

SBCCD DISTRICT PROGRAM REVIEW
Resource Request Division Rankings

Division: Chancellor's Office

Programs: Chancellor's Office, District Research, Marketing & Public Affairs

Resource Request Rankings

Ranking	Resource Request*
1	Strengthen public awareness of SBCCD, SBVC, CHC and KVCR
2	Expand grassroots community outreach and marketing
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* Should match Resource Request field in accompanying SBCCD PROGRAM REVIEW RESOURCE REQUEST APPLICATION

SBCCD PROGRAM REVIEW RESOURCE REQUEST APPLICATION

Name of Person Submitting Request:	Angel Rodriguez
Program or Service Area:	Marketing, Public Affairs & Government Relations
Resource Request:	Strengthen public awareness of SBCCD, SBVC, CHC and KVCR
Type of Request:	<input type="checkbox"/> Personnel <input type="checkbox"/> Equipment/Technology <input checked="" type="checkbox"/> Budget
Request Need:	<input type="checkbox"/> Replacement <input checked="" type="checkbox"/> Growth <input type="checkbox"/> Prof. Expert <input type="checkbox"/> Categorical
Amount Requested:	\$100,000
Resource Type:	<input checked="" type="checkbox"/> One Time <input type="checkbox"/> Ongoing
Object Code:	
Program Ranking:	1
District and/or Campus Master Planning:	DR.3

Are there alternative funding sources? (For example, Department Budget, Perkins, Grants, etc.)

Yes No If yes, what are they?

1. Provide a rationale for your request. (*Explain, in detail, the need for this request.*)

Increasing student enrollment and expanding community outreach across 21 cities/communities is a top priority within the SBCCD/CHC/SBVC master plans which requires strategic investment. This one-time investment will help establish the foundation to implement an integrated, district-wide marketing outreach strategy that benefits SBCCD/CHC/SBVC by making necessary website redesigns to appeal to a new generation of prospective students, increase advertising of academic/career training programs through new audience-targeting technology and social media platforms, creating brand guidelines to ensure the effectiveness of our marketing materials, and increasing college visibility at community events.

2. Indicate how this request is related to the challenges, opportunities, goals, objectives and data in the department's Program Review Self-Evaluation.

As an educational institution, our goal is to increase access to higher education and job training opportunities for everyone in Inland Southern California who lacks an associates degree or career certificate. A one-time investment to support the implementation of the "District-wide Marketing & Community Outreach Work Plan" will allow us to engage the residents of our 21 cities and communities via multiple channels with culturally-competent, easy-to-understand information, and friendly and accurate assistance to help them enroll and graduate from San Bernardino Valley College and Crafton Hills College.

3. Indicate how this request will improve productivity and service.

Informing the community about SBCCD's educational offerings across a service area of 21 cities/communities requires strategic alignment in how the three marketing departments (SBCCD, CHC and SBVC) work together. That is why the Directors of Marketing have developed a "District-wide Marketing & Community Outreach Work Plan" with 21 key strategies to motivate key populations to enroll in our colleges. A one-time investment will set the foundation to implement the plan, including direct-mail, grassroots community outreach and advertising that reflects the socioeconomic, linguistic and cultural diversity of our region.

4. Indicate how this request will improve student learning.

College is not the final destination for our students, it's the road for them to attain a better job and build a better life. To further educate potential students, families and our local community about the life-changing impact of our colleges, we aim to strengthen our year-round public education campaign through the creation of print and online marketing materials that inform students why we are the best choice among the competitive higher education marketplace.

5. Indicate any additional information you want the committee to consider (*for example, regulatory information, compliance, updated efficiency, student success data, planning, etc.*).

Meeting district-wide student enrollment targets is a shared responsibility among faculty and staff working together, and effective marketing and outreach is a critical component to that effort.

2018-19 FTES Enrollment Targets:
-- Crafton Hills College: 4,495
-- San Bernardino Valley College: 10,466

6. Indicate any related costs (including any ongoing maintenance or updates) and program/area's plans to support those costs.

N/A

7. Given that district resource requests are assessed to the colleges, what is the benefit of this request to the colleges?

Promoting our award-winning colleges with the wider community requires a coordinated marketing and public education campaign, and through the implementation of the "District-wide Marketing & Community Outreach Work Plan" the colleges will benefit through increased enrollment and community partnerships that could yield future grant opportunities.

8. What are the consequences of not funding this request?

Not investing in marketing and community outreach can result in not meeting enrollment targets, less engagement with community partners and grant-makers, and decreased operational budget district-wide.

SBCCD PROGRAM REVIEW RESOURCE REQUEST APPLICATION

Name of Person Submitting Request:	Angel Rodriguez
Program or Service Area:	Marketing, Public Affairs & Government Relations
Resource Request:	Expand grassroots community outreach and marketing
Type of Request:	<input checked="" type="checkbox"/> Personnel <input type="checkbox"/> Equipment/Technology <input type="checkbox"/> Budget
Request Need:	<input type="checkbox"/> Replacement <input type="checkbox"/> Growth <input checked="" type="checkbox"/> Prof. Expert <input type="checkbox"/> Categorical
Amount Requested:	\$150,000
Resource Type:	<input type="checkbox"/> One Time <input checked="" type="checkbox"/> Ongoing
Object Code:	
Program Ranking:	2
District and/or Campus Master Planning:	DR.3, CS.3, CS.4, SBS.1, SBS.3

Are there alternative funding sources? (For example, Department Budget, Perkins, Grants, etc.)

