



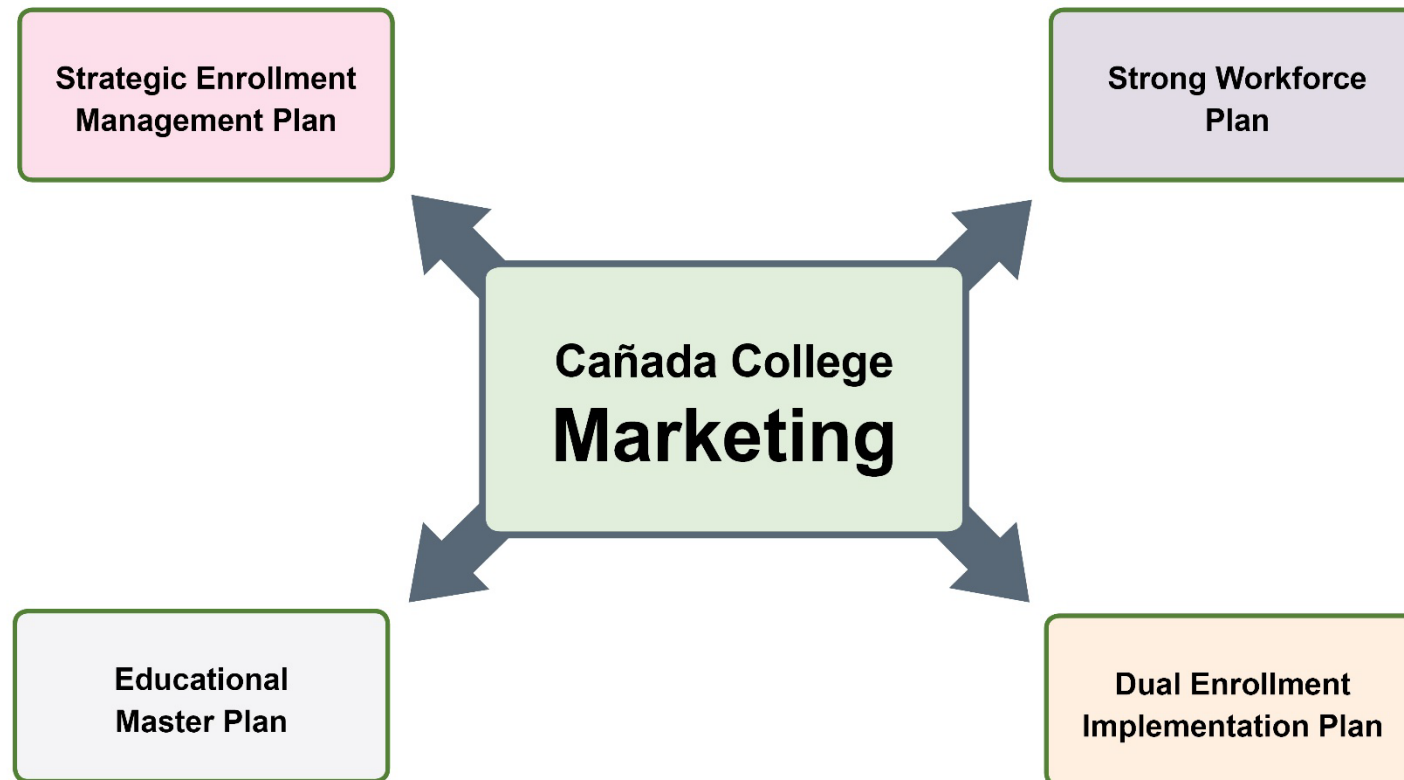
Position Proposal: Communications Manager

**Presented By: Megan Rodriguez Antone
Director of Community Relations & Marketing**

Supporting District/College Goals & Strategic Initiatives

The positions align with and supports...

Collegewide Planning



Supporting District/College Goals & Strategic Initiatives

Positions align with and supports...

SMCCCD Board goals/strategic initiatives and District Strategic Plan

- Free Community College (SB 893)
- Focus on Strategies to Increase: Student Enrollment, Dual Enrollment and Promise Scholars and OER-ZTC.

