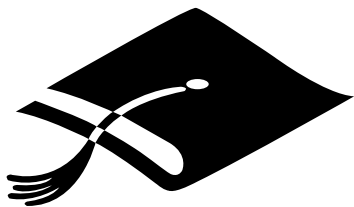


Public Affairs and Governmental Relations

ANNUAL REPORT

2008 / 2009



RANCHO SANTIAGO

COMMUNITY COLLEGE DISTRICT

Santa Ana College • Santiago Canyon College

PREFACE

This report is designed to tout the many achievements of the Public Affairs/Governmental Relations department. To gain an appreciation of the success of this team and the flexibility and creativity the staff has demonstrated this year, it is important to consider the challenges the department faced in the 2008-09 academic/fiscal year.

First, the department's operating budget (excluding salaries and benefits) was reduced 40% in the 2008-2009 fiscal year. The district's once robust advertising and marketing communications program, which was replicated by college districts across the country, was reduced by 87%, limiting brand visibility for the colleges and district office. Because the printing budget was eliminated, the department stopped printing key internal and external communications tools, from *Career Focus* to *Rancho Visions* and *Rancho View*, requiring the team to investigate and use new methods of communication at no cost. Finally, the department staff was reduced by more than 50% in March 2009, resulting in significant restructuring and changes to service delivery.

Yet, even with these significant challenges, the Public Affairs/Governmental Relations team remained true to its Vision and continued to garner significant results to advance the good reputations of the colleges and college district. Each member of the team takes pride in a job well done and has adapted to staff and resource changes with a positive attitude, strategies that demonstrate resourcefulness, cost-saving ideas, and technology solutions to keep the campuses and college district as visible as possible among stakeholders and opinion leaders. New strategies are in development to sustain college and district brands.

The 2009-2010 academic year will bring three retirements, impacting the management of units and service delivery, as well as the potential for additional reductions to the department's operating budget. Despite these pending challenges, the department is committed to going the best job possible with available resources. As our Vision statement and Core Values emphasize, the department's team will use the best of our creativity and professional expertise to advance the vision and mission of the college district. We look forward to supporting the Board of Trustees, chancellor, college presidents, administrators, faculty, student leaders, and staff with quality communications products and services.

Best,



Laurie Weidner, APR
Executive Director



FUNCTION OF PUBLIC AFFAIRS/GOVERNMENTAL RELATIONS

The Public Affairs/Governmental Relations department is responsible for communicating and promoting the good news about the college district and colleges to students, the community, opinion leaders and the mass media through strategic communications efforts. In addition, the department monitors issues, working with district and campus leadership, to communicate accurate, timely and unified messages to support college and district brands.

MISSION

The department is responsible for ensuring that the college district and colleges project a professional public image through the use of consistent visual elements and messages that support organizational goals.

VISION STATEMENT

The Public Affairs/Governmental Relations department fosters respect, open communication, pride and a “can do” attitude, while striving to achieve our personal and professional best. As leaders in our field, we take a proactive approach in providing superb service; efficient, innovative strategies; and communications tools to support the success of those we serve. We pledge to increase the vitality of our campuses, the college district, and the community by efficiently using resources and incorporating new and emerging technologies.

CORE VALUES

Professionalism
 Teamwork
 Respect
 Appreciation
 Integrity
 Innovation
 Creativity

ANNUAL GOALS

INTERNAL

- Support mission-focused communication with all employee groups to sustain a climate of open communication.

EXTERNAL

- Advocate the district’s legislative priorities to elected officials at all levels of government.
- Enhance public perception of the colleges and district using all existing channels of communication, as well as appropriate new technology.
- Build and sustain strategic relationships to advance organizational goals using traditional and online communications strategies.
- Reinforce the college and district brands, underscoring program excellence, value, caring cultures, and high student success rates.
- Communicate the fiscal prudence and success of the Measure E-funded capital improvement program.
- Demonstrate the district’s commitment to its service area through leadership and involvement in community organizations and appropriate community-wide endeavors.

DEPARTMENT

- Advocate that all employees grow through professional development.

2008-09 KEY HALLMARKS

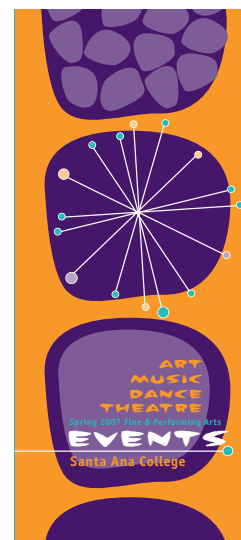
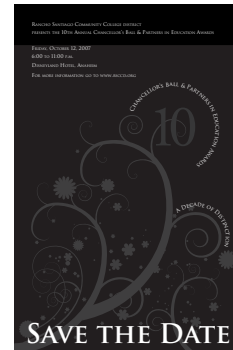
Each section of this report delineates the scope of services and achievements garnered by the department in key service areas. Here is a quick listing of some of the major hallmarks garnered in the 2008-09 academic/fiscal year:

NATIONAL AND REGIONAL AWARDS

- National Council of Marketing & Public Relations (NCMPR) Gold Medallion of Excellence for the Chancellor’s Ball invitation
- NCMPR Silver Medallion of Excellence for the SAC Planetarium Newsletter
- NCMPR Silver Medallion of Excellence for the SAC Scholarship Presentation Folder
- NCMPR Paragon Awards Gold for the RSCCD Presentation Folder
- Community College Public Relations Organization, PRO Award, Third Place for the SAC Fine and Performing Arts Brochure
- Two Gold Medals (in both the public relations and public affairs categories) for the Capitol Mascot Day event and media conference in the regional CASE award competition. (Event took place in spring 2008. Award was garnered in winter 2008. RSCCD led the letter-writing campaign that resulted in the delivery of more than 1,400 RSCCD letters to the Governor. RSCCD also led the media relations effort and press conference.)