Yes No If yes, what are they?

A gift of \$25,000 has been awarded to SBCCD by the Mexican Consulate in San Bernardino to partially cover professional expert staffing costs and related activities of the Educational Opportunities Help Desk housed at the Consulate.

1. Provide a rationale for your request. *(Explain, in detail, the need for this request.)*

Increasing student enrollment and expanding community outreach across 21 cities/communities is a top priority within the SBCCD/CHC/SBVC master plans which requires strategic investment. This ongoing investment will support the grassroots community outreach efforts outlined in the "District-wide Marketing & Community Outreach Work Plan" (developed by the SBCCD, CHC and SBVC marketing departments) with three (3) culturally-competent professional experts to assist with marketing and in-person outreach. One professional expert will provide information related to SBCCD's educational offerings, in English and Spanish, at the Educational Opportunities Help Desk housed at the Mexican Consulate in San Bernardino -- a board-approved partnership that is already in effect. Two (2) professional experts will assist with content development for press releases, email marketing newsletters, social media and hosting information booths at community events.

2. Indicate how this request is related to the challenges, opportunities, goals, objectives and data in the department's Program Review Self-Evaluation.

As an educational institution, our goal is to increase access to higher education and job training opportunities for everyone in Inland Southern California who lacks an associates degree or career certificate. An on-going investment to support three (3) culturally-competent professional experts will allow us to engage the residents of our 21 cities and communities via multiple channels with information, and friendly and accurate assistance to help them enroll and graduate from San Bernardino Valley College and Crafton Hills College.

3. Indicate how this request will improve productivity and service.

Educating the community about SBCCD/CHC/SBVC's programs across a service area of 21 cities/communities requires on-going investment in culturally-competent professional experts to assist with the implementation of the "District-wide Marketing & Community Outreach Work Plan."

4. Indicate how this request will improve student learning.

College is not the final destination for our students, it's the road for them to attain a better job and build a better life. To further educate potential students, families and our local community about the life-changing impact of our colleges, we aim to strengthen our year-round public education campaign through the creation of print and online marketing materials and in-person community outreach that informs students why we are the best choice among the competitive higher education marketplace.

5. Indicate any additional information you want the committee to consider (*for example, regulatory information, compliance, updated efficiency, student success data, planning, etc.*).

Meeting district-wide student enrollment targets is a shared responsibility among faculty and staff working together, and year-round marketing and outreach is a critical component to that effort.

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Not investing in year-round community outreach and marketing can result in not meeting enrollment targets, less engagement with community partners and grant-makers, and decreased operational budget district-wide.

District and Campus Master Planning

	District Wide Strategic Support Services Plan: Recommendations
DR.1	Complete and regularly update the three-year staffing plan and develop a process to increase the number of full-time faculty and increase the ratio of full-time to adjunct faculty in the District.
DR.2	To stabilize staffing levels, the District Human Resources department must address upcoming retirements and hiring procedures that include strategies for interviewing candidates from across the country. Additionally, consider completing a market study to understand the levels of salary, compensation, and benefits that will attract highly qualified candidates.
DR.3	Complete and regularly update the District Enrollment Management Plan. Support the Colleges' community outreach and marketing efforts in order to increase campus visibility, highlight instructional opportunities, and increase FTES
DR.4	Support each Colleges' effort for addressing basic skills needs.
DR.5	Support the Colleges' effort to work with K-12 entities, the EDCT, adult schools, and the Inland Adult Education Consortium to become a leader in providing education to adults in the region.
DR.6	Support Distance Education at each campus with the software, hardware, training, and support mechanisms as identified through local processes by the Colleges.
DR.7	Continue to sustain funding for technology in order to support the needs of students, faculty, and staff.
DR.8	Establish a full-time and robust facilities department within the District to secure state funding through the Capital Outlay Process, manage construction projects, oversee and integrate maintenance and operations, implement design standards, coordinate sustainability efforts, and implement a Total Cost of Ownership model for facilities.
DR.9	Continue to sustain funding for site security and safety and proactively design outdoor and building spaces using best practices for creating secure environments.
DR.10	Establish and maintain a cyclical process through which college planning informs the development and revision of District plans, including the Educational Master Plan, Facilities Master Plan, College Strategic Plan, and Technology Plan.
EDCT.1	Each college should explore the EDCT as a resource to support grant development, contract education offerings, non-credit and not-for-credit courses and short-term vocational training opportunities.
KVCR.1	Reevaluate the role and function of the radio and television station to operate as a fiscal asset that is an economically viable and self-sufficient entity. Develop a process for resource distribution between the District, EDCT, KVCR, and the Colleges.
	Crafton Hills College Major Strategies
CS.1	Promote Student Success
CS.2	Build Campus Community
CS.3	Develop Teaching + Learning Practices

CS.3	Expand Access
CS.4	Enhance Value to the Surrounding Community
CS.5	Promote Effective Decision Making
CS.6	Develop Programs + Services
CS.8	Support Employee Growth
CS.9	Optimize Resources
	San Bernardino Valley College Strategic Directions + Goals
SBS.1	Increase Access
SBS.2	Promote Student Success
SBS.3	Improve Communication, Culture + Climate
SBS.4	Maintain Leadership + Promote Professional Development
SBS.5	Effective Evaluation + Accountability
SBS.6	Provide Exceptional Facilities