

## **Educational Planning Committee Report for Academic Year 2016-2017 Additional Objective 2**

Please keep the report to a maximum of 2 pages for each objective.

1. EMP Recommendation and Objective (Include narrative from 2015-2018 strategic plan)  
**Additional Objective 2:** Strengthen College of Marin's visibility and image within Marin County and beyond.
2. What actions have been taken toward achieving the objective? Please describe.  
(reference action steps when relevant).

### **Action Steps 2.1 and 2.2**

Following a series of national and international tragedies that took place during summer 2016, the 2016-17 academic year opened with a focus on embracing the rich diversity at College of Marin. An open dialogue on campus inclusion was encouraged to communicate that our students are safe, celebrated, and supported. "You Belong Here" was the slogan created for spring 2017 marketing and advertising. This campaign was used on the cover of the credit/noncredit class schedule along with a corresponding feature story elaborating on the College's initiatives, programs, and commitment to fostering an inclusive campus environment. The cover image featured the Indian Valley Campus to keep it top of mind after much interest was created surrounding the completion of Measure C and passing of Measure B. This campaign continued throughout newspaper, radio, television, online, and social media ads. Following positive feedback from campus and community members regarding the visibility of ads placed on Golden Gate Buses, this campaign was expanded for the spring 2017 semester to include transit shelters, mall kiosks, and theater kiosks. To further extend the College's reach, social media and online digital display ads were translated into Spanish, and a print/digital ad was placed in Pink Spots—an LGBT-friendly business directory.

Part of College of Marin's mission is also offering lifelong learning and community and cultural enrichment. Understanding that a great number of community members participate in and enjoy the College's performing and fine arts offerings, the College placed ads in program books for Marin Theatre Company and Marin Symphony, and has planned ad buys for Marin Open Studios, Mountain Play, and Marin Shakespeare Company.

To increase visibility on an international level, the College is using search engine marketing reach to students outside the United States. This platform highlights career technical education programs as well as degree and transfer programs that have been identified through the Office of Instructional Management as ideal candidates for program-specific promotion.

The College also took advantage of an opportunity to host TEDxMarin in September 2016. This partnership leveraged resources from TEDxMarin to reach a broader audience than the institution's typical target demographics. It also gave the College an opportunity to capture through photography the various phases of a large-scale event on campus, which can be used to demonstrate the facility's capacity for rental purposes.

Additional ads were placed in local newspapers to increase visibility of the District's bond measures. The first series were thanking Marin County voters for their support of Measure C and inviting them to open houses at each campus. Then, following the passage of Measure B, ads were placed inviting the community to be part of the visioning and planning process for related facilities modernization efforts.

### **Action Steps 2.1 and 2.4**

College of Marin has been represented by personal outreach through presentations at local rotary clubs, chambers of commerce, meetings with city managers, and other community organizations. There have also been a number of events held on campus to showcase campus offerings and extend the college's hospitality to the community. Examples of community groups that have been on campus for tours and to use the facilities for

their events include the Kentfield Greenbrae Historical Society, Marin County School Boards Association, and Marin County high school counselors.

**Action Step 2.3**

In spring 2016, a Flex workshop was offered on creating Facebook pages for College departments. This provided best practices and guidelines to ensure that College policies, branding, identity, and style were consistent. Since the workshop, a number of additional departments and offices have created Facebook pages and content is being shared from these pages to the College’s official Facebook page.

In order to increase interaction with the College, ability to post to the official Facebook page was opened. A social media monitoring service is used to ensure that posts and comments do not violate College policies, as well as to better understand the needs and interests of the audience. Increased use of Instagram has also helped raise visibility.

In honor of the College’s 90<sup>th</sup> anniversary, a “throwback Thursday” (#TBT) campaign began in fall 2016 featuring historical photos and facts about the College. During the spring 2016 semester, a video submission contest asked students and employees to take a video using their smartphone and tell the College in a minute or less how College of Marin has transformed their lives. Over 30 student and three employee submissions were received, all affirming the value of the great work being done across the campuses. The winning submissions of three students and one employee each received a \$1,000 scholarship and the videos were then posted to the College’s YouTube channel.