STRATEGIC INITIATIVES

- Completion of a comprehensive crisis communications plan.
- Completion of a comprehensive communications and style guide to ensure the consistent branding of the colleges and district office programs and services.
- Completion of a comprehensive community relations plan to expand the college district’s visibility in Anaheim Hills, Garden Grove, and Villa Park.
- Significant support to the colleges and district in the production of the accreditation documents for the October 2008 accreditation visiting team.
- Completion of a social media plan to guide the district and campus marketing efforts on Facebook, LinkedIn, My Space, and Twitter.
- Completion of a strategic plan guiding internal and external communication for students involved in criminal activity.
- Completion of a Board visibility plan to bolster the Board’s visibility with employees and opinion leaders.
- Modification of AR 1000 to reflect the scope of services and responsibilities of the department.
- Completion of comprehensive communications plans to support open communication with employees, stakeholders, and opinion leaders pertaining to the state’s emerging fiscal crisis and its implication for faculty, students, and the general public.



ISSUES MONITORING AND COMMUNICATIONS

- Created and managed campus-wide communications efforts about smoke-free and tobacco free workplace policies, voter education, and student fee increases.
- Expanded surveying to employees to determine key messages and ascertain rumors to be addressed about the budget in the employee forums and lunches with the chancellor.



FISCAL EFFICIENCIES

- Researched and negotiated the lease of new production equipment that is increasing production and saving the district \$6,000 per year.
- Developed an affordable postcard mailing and devised new ways to produce the class schedule to reduce production and distribution costs, enabling the Graphic Communications/Publications units to return more than \$90,000 to the general fund ending balance in June 2009.
- Upgraded Xerox reprographic equipment with new software and hardware systems that boost productivity, enhance quality, enable web submission advances and reduce cost-per-copy charges, saving the district \$6,000 annually.
- Produced *Rancho Visions* and *Rancho View* in PDF formats to adapt to budget reductions.
- Enhanced the intranet to carry vital information about the budget, crisis communications (AlertU), and the swine flu.
- Developed online tools to reach out to the community.
- Maximized available technology – at no cost to the district – to sustain brand visibility for the colleges and district.
- Sought corporate sponsors to underwrite the refreshments for Community Advisors.

FALL 2009

SANTA ANA COLLEGE
Santiago Canyon College
Fall Session Starts August 31

SANTA ANA COLLEGE
Santiago Canyon College
Fall Session Starts August 31

2009 fall
Santiago Canyon College

Class Schedules are available:
 • Online at www.sac.edu or www.sccollege.edu
 • On campus at the SAC bookstore or admissions office and at the SCC bookstore or library

Enroll today!



FALL 2009

RANCHO VIEW
Promoting communication and understanding among employees of Rancho Santiago Community College District

State Budget Cuts Hit RSCCD

Governor Arnold Schwarzenegger's mid-year budget proposal included \$1.2 billion in proposed mid-year cuts to the college district's 100,000 budget. While the cuts are significant, they will not affect a majority of the district's employees.

"This budget cuts is unprecedented," said Chancellor Hernandez. "With so many people dependent on the colleges to enter their careers and help their families, each cut means that someone's life is affected."

At every level, budgets have been discussed in search of any possible savings. Prior to the announced mid-year cuts, only the most critical items remained.

Due to the ongoing state deficit, cuts have unfortunately impacted the classroom—classroom has been eliminated at both colleges. Spring semester classes have been reduced by 331 classes. In keeping true to the district's goal, all the budget deficit impact on the average student comes on the home page will link you to current budget information, as well as a budget forum where you can post your questions or suggestions.

WHAT'S INSIDE
 • Hot Topics
 • Close Up Around the District
 • Rancho Values
 • Accidents
 • Health Story
 • Info & Links

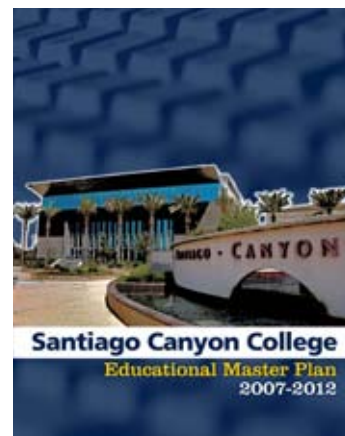
GOVERNMENTAL RELATIONS

- Secured a federal earmark of \$235,620 for the SAC Continuing Education/Nursing and EMT program in January 2009.
- Launched and managed a successful educational campaign with federal law makers and trade association advocacy leaders about the need for modifications to the Higher Education Act (cohort student default rate).
- Initiated, planned and staged strategic visits with state and federal law markers, including Assembly members Curt Hagman, Jeff Miller, and Mike Duvall and Senator Bob Huff.
- Earned two Gold Medals (in both the public relations and public affairs categories) for the Capitol Mascot Day event and media conference in the regional CASE award competition.



