

Educational Planning Committee Report
Academic Year 2019-2020
Year 1 of the *Strategic Plan 2019-2022*
Year 1 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.

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

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.

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

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.

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.

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

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

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

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.

- 1. What actions have been taken toward achieving the objectives above? Please describe (reference action steps when relevant). Attach or add links to relevant documentation for each objective.**

Strategic Plan Objective CS4.1:

Action Step 1.1: Background research has been performed to identify elements to include in COM's branding guidelines and preliminary content has been compiled. Related policies and procedures are currently in preliminary review. Revisions will be based on current legal guidance (if applicable) and the workflow determined in objective CS4.1, action step 1.3.

Screen Shots – Branding Guidelines Webpage

Action Step 1.2: Spring 2020 FLEX workshop, Marketing Roadshow: How Campus Collaboration Improves Student Access, was given by director of marketing and communications. Attendees had the opportunity to reflect and share feedback on COM's recent marketing efforts. The feedback will be built upon in future sessions to form a foundation for improved collaboration among departments and across campus in shaping how the College tells its story through marketing and communications.

CS Goal 4 Evidence 1: [Marketing Roadshow: How Campus Collaboration Improves Student Access](#) PPT

CS Goal 4 Evidence 2: [Marketing Roadshow Interactive Exercises](#) Flex Handout

Strategic Plan Objective CS4.2:

Action Step 2.1: Contracted with agency to review enrollment data, conduct demographic research and a student media study, and facilitate phone interviews to gather quantitative and qualitative data. This evaluation will be used to gauge understanding of the role of marketing within the College, determine audience segmentation, and aid the College in prioritizing targeted marketing efforts.

Action Step 2.2: Attended California Community College Chancellor's Office Town Hall and College Fair. This event was an initiative of the Chancellor's Office African-American Advisory Panel. The college fair was followed by a general information session and smaller breakout sessions. Attended Access listening session and heard from high school students, their parents/guardians, and college students what they perceived to be barriers to accessing higher education.

Flyer - [CCCCO Town Hall and College Fair Flyer](#)

Invitation to Table - [CCCCO Town Hall and College Fair Invitation to Table](#)

Notes - [CCCCO Town Hall and College Fair Access Listening Session Notes](#)

Action Step 2.3: Evaluation of current information flow is underway to help identify potential methods for integrating marketing strategy across programs and student services.

Strategic Plan Objective CS4.3:

Action Step 3.1: Research has identified additional testimonial stories from past and current members of the College community. New testimonial stories have been identified and are in the queue for interviews and writing.

Action Step 3.2: Contracted with outside agency to evaluate messaging strategy, perform interviews, and provide feedback and guidance to improve reach and resonance with target audiences.

Action Step 3.3: Contracted with outside agency to undertake and complete micro marketing campaigns.


Action Step 3.4: Testimonial stories are being collected and will be reviewed for annotation on key experiential elements.


Strategic Plan Objective CS4.4:

Action Step 4.1: Background research has been performed to identify elements to include in COM's style guide and preliminary content has been drafted.

2. Are you on track to achieve the objectives above? Please answer these questions for EACH of the objectives separately.

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

- a. What evidence supports your judgment of progress made toward this objective? Include progress indicator data for each of the progress indicators above.
- b. Where are you not on track? What will you do differently for next year / what else needs to happen?

Strategic Plan Objective CS4.1:

- a. Yellow: Substantial progress
- b. Content has been drafted for institutional branding guidelines. Training on brand basics has been provided and will continue to be offered.
- c. Work will continue over the next year to determine methods of implementing institutional branding guidelines.

Strategic Plan Objective CS4.2:

- a. Yellow: Substantial progress
- b. Assistance from outside agency will lead to identification of top three priority populations for development and implementation of marketing strategies.
- c. Planned work with outside agency will move progress forward on this objective significantly over the next year.

Strategic Plan Objective CS4.3:

- a. Yellow: Substantial progress
- b. Identifying and collecting existing testimonial stories is underway along with ideas for future stories. Assistance from outside agency will assist with creation, testing, and evaluation of targeted campaigns.
- c. Planned work with outside agency will move progress forward on this objective significantly over the next year.

Strategic Plan Objective CS4.4:

- a. Yellow: Substantial progress
- b. Content has been drafted for COM style guide.
- c. Additional insights from research and engaging with historically underrepresented student populations will aid in creation of multicultural and multilingual informational and gateway marketing pieces materials which address specific concerns and questions related to access barriers.

3. Performance Indicator Data for EMP 6-Year Goals: Please input Year 1 performance indicator data below:

2019 – 2020: None available as survey data will be forthcoming as part of Goal 4 objectives.

EPC Use Only:

[EPC Meeting Minutes February 24, 2020](#)

EPC supports the “substantial progress” evaluations for all objectives in CS Goal 4.

EPC recommendations:

- EPC recommends that the development of campus standards for colors, fonts, and signage is within the scope of the college's branding (Objective CS 4.1).
- EPC recommends that the Director of Marketing be involved in decisions related to printed mailers of course schedules.