becoming essential parts of mass communication - especially with college aged populations. To connect with current and future generations of college students, it is essential to develop strong digital campaigns and outreach efforts to supplement - even supplant - traditional print and broadcast campaigns.

Strategies: - Replaced mailing of printed course schedules to every household with mailpiece designed to encourage online registration

- growing presence on Facebook, Twitter and other social media outlets.

Responsible Parties: CRM Team

Campus supported by this goal: Both

If specific to a functional unit, indicate here: Communications

Level of Support Needed: Department

Goal: Effective Gov Advocacy

Support LBCC's key initiatives - I.e. Long Beach College Promise & ERD - through effective governmental advocacy.

Year: 2011 - 2012

Start Date: 01/05/2009

Goal Status: In Progress

Goal Priority: High

Rationale: Legislation and regulatory changes are the only means to achieve many of the institutional goals set by the

President and Board of Trustees.

Strategies: Active participation in the legislative cycle in Sacramento and Washington DC.

Cultivating effective working relationships with local elected representatives as well as key leaders of committees and administrative offices.

Aligning with key nonprofits and advocacy groups to advance key issues.

Responsible Parties: CRM Staff

Campus supported by this goal: Both

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

Level of Support Needed: Department

Related Resources Needed

* Resources Needed Name: Governmental Advocacy

Resources Needed To maintain an effective presence in Sacramento, LBCC must have a representative based in the Capitol to

Description: advocate for its interests as needed.

Inter-Level/ VP Level Group Pending

Decision:

Fiscal Year: 2010 - 2011

Duration: On-going

Estimated Cost: 42000.0000

Type of Resource 514000 - Professional Services

Requested:

Justification for Resource Have representation in Sacramento is essential to meeting the governmental advocacy goals of LBCC.

Request:

Department Code: 671500 CRM

Goal: Improving communication with students

Improving communication with students in a timely manner through the addition of new texting & email tools and improved use of lbcc.edu and social & digital media.

Year: 2011 - 2012

Start Date: 11/01/2011

End Date: 12/31/2012

Goal Status: NEW

Goal Priority: High

Rationale: They are our most important stakeholder and communication is key.

Strategies: Purchase and implement new text/email tools

Responsible Parties: CRM & IITS - in conjunction with student services departments

Campus supported by this goal: Both

If specific to a functional unit, indicate here: College wide impact

Other Area impacted by this goal: IITS (Instr & Info Tech Svcs)

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: Text/Email delivery system

Resources Needed Need new technology to deliver messages in a timely and strategic fashion to students.

Description:

Inter-Level/ VP Level Group Pending (Approved but not funded)

Decision:

Fiscal Year: 2011 - 2012

Duration: On-going

Estimated Cost: 20000.0000

Type of Resource Software

Requested:

Justification for Resource This is the single biggest communication need on campus.

Request:

Department Code: 671500 CRM

Requested Funding Source: General Fund