GRAPHIC COMMUNICATIONS

- Successfully implemented the change in class schedules and catalog data retrieval from the new content management system in concert with IT staff, academic affairs and the Datatel Curriculum Implementation team.
- Reworked and simplified the logos for the colleges and the district to provide consistent brand images to outside vendors, internal staff and external requestors.
- Reduced the costs associated with producing and mailing the class schedules and catalogs achieved by engaging the colleges in a thorough review of print and mail options to achieve maximum savings without harming enrollment.
- Supported external marketing campaigns for the college development offices, fine arts, athletics, student services, student government, the chancellor and the Board of Trustees.
- Produced major publications including two college catalogs; 13 class schedules for credit, non-credit and community services; two self-study accreditation books; four student handbooks and two annual reports, in spite of reductions to the desktop publishing staff.
- Supported the college websites and electronic marquees with timely messages and web graphics to promote student success, events and enrollment opportunities.



PUBLICATIONS

- Completed over 11.6 million reprographic (copier) and offset press requests, an increase of 1.5% in total print requests over the volume completed in 2007-08.
- Supported college instructional programs with over 6.9 million impressions (copier click charge per page) annually.
- Upgraded Xerox reprographic equipment with new software and hardware systems that boost productivity, enhance quality, enable web submission advances and reduce cost-per-copy charges, saving the district \$6,000 annually.
- Produced the Summer class schedules and catalogs for each college, as well as a designed, produced and mailed postcard advertising Fall and Summer classes, saving the district significant funds that would otherwise be outsourced at a higher cost.
- Transitioned time-consuming and expensive color work from offset presses to the digital color press with a chargeback system that covers the cost of the equipment and supplies.



EMPLOYEE COMMUNICATIONS

- Expanded the intranet to include vital information for employees. Developed a two-way communication forum to minimize rumors and communicate accurate information.
- Expanded communication around key issues from Alert U to the swine flu.
- Supported the chancellor and college presidents with timely, well-written material for inclusion in eBlasts to employees on topics of interest and concern.



MEDIA RELATIONS

- Garnered 803 publicity placements in print, ethnic media, broadcast and online media. If this space and airtime had been purchased in equivalent advertising dollars, the district would have spent \$1,236,101 to buy this visibility. The number of people reached by these stories was 63,275,418.
- Secured feature stories on topics pertaining to campus and district office priorities.
- Managed media controversies to neutralize negative publicity.



COMMUNITY RELATIONS

- Sustained favorable relations with the three Chamber of Commerce supporting the district.
- Sustained favorable relations with Latino-organizations in the Santa Ana service area.
- Maintained leadership positions on various appropriate committees supporting the business of the colleges and district office including the Orange County Human Relations Council, the Orange Chamber of Commerce, the Santa Ana Business Alliance and KinderCaminata.



CAMPUS COMMUNICATION & SPORTS INFORMATION

- Produced of Tier 1-quality media guides for various sports.
- Devised and implemented effective online communication about athletics to the campus communities.
- Supported a wide range of on- and off-campus events and fund raisers with traditional and online communication.
- Expanded traditional and online communication efforts to employees.
- Expanded pro-active media relations of campus programs and services.



CRISIS COMMUNICATIONS

- Worked along side the college presidents and chancellor to implement the ICS structure.
- Developed scenario-based training for the department staff.
- Participated in required FEMA and ICS training.

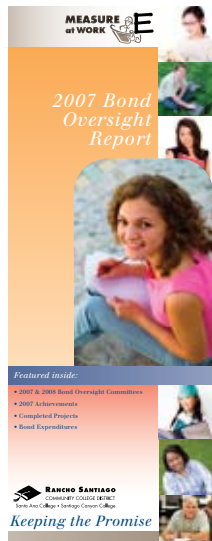


DIGITAL COMMUNICATIONS

- Developed Facebook, Twitter, LinkedIn and MySpace presences for both campuses.
- Improved the layout and functionality of RBay – the online auction for the Chancellor's Ball. RBay raised more than \$2,000 toward student scholarships, as a result of increased participation and improved functionality.
- Expanded service to the colleges and district web committees.
- Launched a digital media archiving project to track and preserve valuable images and pieces of RSCCD's history.
- Identified new and affordable ways to use existing and emerging technology to enhance the mission and visibility of the colleges and district.
- Created and implemented new Web sites or improved existing Web sites and features for a wide range of RSCCD programs from the Digital Media Center to the Orange County Young Entrepreneur Program.

MEASURE E

- Supported the staging of opening events for the softball field, classroom building, M&O building at SAC.
- Supported the staging of the opening of the softball field at SCC.
- Supported the groundbreaking for the child development center at SAC.