This is accomplished through...

- Creation of current, engaging and attractive content for the college website, social media channels, multimedia
- Internal college communications (current students for retention)
- External college communications (prospective students for enrollment)

Supporting District/College Goals & Strategic Initiatives

Supports All Four of this Year's Priority Priorities:

1. Create and sustain an inclusive, antiracist, and equity-minded campus culture
2. Expand Programs and Opportunities (in North Fair Oaks, Belle Haven, East Palo Alto w/emphasis on BIPOC communities)
3. Strengthen K-16 pathways and transfer
4. Reimagine how we support students' accessing career opportunities

Supporting District/College Goals & Strategic Initiatives

Aligns with several EMP Community Connections goals to strategic initiatives:

- 1.1 Make Registration Easier
- 3.1 Update marketing and outreach to be culturally informed
- 3.2 Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities
- 3.3 Utilize relevant social media and websites to ensure we reach a diverse, inclusive audience
- 3.4 Increase dual enrollment opportunities for high school students
- 3.7 Fulfill the MOU with SUHSD, SF State and CSU East Bay

Supporting District/College Goals & Strategic Initiatives

Aligns with several EMP Community Connections goals to strategic initiatives:

- 3.12 Double the number of alumni connected to Cañada's Alumni Organization by 2027
- 4.2 Build student housing and a Childcare Center
- 4.15 Fundraise \$1 million

Also, working with campus to promote all completed initiatives with current, prospective students and community:

- *Student-first Schedule
- * Guided Pathways
- *Dual Enrollment,
- *New Degree & Certificates
- *Basic Needs
- *Financial Literacy, etc.

20+ New & Expanded Programs/Services Over 5+ Years

- Guided Pathways
- Basic Needs
- SparkPoint
- Promise Scholars Program
- Free College Initiative/SB 893
- CRM
- Strong Workforce
- Career Education
- Cultural Center
- Umoja
- DREAM Center
- Dual Enrollment
- CARES
- Project Change
- Expansion of services in the Wellness Center
- Expansion of the service in the Learning Center
- New Buildings (B1 & B23) with increased digital technology/wayfinding
- Special event support and marketing-program and collegewide

Fall 2022 Student Communications Survey

Media Preference Survey

Are Cañada College students **really** reading your emails? *Most say yes!*

- Only about **16%** indicate that they're *not* reading your emails thoroughly.
- Nearly **3 in 4** students check their college email **daily** or **every time** they receive a notification.
- Higher than what is seen nationally, where that number is closer to 63%.



