

Golden West College

Administrative/Support Services (Non-Instructional)

PROGRAM REVIEW

Spring 2013

Program Name:**Marketing and Creative Services****Overview of Program**

College Promotions, (website, graphic design), Outreach, New Media (video production), and College Support Services (Pressroom and Copy Center) have been combined to create a new department, **Marketing and Creative Services** with three primary objectives:

1. Marketing: student recruitment, college branding/name recognition, and community. Including advertising for individual programs and events.
2. Creative Services: GWC Website design and maintenance, video production, graphic design, press and copy center, electronic media, and LED marquees
3. Protect College Identity: Maintain and monitor college's graphic standards.

Program Contact Information:

<u>Program Manager</u>	<u>Title</u>	<u>Salary Sched/Column</u>	<u>Phone #</u>	<u>Office Location</u>	<u>E-mail</u>
Debbie Bales	Director	G-28	55142	New Media 117	dbales@gwc.cccd.edu
 <u>Classified Manager</u>					
Sharon Jazwiecki	Supervisor	G-15	55093	Graphics 151	sjazwiecki@gwc.cccd.edu
 <u>Classified Staff</u>					
John Hanna	Digital Media Production Analyst	E-69	58310	LRC New Media studio	jhanna@gwc.cccd.edu
Sean Glumace	Web/Multimedia Programmer	E-59	51101	New Media 118	sglumace@gwc.cccd.edu
David Dluzak	Graphic Designer	E-54	55097	New Media 118	ddluzak@gwc.cccd.edu
Anna Greenwald	Staff Assistant	E-52	58292	New Media 116	agreenwald@gwc.cccd.edu
Don Nguyen	Offset Press Operator III	E-48	55092	Graphics 153	dnguyen@gwc.cccd.edu
Dale Slagle	Offset Press Operator III	E-48	55075	Graphics 153/155A	dslagle@gwc.cccd.edu
Janet Kawamura	Offset Press Operator II	E-44	58996(TTD)	Graphics 155A	jkawamura@gwc.cccd.edu
Jasvanti Patel	Senior Clerk	E-40	55084	Graphics 155	jpatel@gwc.cccd.edu

Current State of the Program**(You may need a separate sheet for each program within your department)**

Review your data and any additional information available, (e.g., student success rates, enrollment trends, possible issues of disproportionate impact) and any additional information available to you to respond to the following questions. Address any data element that highlighted for the last two or more years.

1. What does your program do well?

We have a professional staff with numerous years of experience

- Quality work in all areas of design and production
- Designers have won numerous awards for their work at both the state and national level
- Serves the campus by successfully completing thousands of requests annually.

Great customer service

- Full-service: projects from concept to completion
- Friendly staff
- Quick turn-around
- Delivery services for print jobs
- Staff are cross-training to provide uninterrupted services

Actively participates in college events and community activities to promote the college's programs and services.

2. What are the challenges to your program?

Within your program's control

- A new workflow system will need to be created as we merge the three departments into a single department. The current workload has not allowed the 'down time' to choose the software and provide training. We plan to start in the summer.
- Staff members have specialized skills. We run the risk of suspending service if there is an unexpected or extended absence. Cross training will need to be implemented.

Beyond your program's control

3. What are the opportunities for your program?

- As a full-service department we are now in a position to generate income by offering our services to the public: Web, Video, and Print
- Provide internship opportunities for Digital Media students.
- After a few years of enrollment stabilization, we are now entering into a period of growth. This may be an opportunity to re-introduce the Student Ambassador program for Outreach to aid in High School student recruitment activities.

4. Identified areas in need of improvement

The campus should centralize all copying to the Copy Center instead of purchasing and using copy machines in individual department offices. It is more cost-effective for the entire campus to use our machines to their full capacity.