PUBLIC AFFAIRS/GOVERNMENTAL RELATIONS

The department is responsible for:

- Monitoring key state and federal legislation
- Working with the Board of Trustees Legislative Committee to formulate the district’s policy priorities;
- Building and sustaining constructive relationships with elected officials and their Staff at all levels of government;
- Preparing and supporting the Board of Trustees with appropriate materials and data for legislative visits in Orange County, Sacramento and Washington D.C.;
- Identifying and writing federal earmark applications on behalf of college and district leadership; and
- Supporting the acquisition of state and federal grants with letters of support from state and federal officials.

ACHIEVEMENTS:

- Researched and wrote the successful earmark application for the SAC Continuing Education/EMT program that earned \$235,620.
- Coordinated the appointments, in concert with Townsend Public Affairs, for highly successful advocacy trips to Sacramento and Washington D.C.
- Developed letters of opposition and support on key pieces of legislation identified by the chancellor and/or the Board of Trustees Legislative Committee.



- Successfully managed a nine-month advocacy effort, regarding changes to this calculation for the student cohort default rate, securing support from Congressman Ed Royce and Congresswoman Loretta Sanchez.
- Targeted, coordinated and orchestrated strategic visits to our campuses by state elected officials including Assembly members Mike Duvall, Curt Hagman, and Jeff Miller, and Senator Bob Huff. Also coordinated a visit by Senator Barbara Boxer's field representative.
- Initiated, coordinated, and orchestrated strategic meetings with elected officials, including special meetings with Senator Lou Correa and Assemblyman Van Tran about specific campus programs.
- Supported campus priorities by arranging for elected officials and/or their staff to attend, speak, and/or provide certificates of recognition at every major campus and RSCCD event. One example includes arranging for Supervisor Janet Nguyen to read to children as part of the SAC Child Development Center-East grand opening.
- Broadened involvement with the Community College League of California and the State Chancellor's Office on joint legislative priorities, including regulatory relief and the Field Act.
- Developed media statements and media releases, at the chancellor's direction, regarding various statewide initiatives promoted by Governor Schwarzenegger.
- Expanded collaboration with the Orange County Business Council, meeting with them to have them weave community college key messages into their spring 2009 advocacy day in Sacramento.
- Developed template letters of support and secured letters endorsing grant applications for the district and colleges.



CHALLENGES:

With the reduction of departmental staff and resources to allow for the staffing of the Board in Sacramento and in Washington D.C., it will be increasingly more difficult for RSCCD to maintain its role as a leading advocate, as these strategic meetings at the state capitol and nation's capitol have been fruitful in advancing district policy priorities. Bill tracking will continue on a limited scale, as a smaller PAGR team translates into fewer hands providing communications services to the district and colleges.

PARTNERSHIP SUPPORT & DEVELOPMENT

The department supports the chancellor and college leaders by initiating strategies to create new or strengthen existing strategic relationships that advance organizational goals.

ACHIEVEMENTS:

- Initiated, coordinated and helped to orchestrate the logistics of an orientation of the newly-elected Sheriff Sandra Hutches to the Orange County Sheriff's Regional Training Academy.
- Coordinated the Sheriff speaking engagement before the Board of Trustees, soon after her selection as county sheriff.
- Led a group of members from the Orange Chamber of Commerce on an advocacy trip to Washington D.C. regarding "job killer" bills.

- Expanded the Orange Chamber’s participation in RSCCD events and campus activities. As a result of the department’s efforts, 10 chamber leaders attended the softball field dedication at SCC in January 2009.
- Initiated and coordinated orientation meetings for the superintendent of the Orange Unified School District with SCC and Orange Education Center (OEC) leaders.
- Continued collaboration with the Orange County Educational Partnership.
- Broadened the partnership with the Orange Chamber of Commerce to include hosting the chairperson of the Board of Directors and the Economic Development Committee for a tour and orientation of RSCCD’s workforce and economic development programs.



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- Coordinated the Sheriff speaking before the Board of Trustees, soon after her selection as county sheriff.
- Led a group of members from the Orange Chamber of Commerce on an advocacy trip to Washington D.C. regarding “job killer” bills. (Trip was paid for by the individual staff member and stipend from the Orange Chamber of Commerce.)
- Expanded the Orange Chamber’s participation in RSCCD events and campus activities. As a result of the department’s efforts, 10 chamber leaders attended the softball field dedication at SCC in January 2009.
- Initiated and coordinated a special walk through of SCC and Orange Education Center (OEC) for the superintendent of the Orange Unified School District.
- Continued collaboration with the Orange County Educational Partnership.
- Broadened the partnership with the Orange Chamber of Commerce to include hosting the chairperson of the Board of Directors and the Economic Development Committee for a tour and orientation of RSCCD’s workforce and economic development programs.

COMMUNITY RELATIONS

The department is responsible for:

- Sustaining favorable relationships with key community organizations on behalf of the colleges and chancellor;
- Representing the chancellor at key events, as needed;
- Monitoring and formulating appropriate responses to rumors and/or communications situations in the community;
- Maintaining the district’s visibility with appropriate racial/ethnic, business, civic and community organizations; and
- Formulating and initiating strategic community relations plans to broaden the visibility of the district and colleges.