Increase of Campus Community Service Needs

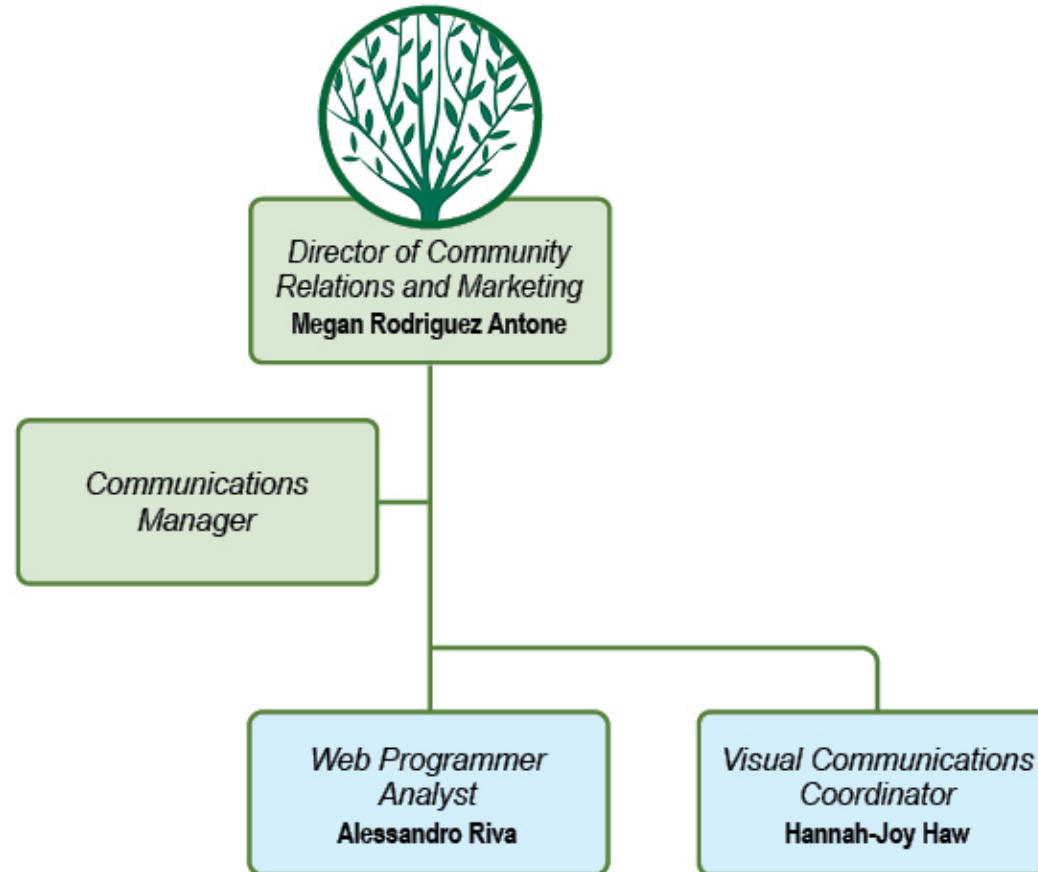
Nearly 20% increase year-over-year in overall marketing requests since **2022**. Anticipating the same increase for 2024.

LET'S TALK STRATEGY

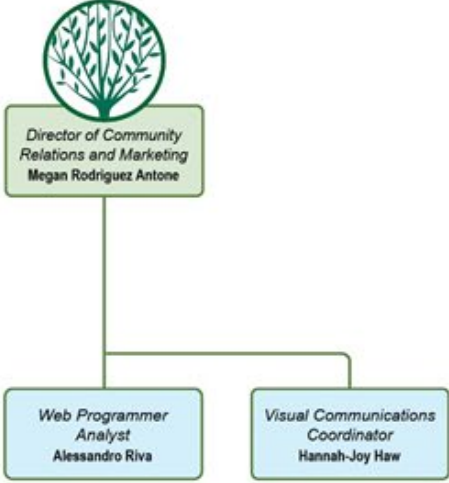
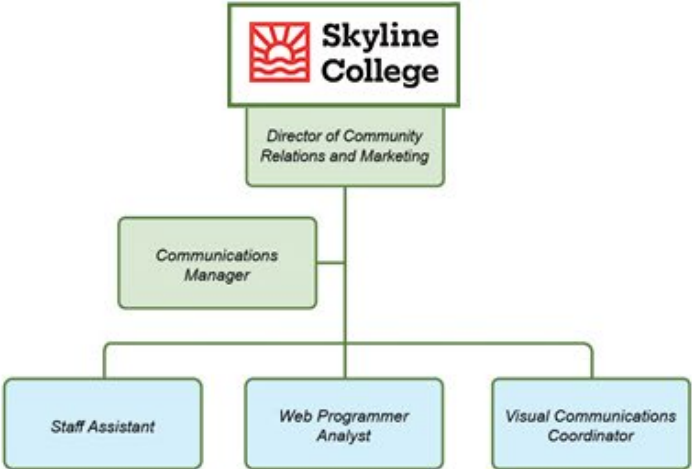
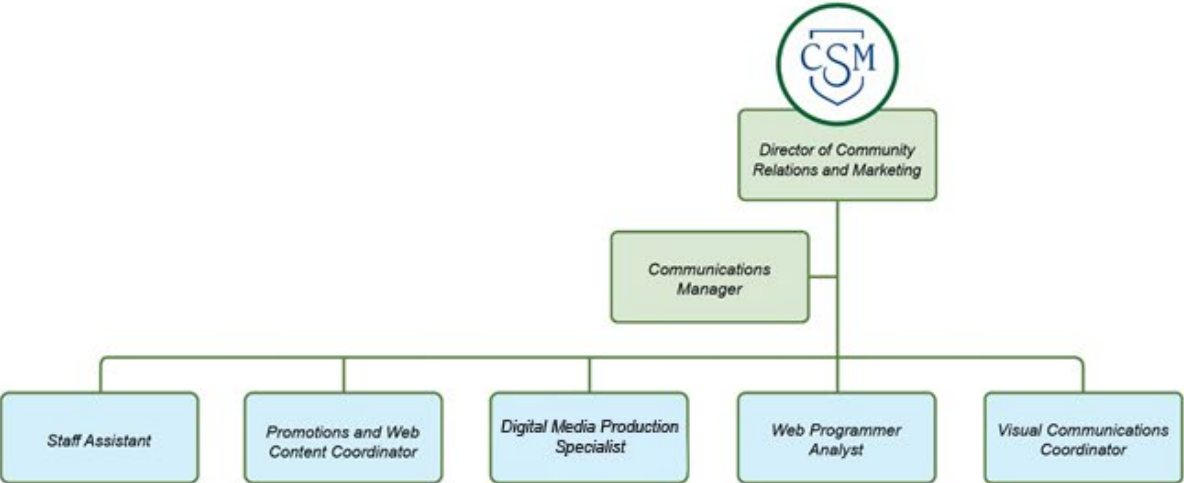


