

Educational Planning Committee Report
Academic Year 2020-2021
Year 2 of the *Strategic Plan 2019-2022*
Year 2 of the *Educational Master Plan 2019-2025*

EMP Focus Area and Goal: College Systems Goal 4
Champions: Director of Marketing and Communications, Director of Advancement

[Timeline for Implementation](#)

EMP 6-Year Goal and Strategic Plan 3-Year Objectives:

College Systems EMP Goal 4: Increase outreach and marketing to reach all potential student populations, enhance COM's image, and ensure Marin County views COM as a good value for its cost and high- quality education.

Strategic Plan Objective CS4.1: COM marketing materials create a visible presence in the community and are recognizable as a cohesive part of the institutional brand.

Strategic Plan Objective CS4.2: Potential student populations, as identified through the 2018 Environmental Scan and Census data, are aware of COM's offerings and view the College as a good value.

Strategic Plan Objective CS4.3: COM's strategic marketing collateral resonates with potential student populations identified in Objective CS4.2.

Strategic Plan Objective CS4.4: The College will use culturally responsive communication strategies which align with population specific cultural norms and linguistic nuances.

Action steps discussion for CS Goal 4 from 3/1/2021

Equity related actions to build inclusion:

- o Professional development
- o Assessment of current marketing and outreach efforts.
- o Crystallization of talking points to take to donors and incorporate into grants.
- o Assessment of board and administrative policies using an equity lens.
- o Review of branding guidelines, style sheets and taxonomy with an equity lens.

Promoting targeted marketing efforts – hired outside company to do research on targeted marketing groups. • Targeted groups are: o BIPOC o High school students o Adults o +65 o Stopout students o Community members

Approximately once a week for the last year a communication of some kind was sent out. These included press releases, statements, stories or other types of media. There were also campaigns designed for specific targeted focus groups. <http://www1.marin.edu/news>

A shift in strategy was also implemented from print media such as Golden Gate Transit ads to keyboard searches. For example, a student using google to search for “dental assisting program.” Nicole is also investigating ways to store marketing assets to make it accessible to others across campus with talking

points that can be used by different depts and for different audiences. The preferred method so far is MS Teams.

Review and revamp of COM website to make sure that there are no “links to nowhere” (Enrollment Services) and making sure that the look and feel of the website is carried across all depts and offices. Reviewing for ease of navigation and feeling of inclusion. <http://es.marin.edu/>

The successful launch of online text donations was also acknowledged.

EPC Discussion / Feedback 3/1/2021

Question about how to maintain brand but also avoid bottlenecks for programs to be able to market? Response was that work is being done to create set of templates that people can use based on specific needs.

How to make sure that marketing/branding is being considered with new facilities, which was a question EPC wanted to help director with last time as well.

Progress Indicators

Progress Indicator CS4.1: *Institutional branding guidelines are established, implemented, and used widely by the internal community and recognized by the community at large.*

20/21 Value: Work on institutional branding guidelines was paused due to the time required to work on COVID-19 Oversight and Implementation Teams, but will resume in June 2021. During the 2020-2021 academic year, information about COVID-19 was centralized and the internal community was educated about how to navigate and find updates and resources, information specific to audience (students, faculty, staff, community), and getting help remotely.

The success of this COVID-19 information hub was shared statewide in a presentation to CEOs, CIOs, PIOs, and their teams. Collaborative presentation made by Nicole Cruz, Patrick Ekoue-totou, Shook Chung, and Dong Nguyen.

Presentation: [College of Marin COVID-19 Communications – March 31, 2020](#)

Strategic Plan Objective CS4.1:

Action Step 1.2: Educate the internal community about implementation of branding guidelines, including the related policies and procedures.



1 STUDENTS AND FACULTY START HERE!

- Getting started information
 - Resource guides for students, faculty, and staff
- UPDATES AND RESOURCES**
- COVID-19 Updates
 - Direct links to the student, faculty, and staff resource guides
- CANCELED EVENTS**
- List of canceled events and activities

2 WE CAN HELP ASK US BUTTON

- Students, faculty, and staff can use this form to ask questions and submit requests
- RESOURCE GUIDES**
- Information specific to the needs of students, faculty, and staff
- SUPPORT SERVICES**
- Services COM is able to offer remotely and additional off-campus support services for our community

Progress Indicator CS4.2: Top three priority populations have been identified and corresponding marketing strategies have been developed. Marketing strategies have been communicated to relevant programs.

20/21 Value: Guided by gaps identified through institutional research, findings from the California Community Colleges Chancellor's Office about enrollment trends, and other environmental data, COM is focusing marketing strategies on Black, African American, and people of color (BIPOC), adult learners ages 23-65, and high school juniors and seniors as its top three priority populations, while continuing general enrollment efforts to stop-out students and community members.