Objectives to be Accomplished by the Program for 2013-15

(Complete Columns 1, 2 and 3)

#1 College Mission or Goal	#2 Program Objective/ Intended Outcomes	#3 Means of Assessment and Criteria of Success	#4 Analysis of Data Collected <i>(Did you meet the objective?)</i>	#5 Use of Results
<p>Goal #3 Resources c. Technology – campus communications GWC will leverage technology resources to facilitate student learning, campus communication, and institutional effectiveness.</p>	<p>Improve department’s customer service through better communications with the campus.</p>	<p>Create a new website for the department to include project management and job status software.</p> <p>Software will provide the necessary data</p>		
<p>Goal #4 Participatory Governance and Leadership b. District Collaboration GWC will proactively engage in participatory governance activities with sister colleges and district offices to better serve our students and community while maintaining college autonomy.</p>	<p>Collaborate with sister colleges and District to leverage our resources for Marketing and Outreach efforts.</p>	<p>Create a single video commercial that promotes all three colleges.</p> <p>Outreach coordinator will co-present at High Schools with OCC counterpart</p> <p>Attend the U.S. Open of Surfing sharing a single booth representing Coast Colleges.</p>		
<p>Goal # 5 Community Engagement b. Business, Industry and Governmental Partnerships GWC will utilize systematic processes for building partnerships with local businesses, industries and governmental agencies to promote contract education, student internships, faculty externships, and fundraising.</p>	<p>Department will seek a partnership with the Center for Social Entrepreneurship.</p>	<p>Secure funding to provide paid internships to GWC Digital Media students.</p> <p>Provide low cost advertising services (graphic design, websites, and video) utilizing the Center to start a small business.</p>		
<p>Goal # 3 Resources a. Human Resources As we realign our staffing, GWC will maximize the benefits of diversity, strengthen staff development activities, and increase the effectiveness of evaluations.</p>	<p>Cross train staff to provide an opportunity for advancement and insure uninterrupted services.</p> <p>Provide staff with training to stay current with software and trends.</p>	<p>Sean Glumace will train with John Hanna to learn video production. David Dluzak will train with Sean Glumace to learn website development. David and Sean will train with Dale Slagle to learn to operate OCE copier.</p> <p>Subscribe to Lynda.com for staff. Assessment: Certificate of Completion and work performance.</p>		

Resource Planning

Staffing What staff changes or additional employees does your program need to function adequately? None

Faculty:

Management:

Classified:

Hourly:

Considering your current employees, what staff development/training does your program need?

Technology What improvements, changes or additions in equipment dedicated to your program are needed to function adequately?

Equipment or Software (e.g., computers, AV, lab equipment): None

Technical Infrastructure (e.g., AV or computer infrastructure, cabling): None

Facilities What improvements or changes to the facilities would you need to function adequately?

Physical Concerns (e.g. electrical, gas, water, foundation, space, ventilation).

Health, Safety and Security (e.g.

Other What changes or other additions need to be made to your program to function adequately?

Program Updates Checklist

- () Department Contact Information is up to date: Department Chairs, full-time faculty, classified
- () Organization Chart: Verify that it is up to date: (q:\college information\org charts) Report necessary changes to the Director of Personnel

Program Manager and VP Review

Complete this section after reviewing all program review information provided. Mgr and VP are to separately indicate the level of concern for the program that exists regarding the following Program Vitality Review (PVR) criteria. Add comments for any item marked with a 1 or 2.

(Scale: 0 – No concern at all, 1 – Some concern, 2 – Serious Concern)

Mgr/VP

- () () a. Significant declines in the quantity and/or quality of services from over multiple years
- () () b. Precipitous decline in participation in the program
- () () c. Significant change in facility and/or availability and cost of required or necessary equipment
- () () d. Scarcity of qualified faculty, staff, or management
- () () e. Incongruence of program mission with current college mission and goals, or state mandates, etc
- () () f. Budgetary issues that warrant significant change in services provided
- () () g. Negative impact on other programs caused by the organization or management of this program
- () () h. Other_____

Signatures, Individual Comments

Department Head:
Comments:

Date:

Vice President:
Comments:

Date:

() No further review necessary

() We recommend this program for Program Vitality Review

Justification:

I have read the preceding report and accept the conclusions as an accurate portrayal of the current status of the program.

(mark (X) as a signature and type names)

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Appendices

- A. Data (if available)
- B. Signed Comments
- C. Classified Position Requests
- D. Faculty Position Requests
- E. General Fund One-Time Funds Requests