#2

INCOMPLETE

Collector:	Email Invitation 1 (Email)
Started:	Wednesday, January 13, 2021 9:52:30 AM
Last Modified:	Wednesday, January 13, 2021 12:48:38 PM
Time Spent:	02:56:07
First Name:	Christianne
Last Name:	Penunuri
Email:	Christianne.penunuri@gcccd.edu
Custom Data:	College and Community Relations
IP Address:	68.7.207.146

Page 1: I. Service Area Overview and Update

Q1

I.1 Service Area for Review:

College & Community Relations

Q2

1.2 Lead Author:

Christianne Penunuri

Q3   **Respondent skipped this question**

I.3 Collaborator(s) - List any person that participated in the
preparation of this report:

Q4

I.4 Dean/Manager:

Julianna Barnes

Q5

I.5. Please summarize the changes, additions, and achievements that have occurred in your service area since the last program review you submitted. You can access the 2020 program reviews on the program review webpage.

Overall, 2020 challenged "regular" operations for most of the year. Working remotely, economic downturn, race relations, and the corresponding student and employee responses to all of these events were not expected and required the attention of the department. There were some positives -- regular communication with employees and students was established, a new website was launched, a social media working group was established, and the department applied for and received a $50,000 grant for marketing efforts for CE programs.

At the same time, support from a staff graphic designer was lost. Some of the workload has been outsourced to a consultant paid for by the district, this requires more management from the director. The balance of the workload has been absorbed by the director. This change in staffing impacts all of campus, but most directly negatively impacts Instructional Operations (IOps). IOps creates three schedules a year (spring, summer, fall) and the catalog. This workload is critical to college operations.

Some goals established in 2020 were not attempted due to the shift in priorities due to the pandemic. These goals can be adapted and modified for 2021. They still serve strategic plan of the college.

Page 2: II. Student Learning Outcome/Service Area Outcome Assessment and Student Success

Q6

II.1. Administrative service areas collect data in many different ways. Please discuss the access, success, and/or other data that your service area is using to inform its plans for the year and/or to evaluate its progress. This may include the number of students, employees, or community members served, survey results, or other reports prepared by the department and external organizations.

Enrollment/FTES/Headcount
Student demographics
Website analytics
Survey of students when retreating from campus, survey of stopout students, survey of applied but not enrolled,
Real College data

Q7

II.2. How has this data impacted the goals set in your Spring 2020 comprehensive program review?

Now more than ever, the focus is on enrollment. Thus, enrollment data and student demographics are critical to providing benchmarks for established goals.

Q8

Respondent skipped this question

OPTIONAL: Please upload any supporting documentation related to this section. You can upload PDF, Word, and image files.

Q9

II.3. Please describe the most significant or impactful ways your service area worked across the college to advance the college's student success and equity goals and strategic priorities over the past year?

With the retreat from campus, students indicated the number one way to communicate with them is via email. Additionally, the department has tried to identify other means of communicating information with students, using a rule of three for all messages. Some alternative methods of communication include: Canvas, social media, website content, text, video.

It is more important than ever that information be shared in multiple languages. The department attempts to have critical messages translated into Spanish and Arabic and shared via email, website, and social media. There are not currently established systems for translation.

Page 3: III. Previous Goals: Update

Q10

Goal 1:

Build an effective and efficient infrastructure for the College & Community Relations department to address internal and external communication needs.

Q11   **In Progress - will carry this goal forward into next year**

Goal Status

Page 4: III. Previous Goals: Update continued

Q12   **Respondent skipped this question**

Please describe the results or explain the reason for deletion/completion of the goal:

Q13   **Respondent skipped this question**

Do you have another goal to update?

Page 5: III. Previous Goals: Update continued

Q14

Action steps for the next year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

Many actions steps in 2020 had to be paused and/or canceled due to budget and staffing/time issues related to the pandemic.

The department will need to find a solution to support graphic design services for the college. This will be contingent upon funding.

Additionally, further development of website content to support students and college personnel while remote will need to be completed in 2021.

Q15   **Yes**

Do you have another goal to update?

Page 6: III. Previous Goals: Update continued

Q16

Goal 2:

Create an internal communication strategy to educate faculty, staff, administration, and students of key Cuyamaca College messages, talking points, values, and brand elements.