ACHIEVEMENTS:

- Completed a comprehensive community mapping plan that outlines strategies for the colleges to improve visibility and reach in Anaheim Hills, Villa Park and Garden Grove – the three communities that have demonstrated the least amount of support for the colleges and district in recent GO bond campaigns.
- Continued visibility, as possible, at Los Amigos and other organizations including the Garden Grove Chamber of Commerce.
- Supported the college presidents with community relations on an as-needed basis.
- Sustained favorable communication with the neighborhood associations surrounding each campus as part of the district's Good Neighbor Program.
- Staged bi-annual Community Advisors meetings to educate community, business, civic leaders about the district, colleges, achievements, goals and challenges.
- Maintained the Community Advisors database and, when necessary and appropriate, disseminate information of importance to opinion leaders.

**CHALLENGES:**

While community relations responsibilities have been shared by various staff members in the department, one position was solely dedicated to this function. The position was eliminated in March 2009. Since that time, the department has continued supporting this function by:

- Visiting appropriate community, civic, and business organizations on an as-needed basis to convey information about the colleges and district;
- Supporting the college presidents as needed to sustain the Good Neighbor Program; and
- Sustaining leadership roles with the Orange County Human Relations Council and the Orange Chamber of Commerce.
- Mayor's Summit – Economic Development
- SCC Community Science Night
- SCC Water Utility and American Water Association Summit

EVENT SUPPORT

The department is responsible for supporting the chancellor, college presidents, faculty leadership, administrators and students with appropriate strategic events. Departmental services include: publicity, electronic and/or digital communication, graphic design, promotion, printing, event logistics support, photography, script writing, VIP invitations, securing of recognition certificates, and more.

ACHIEVEMENTS:

The team supported the following district and campus events with public relations, electronic/digital communications, graphic communications and reprographic services:

- Chancellor's Ball
- Graduation at each college
- Graduation at each Continuing Education campus
- Back to School meeting, SAC
- Convocation, SCC

- Spring convocation at each college
- SAC Athletics Hall of Fame
- SAC Alumni Hall of Fame
- SAC Homecoming
- SAC Key to the County game/breakfast
- Pageant of the Trees
- TGIF
- Trig Star
- Dedication of the SCC and SAC softball fields
- Dedication of the SAC classroom & M&O buildings
- Grand opening of SAC•Child Development Center•East
- Groundbreaking for the child development center, SAC
- Criminal Justice Academy Recruitment Day
- Citizenship Events at OEC, CEC, and SAC
- KinderCaminata at both campuses
- DMC first incubator graduate ceremony
- IWE Women's Summit
- Mayor's Summit – Economic Development
- SCC Community Science Night
- SCC Water Utility and American Water Association Summit
- SCC and SAC Golf Tournaments
- SAC/Kiwanis Residency Forum
- DMC OC Growth Forum



CAMPUS COMMUNICATION & SPORTS INFORMATION

The department is responsible for:

- Supporting the communications priorities of the college presidents;
- Advancing the positive reputation of the campuses through public relations, graphic communications and other communications strategies;
- Supporting event staging with promotion, publicity, graphic design, reprographics and photography;
- Expanding campus communication;
- Leading on-campus communications efforts targeted to students;
- Managing the public messages posted on the campus marquee;
- Broadening information sharing and dialog with employees around sensitive issues; and
- Managing and leading media relations efforts to promote campus programs and services.

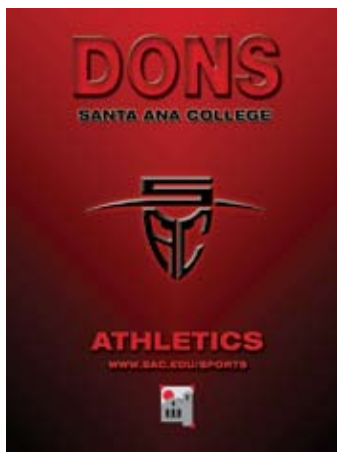
ACHIEVEMENTS:

- Launched the digitally-formatted Notes from the President (SAC) and What's new at SCC? (SCC), keeping the campus community well informed about issues and activities.
- Secured strategic media placements to advance the good reputation of the campuses (see Media Relations Section). Examples include feature stories placed in the Orange County Edition of the *Los Angeles Times* about the Opportunity Scholarship or the *Orange County Register* story on ASG's summer rescue fund.
- Leveraged advertising investments to secure by-lined trade-out editorial space in *Orange Business Magazine*, the *Orange City News*, and *Orange Magazine*.
- Supported the production of the accreditation report and the campus annual report.

- Wrote, edited, designed and produced class-related promotional tools, such as information brochures on financial aid and new career technical education courses.
- Supported many successful on-campus events. (See Events Section).
- Improve the spotlight feature on the SAC Web site. Research, write and post updates.
- Constructed scripts for graduation, convocation, and back to school meetings.
- Advanced the Good Neighbor Program by attending local neighborhood association meetings and preparing the college presidents for presentations.
- Developed award-winning athletic media guides to support recruitment efforts.
- Supported the Foundation with a wide range of events from the annual fund raisers to graduation and Hall of Fame activities.
- Coordinated specific athletics-related events, handling all publicity, promotion, design, photography, and reprographics.
- Launched campus digital updates about the athletics programs, the Foundation, and other campuswide priorities.
- Improved and enhanced the athletics department Web pages.
- Bolstered media coverage of athletic teams and the individual performance of athletes.
- Worked to neutralize negative publicity and address rumors circulating on campus.

