

Task Details Report

Planning Year: 2015-2016

Planning Unit: Marketing/College Communications

Unit Manager: Rodriguez, Megan

Objective: 7 - Strategic action plans for Marketing/College Communications

Objective Description:

Use this objective to describe the action plans that your program intends to implement. Scroll to the "Action Plan and Required Resources" section and click the Add button. Describe your plan. Be sure to describe any research or training you will need to accomplish these plans. Then select PRIE and/or Professional Development in the "Units Impacted" section.

Start Date: 10/29/2015	Task Type: Departmental Action Plan	Priority Level: High	Task Order: 1
Due Date: 12/31/2016	Completion Date:	Task Status: New	Budget: \$0

Create College social media guidelines

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
Rodriguez, Megan	rodriguez@smccd.edu

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
High

Task Order:
2

Due Date:
8/31/2016

Completion Date:

Task Status:
New

Budget:
\$0

Update College Brand/Style Guide

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
High

Task Order:
3

Due Date:
4/30/2016

Completion Date:

Task Status:
New

Budget:
\$0

Develop College Marketing Plan & Timeline

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
Medium

Task Order:
4

Due Date:
3/31/2017

Completion Date:

Task Status:
New

Budget:
\$0

Increase our social media following to 10 percent in 12 months.

Responsible Party: Megan Rodriguez Anton, Jose Garcia and Mayra Arellano

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
Medium

Task Order:
5

Due Date:
12/31/2017

Completion Date:

Task Status:
Ongoing Implementation
(75%)

Budget:
\$0

Update general College marketing material; translate in Español to target our growing Hispanic population;
Revise Web Español sections

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
Medium

Task Order:
6

Due Date:
8/31/2016

Completion Date:

Task Status:
New

Budget:
\$0

Create Outreach High School Engagement Plan; include timeline of events and community service projects.

Responsible Party: Mayra Arellano and Megan Rodriguez Antone

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
Low

Task Order:
7

Due Date:
12/31/2017

Completion Date:

Task Status:
Ongoing Implementation
(75%)

Budget:
\$0

Further showcase student success through the #iCAN Become campaign.

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:
3/1/2016

Task Type:
Departmental Action
Plan

Priority Level:
Low

Task Order:
8

Due Date:
12/31/2017

Completion Date:

Task Status:
New

Budget:
\$0

Plan for Cañada College's 50th anniversary; printed program mailer, webpage, logo, community awareness campaign

Responsible Party: Megan Rodriguez Antone, Jose Garcia and Mayra Arellano

Resources Required: None

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date: 3/1/2016	Task Type: Departmental Action Plan	Priority Level: High	Task Order: 9
Due Date: 6/30/2018	Completion Date:	Task Status: New	Budget: \$0

Create responsive/mobile friendly website

Responsible Party: Megan Rodriguez Antone and Jose Garcia

Resources Required: Additional staff and District staff resources

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Start Date: 3/17/2017	Task Type: Resource Request	Priority Level: High	Task Order: 10
Due Date: 5/31/2017	Completion Date:	Task Status: New	Budget: \$35,299

Increase efficiency

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Task Details Report

Budget Details:

GL Code	Account	Description	Requested	Approved
ITech	Marketing/College Communications	HP LaserJet Pro	\$465.00	\$0.00
Supply	Marketing/College Communications	USB Wifi Adapter	\$34.00	\$34.00
Supply	Marketing/College Communications	Wireless Presentation Remote	\$107.00	\$107.00
Supply	Marketing/College Communications	Connect to College Budget to purchase food and materials	\$2500.00	\$0.00
ProDev	Marketing/College Communications	Conference Budget	\$3000.00	\$0.00
Supply	Marketing/College Communications	Portable table	\$218.00	\$218.00
Supply	Marketing/College Communications	Folding Chairs	\$66.00	\$66.00
Supply	Marketing/College Communications	Table Cloth	\$478.00	\$478.00
Supply	Marketing/College Communications	Promotional Giveaways	\$5000.00	\$0.00
Supply	Marketing/College Communications	High School Fair and Community Event fees	\$1000.00	\$0.00
Supply	Marketing/College Communications	Printing Marketing Material Budget	\$2000.00	\$0.00
ITech	Marketing/College Communications	Desktop Computer for Web Programmer Analyst	\$1.00	\$0.00
ITech	Marketing/College Communications	Laptop for Web Programmer Analyst	\$1.00	\$2800.00
ITech	Marketing/College Communications	Mitel Headset	\$299.00	\$0.00
ProDev	Marketing/College Communications	OmniUpdate User Training Conference	\$4000.00	\$0.00
ProDev	Marketing/College Communications	OmniUpdate User Training Conference	\$4000.00	\$0.00
ProDev	Marketing/College Communications	NCMPR Membership & Conference	\$1700.00	\$0.00
Facili	Marketing/College Communications	Office Space	\$1.00	\$0.00
Equipm	Marketing/College Communications	Outdoor Digital Signage	\$1.00	\$0.00
Supply	Marketing/College Communications	Pole Banners	\$1560.00	\$1560.00
Supply	Marketing/College Communications	Display Banners	\$1868.00	\$1868.00
ConSvc	Marketing/College Communications	Promotional Video	\$7000.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Task Details Report

Planning Unit: Marketing/College Communications
Unit Manager: Rodriguez, Megan

Objective: 114 - Equipment, technology and facilities requests for Marketing/College Communications

Objective Description:

- Electronic signage to promote timely College news and events. NOTE: this request is contingent upon if the MCPR team expands. The operations of formatting and updating the content that's displayed on the board is incredibly time consuming and cannot be facilitated with the current amount of MCPR team members. Additional staff is a must to successfully maintain an electronic board.
- Office space to house Director of MCPR, Visual Communications Coordinator, College Recruiter, the Recruiter's Ambassadors, MCPR student assistant and potential new hires together in one large, collaborative space.
- Wacom Design Tablet for Visual Communications Coordinator in order to streamline designs and create original design elements quicker; helps wrist ergonomics, eases screen navigation, and speeds up creativity in certain Adobe software.

Start Date: 2/23/2015	Task Type: Resource Request	Priority Level: High	Task Order: 1
Due Date:	Completion Date:	Task Status: New	Budget: \$300

Wacom Design Tablet for Visual Communications Coordinator in order to streamline designs and create original design elements quicker; helps wrist ergonomics, eases screen navigation, and speeds up creativity in certain Adobe software.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
Supply	Marketing/College Communications	Wacom Design Tablet	\$300.00	\$1472.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date: 2/23/2016	Task Type: Resource Request	Priority Level: High	Task Order: 2
Due Date: 2/23/2016	Completion Date:	Task Status: New	Budget: \$1

Office space to house Director of MCPR, Visual Communications Coordinator, College Recruiter, the Recruiter's Ambassadors, MCPR student assistant and potential new hires together in one large, collaborative space.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
Facili	Marketing/College Communications	Office space to host director of MCPR	\$1.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Start Date: 2/23/2016	Task Type: Resource Request	Priority Level: Low	Task Order: 3
Due Date:	Completion Date:	Task Status: New	Budget: \$20,000

Electronic signage to promote timely College news and events. NOTE: this request is contingent upon if the MCPR team expands. The operations of formatting and updating the content that's displayed on the board is incredibly time consuming and cannot be facilitated with the current amount of MCPR team members. Additional staff is a must to successfully maintain an electronic board.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
Equipm	Marketing/College Communications	Electronic Signage Board	\$20000.00	\$0.00

Assignment Details:

Name:	Email:
No Data to Display	