Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information** | |
| Department name | Marketing and Communications |
| Date this report was completed | July 29, 2020 |
| Staff who contributed to this report | Tony Johnson, Raechel Dawson, Dave Weber |
| Department Mission statement  (if applicable) (Division Mission) | Institutional Advancement furthers an awareness of and appreciation for Highline College by communicating with diverse constituencies, building and strengthening relationships and encouraging participation in and support of college programs and initiatives. |

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| **Taking stock of 2019-2020** |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| **Connected Directly with High School Seniors in our Service Area**  (Core Theme 2, Objective 2)  **Evidence:** We worked with Highline Public Schools to obtain a listing of 2020 seniors. We then worked with Outreach to create a package of promotional materials to send out to these seniors at their home address. We created a series of videos featuring Dr. Mosby congratulating graduating high school seniors and encouraged them to explore Highline College. We worked with an outside vendor to geofence all high schools in our service area to deliver Highline College display ads to students’ mobile phones.  **Department/Program Website Migration into WordPress**.  (Core Theme 1, Objectives 1 and 3. Core Theme 3, Objective 1)  **Evidence:** During 2019-2020, we converted 12 department or program websites into the WordPress content management system. This allowed editors to more easily update their content and provide more accurate and updated information to students and prospective students. In addition, this continued to help provide a more uniform look, feel and navigation structure across our family of over 120 websites.  **Provided Excellent Print Design Support to our Campus Community**  (Core Theme 1, Objectives 1 and 3. Core Theme 3, Objective 3)  **Evidence:** During 2019-2020 we produced a record number of print design products (over 300) at the request of campus clients. These included posters, flyer, brochures and other types of promotional materials.  **Promotion of Health and Life Sciences Building Opening**  (Core Theme 3, Objective 1)  **Evidence:** Many key stakeholders, elected officials and community members attended the grand opening of the Health and Life Sciences building in January. We communicated to our community through a series of three news stories, a press release, event invites, promotional materials, social media content and more.  **Diploma Cover Drive-Thru Event**  (Core Theme 1, Objective 1/Indicator 1.1)  **Evidence:** Through effective communication and social media marketing, the Diploma Cover Drive-Thru was a successful event in which hundreds of students attended, despite short notice due to shifting COVID-19 pandemic rules and guidelines. This allowed students to have meaningful interactions with faculty members outside of the classroom, as faculty members were heavily involved in the event, cheering them on and celebrating their success.  **Print Shop Recognized Regionally and Nationally for its Innovation and Student Involvement**  (Core Theme 1, Indicators 1.1 and 1.3)  **Evidence:** The Print Shop received national recognition for printing excellence twice. One award in 2019, the other in 2020. The Association of College and University Printers (ACUP) Digital Production award (first place) and the Wide Format Platinum award. Students were involved in planning and production for these projects. |
| **Department strengths** |
| Multi-talented. We wear many hats. We are agile and respond quickly. We work well together and are extensively crossed-trained in multiple areas. Print Shop provides learning space for Art & Design students and Business Technology students through internship and work-study programs. Bringing on the new web designer/front end developer has been crucial to building the bench strength of this team. |
| **Department challenges** |
| Fairly small staff with many areas of responsibilities. No staff member dedicated to video/multimedia production. Need for newer technology to replace outdated equipment in print shop. It took three hiring processes to find our new web designer/front end developer. |
| **Areas you would like to improve** |
| Improve ability to produce marketing/promotional videos for us as a department but also for campus clients. |

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| **2020 - 2021 work plan development** |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.  Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021. |
| **Communicate COVID-19 Pandemic Impacts, and Resources for Students who are Impacted, Effectively**  (Core Theme 3, Objective 1)  **Evidence:** Number of impressions, reach and data points on social media messages, number of emails sent, COVID-19 Resources page impressions, decrease in questions emailed to ask@highline.edu from spring quarter, etc.  **Continued Department/Program Website Migration into WordPress**.  (Core Theme 1, Objectives 1 and 3. Core Theme 3, Objective 1)  **Evidence:** We continue to work with campus departments and programs to transition their websites into WordPress, with the goal of transitioning as many, if not more, sites into WordPress as 2019-2020. This effort also supports our Accreditation and Mission Fulfilment to assure that information on the web is up to date and accurate.  **Integration of updated Guided (Career) Pathways information on College’s Top-Level Site.**  (Core Theme 1, Obj 2, Ind 2.2))  **Evidence:** We work with cross-campus team to identify new Guided Pathway information and integrate it into top-level site. This could add an estimated 50-60 new pages to the top-level site. Work with ITS to explore options for how to display degree and certificate program maps in Acalog so they can be dynamically generated and not manually maintained by Marketing and Communications staff.  **Add equipment, products and services to print shop**  (Core Theme 4, Objective 2)  **Evidence:** Print shop is able to purchase equipment and add new products and services to enhance printing and binding capability in order to offer campus clients more options and increase sales. |

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| **Suggestions to improve this report or process** |
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