CHALLENGES:

With the elimination of the campus PIO offices in June 2009, the department will continue to provide as much support as possible to the colleges and district office. Working with the college presidents and the chancellor and through close collaboration with campus leaders, the department continues to support major institutional goals and events.



MEASURE E

The department is responsible for:

- Promoting the success of Measure E-funded projects through enhanced Web site pages;
- Advocating for legislation and practices to provide regulatory relief from the Field Act and an alternative plan check process to Division of the State Architect;
- Supporting the colleges and district with promotion, design, publicity, and photography for ground breakings and dedication events;
- Advancing the Measure E educational campaign through on-campus signage;
- Developing and producing the annual Bond Oversight Committee Report;
- Facilitating media stories relating to the capital improvement campaign;
- Educating the public about the importance of supporting local and state facilities bonds that fund new construction and renovation;
- Educating opinion leaders about current and future Measure E projects to sustain favorable support;
- Neutralizing, where possible, negative publicity about bond-related expenditures and educational master plan priorities; and
- Updating employees about pending and future Measure E projects.

ACHIEVEMENTS:

- Provided stellar public relations, graphic communications, and reprographic services to various Measure E-funded events, including the opening events for the softball field, classroom and M&O buildings at SAC, the opening of the SAC Child Development Center-East, the opening of the softball field at SCC, and the groundbreaking for the child development center at SAC.
- Collaborated with facilities on appropriate on-campus signage to identify projects with Measure E.
- Supported the college presidents with periodic updates about on-campus projects.
- Created promotional tools to education the public and Community Advisors about the success of Measure E.
- Incorporated Measure E information into appropriate VIP briefings, back to school, convocation, employee forums, and other appropriate face-to-face settings.



CHALLENGES:

Voter education takes time and money. If the district anticipates pursuing a bond election campaign in 2012 and beyond, it will be important to invest in the department to enable us to launch a districtwide, comprehensive and consistent public information campaign about unmet facility needs and Measure E successes. A broad and consistent educational campaign, which includes print and online tools, as well as advertising and marketing, is essentially to educating voters about the need for additional local taxpayer supported bonds.

MEDIA RELATIONS

The department is responsible for:

- Initiating and coordinating all media relations efforts on behalf of the colleges and district;
- Identifying newsworthy story ideas that support the college district's mission and brand;
- Targeting appropriate media outlets (print, online, ethnic, broadcast) which might be inclined to cover the story;
- Researching, writing and developing appropriate media relations tools to support the information gathering process;
- Facilitating the story placement, including briefing and preparing the spokesperson for the interview;
- Making efforts to neutralize negative stories that may tarnish the public reputation of the college district and campuses;
- Identifying by-lined story and OpEd opportunities for district and campus leaders;
- Maintaining constructive relationships with reporters and editors to ensure balanced coverage about RSCCD;
- Fostering and seizing opportunities for media coverage in Spanish, Vietnamese, and Korean media; and
- Tracking, evaluating and analyzing media coverage, using industry-specific software tools, to ensure placements include key mission- and brand-specific information about our colleges and district.

ACHIEVEMENTS:

- Placed 803 publicity stories in print, broadcast, and Web-based media.
- The media value of these placements totaled \$1,236,101 in equivalent advertising dollars.
- The number of people reached by these stories was 63,275,418.
- Successfully secured a wide range of ethnic•language stories in Spanish and Vietnamese media outlets.
- Expanded an online newsroom to facilitate reporters and editors pursuing stories about the colleges, district, and general stories about higher education and community colleges.
- Increased media monitoring capabilities, including daily monitoring through Google Alerts.

HIGHLIGHTS INCLUDE:

- "SCC Faculty Member Chosen as Best in OC," 7/1/08, *Orange Magazine*
- "Eleventh Annual Chancellor's Ball 'By the Light of Lanterns,'" 10/20/08, *Miniondas*
- "Digital Media Center," 12/18/09, *Nguoi-Viet Daily News*
- "Mayors from Orange County, Baja, CA, Meet," 1/15/09, *Telemundo*
- "Mayors from Orange County, Baja, CA, Meet," 1/16/09, www.publicradio.org
- "Mexican, OC Officials Talk Tourism," 1/16/09, *The Orange County Register*
- "SCC Opens New Softball Field," 2/15/09, *The Orange County Register*
- "Santa Ana College Offers Child Care," 2/18/09, *The Orange County Register*
- "Grand Opening for Child Development Center at SAC East Campus," 2/26/09, *Nguoi-Viet Daily News*
- "Students Tackles School's Summer Budget," 3/1/09, *The Orange County Register*
- "Two Campuses Limit Smoking," 3/7/09, *The Orange County Register*
- "A Drive to Save Summer School," 5/15/09, *Los Angeles Times*