22% of requestors from the college community asked to speak with someone from the Marketing Department regarding their project.

Proposed Organization Chart



Comparison Organization Chart



Communications Manager

- **Tells the story of who we are, how we support community and why to choose Cañada College to achieve your goals**
- Supports the Director with a focus on **content development** for community engagement, campus stories and reports
- Advances **social media and online marketing strategy** to increase awareness and drive enrollment highlighting our programs and services available at Cañada College.
- Leads **digital marketing and photography**
- Coordinates all collegewide **translation services**
- Responsible for **story idea** assignments for college content partners
- **Manages student assistant** project assignments



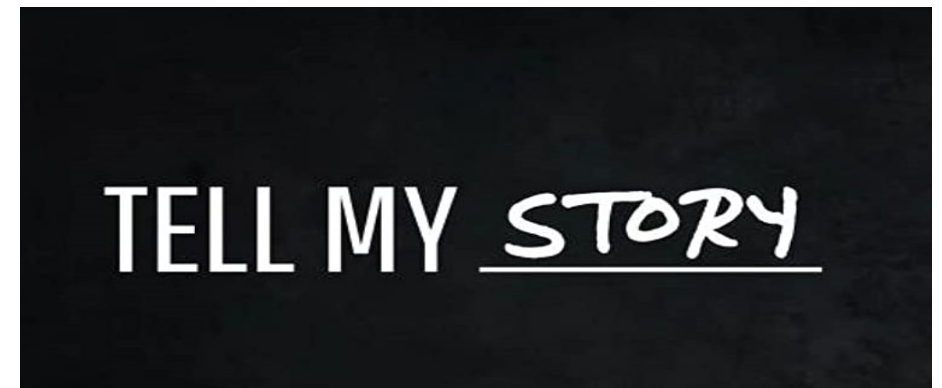
Communications Manager

- Serves as **back-up PIO**
- Leads **internal and external college communications** related to college strategic goals; including launch of new community newsletter
- Project Manager of **campus wide marketing requests**
- **CRM Coordination**: developing template emails for matriculation and general automated communications for current students, prospective students and K-12 CRM implementation
- **Manage college multi-media pages** (YouTube and Flickr): upload and caption video content
- **Leads social media**, video and digital messaging



Without the Position

- Without a robust staff, hard to support the entire college community
- Not fully supporting collegewide strategic initiatives
- Missed enrollment, retention and promotion opportunity to connect with prospective and current students to enhance awareness of programs and services offered at Cañada College
- Not responding to demand for more digital forms –web and social media content, etc.
- Work will remain primarily reactionary with minimal time for proactive, strategic marketing and communications planning to enhance our work to increase enrollment
- Continued increased work load and turnaround time for existing campus requests



Questions?