During a hectic academic year where we were primarily remote, strategies to raise awareness of the value proposition for each of the targeted populations shifted. The goal was to balance disseminating critical information about the pandemic with stories that resonate and inspire potential and continuing BIPOC students, adult learners, and high school juniors and seniors.

Communication Type and Number (as of March 1, 2021)

Notifications **84**

News Releases **23**

Statements **6**

Stories **22**

Of the 22 stories, 11 were relevant to all five audiences, four stories were relevant to four out of the five target audiences, and seven had strong community relevance.

Story Examples:

Strategic Plan Objective CS4.3:

Action Step 3.1: Gather testimonial stories to inform marketing strategies.

- Alumni Success
 - Lori Davis
 - Vincent Chew
 - Niklas Ugalde
- STEM Students
 - Jenna Nicolas
 - Alexandra Evans
 - Oda Piccinini
 - Rune Norderhaug
- Alice Rocky and the Power of Precision
 - Internal/external community
 - Physical and mental health
- Tuesday Breakfasts with Umoja
 - Spotlight the people and the program
 - Enough material to do a story every other week for the rest of 2021

Progress Indicator CS4.3.1: Campaign messages and elements have been documented and include examples and raw data for evaluation.

20/21 Value:

Following are examples of campaign messages and elements.

Strategic Plan Objective CS4.3:

Action Step 3.2: Create variations of targeted campaigns and test them with representative focus groups.


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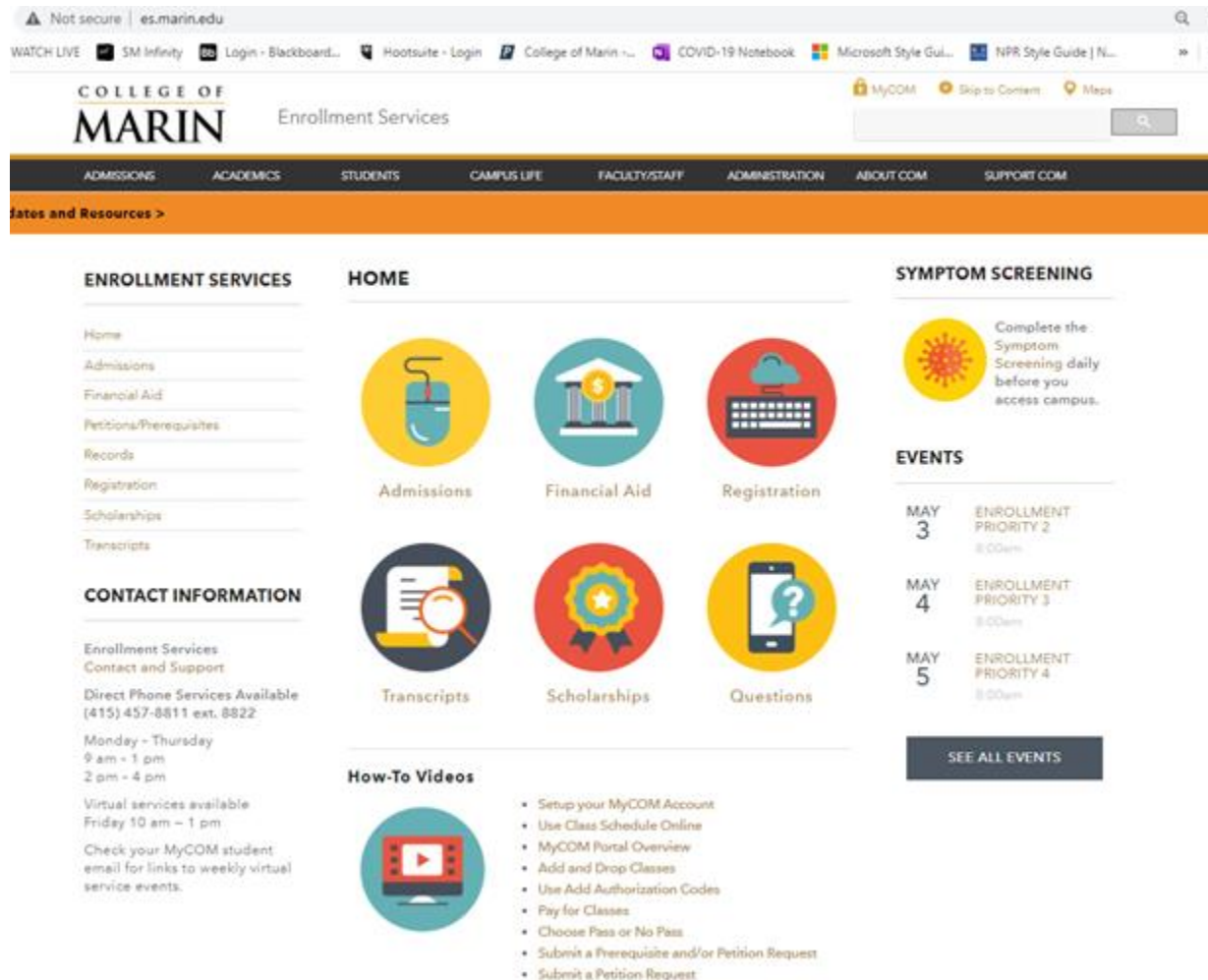