Q17   **In Progress - will carry this goal forward into next year**

Goal Status

Page 7: III. Previous Goals: Update continued

Q18   **Respondent skipped this question**

Please describe the results or explain the reason for deletion/completion of the goal:

Q19   **Respondent skipped this question**

Do you have another goal to update?

Page 8: III. Previous Goals: Update continued

Q20

Action steps for the next year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

This goal will have to be modified for remote modality.

Changes will need to be made to the website to serve as a repository of tools for other departments to use for marketing purposes while remote (templates will need to be established and then made downloadable).

Part-time staff support to share stories of students, faculty, and employees is requested. Creating and telling the stories of Cuyamaca personnel supports the brand of a small and personalized community college. This content can be used for media, on the website, social media, etc.

Q21   **Yes**

Do you have another goal to update?

Page 9: III. Previous Goals: Update continued

Q22

Goal 3:

Increase awareness of Cuyamaca College in the college service area, with specific attention to communities of color.

Q23   **Not Started**

Goal Status

Page 10: III. Previous Goals: Update continued

Q24   **Respondent skipped this question**

Please describe the results or explain the reason for deletion/completion of the goal:

Q25   **Respondent skipped this question**

Do you have another goal to update?

Page 11: III. Previous Goals: Update continued

Q26

Action steps for the next year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

This goal was not attempted in 2020 due to lack of budget and time.

With the awarding of $50,000 from the Foundation, some of this work will proceed (focused on CE programs) in 2021.

Q27   **No**

Do you have another goal to update?

Page 12: III. Previous Goals: Update continued

Q28   **Respondent skipped this question**

Goal 4:

Q29   **Respondent skipped this question**

Goal Status

Page 13: III. Previous Goals: Update continued

Q30   **Respondent skipped this question**

Please describe the results or explain the reason for deletion/completion of the goal:

Page 14: III. Previous Goals: Update continued

Q31   **Respondent skipped this question**

Action steps for the next year: If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new laptop computers).

Page 15: IV. New Goals

Q32   **No**

Would you like to propose any new goal(s)?

Page 16: IV. New Goals continued

Q33

New Goal 1:

Respondent skipped this question

Q34

Which College Strategic Goal does this department goal most directly support? (Check only one) (NEEDS LINK)

Respondent skipped this question

Q35

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q36

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other qualitative or quantitative data (from any source):

Respondent skipped this question

Q37

Action steps for this year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q38

How will this goal be evaluated?

Respondent skipped this question

Q39

Do you have another new goal?

Respondent skipped this question

Page 17: IV. New Goals continued

Q40

New Goal 2:

Respondent skipped this question

Q41

Which College Strategic Goal does this department goal most directly support? (Check only one) (NEEDS LINK)

Respondent skipped this question

Q42

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q43

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other qualitative or quantitative data (from any source):

Respondent skipped this question

Q44

Action steps for this year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q45

How will this goal be evaluated?

Respondent skipped this question

Q46

Do you have another new goal?

Respondent skipped this question

Page 18: IV. New Goals continued

Q47

New Goal 3:

Respondent skipped this question

Q48

Which College Strategic Goal does this department goal most directly support? (Check only one) (NEEDS LINK)

Respondent skipped this question

Q49

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q50

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other qualitative or quantitative data (from any source):

Respondent skipped this question

Q51

Action steps for this year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q52

How will this goal be evaluated?

Respondent skipped this question

Q53

Do you have another new goal?

Respondent skipped this question

Page 19: IV. New Goals continued

Q54

New Goal 4:

Respondent skipped this question

Q55

Which College Strategic Goal does this department goal most directly support? (Check only one) (NEEDS LINK)

Respondent skipped this question

Q56

Please describe how this goal advances the college strategic goal identified above.

Respondent skipped this question

Q57

Please indicate how this goal was informed by SLO (student learning outcome) assessment results, PLO (program learning outcome) assessment results, student achievement data, or other qualitative or quantitative data (from any source):

Respondent skipped this question

Q58

Action steps for this year:If you are requesting resources in order to achieve this goal, please list them below as action steps and specify the type of request (e.g. submit technology request for new computer hardware).

Respondent skipped this question

Q59

How will this goal be evaluated?

Respondent skipped this question

Page 20: V. Resources Needed to Achieve Goal(s)

Q60

What resources is your program requesting this year to achieve the program's goal(s)?

Classified Staff Resource Needs

Page 22: Final Check

Q61

Are you ready to submit your program review?If you would like to go back and review a section, select a section a click "Next."

Respondent skipped this question