- “Distinguished Alumni to be Inducted into the SAC Foundation Hall of Fame,” 6/5/09, *Vien Dong*
- “English Learners Fill Language Classes,” 6/15/09, *The Orange County Register*
- “College Students Raise \$4,500 to Save Algebra Class,” 6/25/09, *The Orange County Register*

CHALLENGES:

Unfortunately, with the elimination of the independent contract budget in late spring 2009, the department is unable to have news releases translated into Spanish, Vietnamese and Korean. This hampers our ability to place stories in non-English media – as these outlets require news material submission in their native language. Where possible, the department is partnering with the colleges to translate news releases to allow for ethnic media placement. However, this situation is restricting the visibility of our colleges among the parents and opinion leaders who patronize ethnic media and are in a position to influence a student’s decision to attend one of our campuses. These media placements are also important because they demonstrate that our campuses are ethnically diverse and welcoming to students of all ethnic and racial backgrounds.

MARKETING & ADVERTISING

The department has orchestrated one of the most widely regarded marketing communications programs in the state. Due to budget cuts, the marketing/advertising was reduced by 87%, leaving just enough money in 2008-09 for a few local advertising placements, and continued membership in the three Chambers of Commerce organizations within the district’s service area.

The department is responsible for:

- Crafting a marketing communications strategy and annual plan to maximize district resource to advance the reputations of our colleges;
- Identifying appropriate print, broadcast and online media placements;
- Crafting and designing compelling ads that address the messages that motivate behavior (enrollment in our colleges);
- Expand the district’s presence on Facebook, My Space, LinkedIn and Twitter to ensure maximum visibility among current and prospective students;
- Expand the district’s social media presence to support the college foundations with alumni relations;
- Supporting Continuing Education and campus outreach, as resources allow, with promotion and sponsorship opportunities;
- Monitoring ad placement and evaluate the effectiveness of the ad placements;
- Leveraging advertising buys to garner free trade-out editorial space, whenever possible; and
- Leveraging advertising clout to encourage ethnic-language media outlets to collaborate with the college district on community-wide initiatives and to provide pro bono support and free editorial and/or advertising.



ACHIEVEMENTS:

- Leveraged advertising buys to include four full-page trade-out editorial space in *Orange Magazine*.
- Participated in the Orange and Garden Grove Chambers of Commerce and the Santa Ana Business Alliance, serving on various committees and attending regular meetings to promote the colleges and district.
- Placed ads in the *Foothill Sentry*, *Orange Magazine*, *Orange City News*, *Orange Business News*, *Cityline*, and AT&T Yellow Pages (print and online).
- Launched MySpace and Facebook pages to promote the colleges to current and perspective students.

CHALLENGES:

Over the past decade, RSCCD had become an important investor in the local community, advertising locally and supporting non-profit organizations through event and table sponsorships. When the department's advertising/marketing budget was nearly completely eliminated in 2008-09, this had a dramatic impact on local print media, especially the Spanish-language newspapers in Santa Ana. The Chambers of Commerce, the Santa Ana Business Alliance, the Orange Senior Center, the South Santa Ana Merchants Association, KinderCaminata, and many other organizations were fiscally impacted due to our withdrawal of advertising and sponsorship support. The department's budget reduction also impacted Outreach and other campus activities that tapped into the department for support and funding for local events, such as parades, festivals, and local community fairs.

Marketing and advertising, along with public relations, social media, community relations and media relations, are important for sustaining the visibility of the college and district brands. While our student enrollments are strong today due to the downturn of the economy, without a consistent online and marketing presence, our colleges are left vulnerable to competition from other neighboring colleges that continue to invest in advertising and marketing. Due to the inundation of information and the availability of media with competing messages, it takes at least 15 message impressions for a prospective student to retain information about our colleges. Marketing and advertising are important communications methods that keep our campuses visible and branded as the best educational options in Orange County.

EMPLOYEE COMMUNICATIONS

The department is responsible for:

- Promoting understanding of the issues affecting faculty, staff, and students;
- Creating and coordinating a strategic internal communications program that strives to inform and involve all internal constituencies about key initiatives and helps build support for the district and colleges' missions;
- Updating faculty and staff on the district's developments and progress towards organizational goals;
- Amplifying good news and supporting faculty and staff through internal recognition of departmental, program, and individual successes and achievements;
- Surveying employees to learn how to become more effective in our employee communications program and how to increase two-way communication;
- Sharing information of importance to the district-wide community via e-Blast and the intranet;
- Fostering understanding throughout the district through employee newsletters, including the *Rancho View*, the district employee newsletter, *SCCourier*, Santiago Canyon College employee newsletter, and the previously published *PaperSAC*, Santa Ana College employee newsletter (The *PaperSAC* migrated to a digital tool, Notes from the President);
- Coordinating in collaboration with the college communities, Luncheons with the Chancellor—small group discussions with the chancellor across the district (This year, the luncheons became chats to save money.); and
- Facilitating Employee Forums on an as needed basis to encourage two-way communication.