COLLEGE OF
MARIN

No. 1 California

No. 5 United States

The Enrollment Services home page (<http://es.marin.edu/>) was revamped to make navigation easier to admissions, financial aid, registration, transcripts, scholarships, and questions. A bulleted list of services that was static (not hyperlinked to more information) was replaced with graphic icons that visually call out the topic and link to pages with corresponding content.



These changes also make it easier for those navigating the site on mobile platforms as they don't have to scroll through an unwieldy amount of information to find what they are looking for. How-to videos were created and added to the page:

- Setup your MyCOM Account
- Use Class Schedule Online
- MyCOM Portal Overview
- Add and Drop Classes
- Use Add Authorization Codes
- Pay for Classes
- Choose Pass or No Pass
- Schedule a Prerequisite and/or Petition Request
- Submit a Petition Request

The Admissions page (<http://www1.marin.edu/admissions>) is being revamped to take a more personal and instructional approach based on the type of student (new, returning, high school, ESL noncredit, ESL credit, international) and the enrollment steps that apply specifically to them.

And on the High School Programs page (<http://www1.marin.edu/high-school-programs>), content is being reviewed for modifications to clarify the program differences and how they can enroll, raise awareness of available opportunities, and reduce scrolling on mobile platforms.



On May 1, 2021, College of Marin (COM) will have its yearly College Success Saturday for graduating high school seniors. The event will provide students with everything they need to be at the front of the line to register for their classes this fall.

Progress Indicator CS4.4: College of Marin Style Guide is accessible to the internal community and reflects culturally responsive language for use in College marketing and collateral material.

20/21 Value: Elements from the Diversity Style Guide and professional development sessions reflecting on accessibility and anti-racist terminology are being added for inclusion in the updated branding guidance. This work is still in progress due to tasks related to COVID-19. Will engage PRAC to assist with review of terms for final inclusion.

COVID-19 notifications to students were translated to Spanish and posted in both languages on the College website.

Rating of Progress

Please self-rate your progress toward achieving each of the above objectives:

- Red: No progress
- Yellow: Substantial progress
- Green: All action steps implemented, and objective achieved

Strategic Plan Objective CS4.1:

Yellow: Substantial progress

Need dedicated time to finish the action steps in Objective CS4.1. The pieces are coming together, but time and resources are currently focused on the safe reopening of our campuses.

Strategic Plan Objective CS4.2:

Yellow: Substantial progress

COM's targeted marketing efforts have been prioritized and strategies have been developed and deployed to raise awareness of the value proposition for each. Evaluation and assessment to continue in Year 3.

Strategic Plan Objective CS4.3:

Green: All action steps implemented, and objective achieved

Testimonial stories to inform marketing strategies have been gathered and are housed in an online repository. Examples of campaign variations and data are included in this report.

Strategic Plan Objective CS4.4:

Yellow: Substantial progress

While the COM Style Guide is still in progress, COVID-19 communications to students were, and continue to be, translated to Spanish. Greatly increased social media and digital content that resonates with a multicultural audience.

Where are you not on track? What will you do differently for next year / what else needs to happen?

Need to dedicate time to finish out CS Goal 4 Objectives paused while attention is diverted to COVID-19 efforts.

Regular meetings with Director of Advancement and other campus collaborators need to be calendared.

Additional work on streamlining in-person events is in progress with Facility Rental Supervisor and the COVID-19 Oversight and Implementation Teams. Need to build out Microsoft Teams channels and expand beta testing to larger user group.

Performance Indicator Data for EMP 6-Year Goals

CS Goal 4 Performance Indicator: Community pre- and post-surveys show an increase in perception of COM as a good value for cost and high-quality education

Baseline/ Target	Year 1 19/20	Year 2 20/21	Year 3 21/22	Year 4 22/23	Year 5 23/24	Year 6 24/25
	None available as survey data will be forthcoming as part of Goal 4 objectives.	Need to complete evaluation of efforts as current campaigns are still running.				

EPC Use Only

EPC supports the self-evaluations of progress above.