**Action Step 2.4**

During 2016, the College sent out 52 news releases as well as the President’s Weekly Briefing, which details what’s happening on campus from events to sharing positive stories about student and employee accomplishments. In fall 2016 the format went from a weekly email containing the stories, which were also published on the College website, to a blog format. The stories are now published individually, with frequent emails containing the headlines and story links. This method allows for monitoring of traffic to the blog and each individual story in order to gain a better understanding of what news is most important to our students, staff, and the community.

A media tracking database was created and currently holds records of 3,774 news stories dating back to 2003. The database includes information such as date, media outlet, publication type, geographic reach, section (of newspaper), story type, and what the article covered. Where applicable the size of the article, duration of the newscast, image and quote information, and sentiment are also included. This information can be analyzed from a variety of angles such positive versus negative stories, when different types of stories get picked up, earned versus paid mentions, reach, etc.

- 3. Are you on track to achieve this objective? What evidence supports your judgment of progress made toward this objective?

Yes. Based on the evidence above and the website and social media information included below we are on track to achieve this objective.

**Performance Indicator 2.1:** Majority of respondents to a community survey recognize COM identity and image.

**Performance Indicator 2.2:** More COM website hits and followers.

Baseline for web sessions in month course schedule posted: 76,985 April 2014 and 81,520 April 2015.

**Web Sessions in Month Course Schedule Posted**

|                     | <b>April 2014</b> | <b>April 2015</b> | <b>April 2016</b> |
|---------------------|-------------------|-------------------|-------------------|
|                     | Baseline          |                   | Performance       |
| <b>Web Sessions</b> | 76,985            | 81,520            | 67,925            |

Source: Google Analytics, College of Marin Landing Page Summary for All Landing Pages

Homepage sessions: 243,429 Spring 2014 and 231,669 Spring 2015; 63,000 Summer 2014 and 44,862 Summer 2015; Fall 2014 267,846 and Fall 2015 will be available in late December.

### Homepage Sessions Spring 2014 to Fall 2016 Semesters

|               | 2014     | 2015     | 2016        |
|---------------|----------|----------|-------------|
|               | Baseline |          | Performance |
| <b>Spring</b> | 243,429  | 257,139* | 242,193     |
| <b>Summer</b> | 63,000   | 44,862   | 43,251      |
| <b>Fall</b>   | 267,846  | 188,394  | 176,540     |

Source: Google Analytics, College of Marin Landing Page Summary for Homepage

The baseline for Spring 2015 has been recalculated to align with the date range used for Spring 2014. All homepage sessions for spring semesters are for the period from January 3 to May 23 of the given year.

Social media baseline using Lifetime Total Likes: 3,357 November 1, 2014 to 3,577 January 31, 2015. Lifetime Total Likes: 4,559 November 1, 2016 to 4,677 January 31, 2017.

A Facebook ad campaign runs from November through January each year. The target is a 15% increase in Lifetime Total Likes during the campaign. With an increase of 2.6% during that period, the target increase of 15% was not met. However, the Lifetime Total Likes in January 2017 is 12.7% more than January 2016.

| Lifetime Total Likes               | Nov N | Jan N | N Increase During Time Period | % Increase During Time Period |
|------------------------------------|-------|-------|-------------------------------|-------------------------------|
| Baseline<br>Nov. 2014-Jan. 2015    | 3357  | 3577  | 220                           | 6.6                           |
| Performance<br>Nov. 2015-Jan. 2016 | 4042  | 4150  | 108                           | 2.7                           |
| Performance<br>Nov. 2016-Jan. 2017 | 4559  | 4677  | 118                           | 2.6                           |

Additionally, the second social media performance indicator metric shows increases in Daily Total Consumers for November and January (figures below).

Daily Total Consumers: 46.7 average for November 2014, 59.4 average for December 2014, and 108 average for January 2015.

Daily Total Consumers: 157 average for November 2016, 94 average for December 2016, and 128 average for January 2017.

|                       | Baseline  | Performance |           |
|-----------------------|-----------|-------------|-----------|
| Daily Total Consumers | 2014 & 15 | 2015 & 16   | 2016 & 17 |
| Average Nov.          | 46.7      | 65.9        | 157       |
| Average Dec.          | 59.4      | 104         | 94        |
| Average Jan.          | 108       | 123.6       | 128       |

4. Have you achieved this objective? Yes\_ No X. If not, why not?

This objective will be long-term, achieved over the 3-year cycle of this strategic plan. However, we are making good progress and are on track.