ACHIEVEMENTS:

- Migrating the previously printed *Rancho View* newsletter to a PDF format to eliminate production costs;
- Staged five Chats or Luncheons with the Chancellor at SAC, SCC, OEC, CEC, and the DO; 87.5 % to 100 % of employees rate these events as relevant and important;
- Facilitated six Employee Forums—three in the fall and three in the spring—held district-wide;
- A Employee Forum post survey revealed that 17.9% of employees found the forums to be somewhat important, 39.8 % found them important, and 42.3 % rated them very important;
- Created and led employee communications campaigns to promote enrollment in the AlertU emergency messaging system, participation in the Great California Shakeout, the new VOiP phone system, and knowledge of swine flu (H1N1);
- Expanded electronic and digital communication to employees;
- Expanded support to internal district office departments, helping them to harness today's technology to improve communication and heighten understanding of key initiatives form the employee benefits enrollment program, to saftety/emergency issues, and online tutorials for the new districtwide phone system; and
- Maintained a robust repository of up-to-date budget information on the employee intranet while providing employees a space to voice their concerns in an open forum.

CHALLENGES:

Unfortunately, with the elimination of a printed district employee newsletter, it is highly likely that readership has eroded. Previously, the department had surveyed employees to see whether they would prefer a digital or online publication and, the majority, especially faculty reported that they liked the portability of the publication saying they could read it anywhere and at anytime. Only 18 employees completed a post survey following the distribution of the first PDF newsletter, as compared to 122 who completed the previous *Rancho View* readership survey. This format appears to hamper our ability to get key issues in front of employees. Clearly, in the age of information overload, e-mailed information can be overlooked or simply deleted. Additionally, we do not have evidence that our employees peruse the employee intranet for relevant information.

CRISIS COMMUNICATIONS

The department is responsible for:

- Providing advisement and support relating to all crisis communications needs and considerations;
- Coordinating the development and distribution of crisis-related messages;
- Providing information and updates to employees, key community members, as well as the community-at-large using all available channels of communication;
- Serving as the single official point of contact for mass media representatives and governmental agencies during crises or emergencies;
- Coordinating and disseminating appropriate, accurate and timely information pertaining to the crisis to the media under the direction of the Incident Command System (ICS) Commander;
- Determining the frequency, format, and timing of media briefings and media conferences;
- Determining the most appropriate spokesperson(s) to meet specific media requests and needs in coordination with the Incident Commander;
- Serving as spokesperson whenever directed to do so by the ICS Commander;
- Preparing the identified media spokesperson(s) for interviews and media briefings;
- Providing customized spokesperson training for managers and other designated spokespersons to prepare for media interviews during times of crisis;
- Maintaining the crisis communications plan including a list of priority media contacts, reviewing the plan periodically and revising it as needed, testing the plan through drills, and executing the plan when necessary;
- Remaining current on ICS and unified command logistics to ensure the efficient handling of communication during crises and emergencies; and
- Practicing roles and functions through periodic scenario-based exercises that test the PIO function on the ICS staff.

NEW MOBILE ALERT NOTIFICATION SYSTEM
SANTIAGO CANYON COLLEGE



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- STANDARD TEXT MESSAGE RATES APPLY

FOR MORE INFORMATION VISIT WWW.ALERTU.ORG

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ACHIEVEMENTS:

- Updated the crisis communications plan to be better aligned with the colleges and district's ICS structure.
- Updated and produced "Go Kits" for all appropriate PAGR team members who would respond to crises at the district office or at a campus location.
- Reviewed all key contact lists included in the crisis communications plan to ensure accuracy.
- Efficiently handled media inquiries relating to an earthquake, fire (air quality issues), and reputation-related incidents ranging from fire alarm installations to alleged criminal activity by athletes.
- Managed a brewing media crisis in *The Blade* magazine that had the potential to impact the reputation of one of the colleges. Minimized any potential damage caused by a false allegations.
- Developed and implemented a tabletop crisis communications drill involving all district and college public relations practitioners. The scenario centered on an outbreak of salmonella on one of the college campuses.
- Developed a template crisis communications plan addressing, generically, how PIOs should handle media inquires about students involved in alleged criminal activity.
- Completed required the ICS training.
- Initiated a districtwide working group to discuss the creation of crisis Web site template pages. Participants included college and district representation, as well as district office safety and security, ITS, and PAGR personnel.

CHALLENGES:

Unfortunately, due the elimination of the PIO offices on both campuses, if a major crisis were to occur that would draw significant media attention to the colleges and district, the remaining trained and experienced PIOs would find their response effectiveness hampered. In crisis situations, the timely delivery of key messages to the internal and external community is key to a quick recovery and to maintaining an organization's good name. Other challenges include the identification and training of college and district spokespeople for non-English media, including Spanish, Vietnamese, and Korean, as well as the development of the crisis Web site pages.

DIGITAL COMMUNICATION

The department is responsible for:

- Providing advisement and support, as feasible, to the campus and district Web advisory groups;
- Providing strategic advisement to the districtwide technology task force, regarding social media and other areas of expertise within PAGR;
- Maximizing technology to promote and sustain the brand identity of the campuses and district;
- Updating the main district office Web pages with current and timely information;
- Creating and sustaining the social media plan and deliverables for all sites and the district office;
- Supporting the functions of the department with digital solutions;
- Writing for the Web and other social media sites;
- Maintaining a commitment to information and technology currency and staff development in order to ensure our campuses and district make the best use of available technology and resources; and
- Monitoring social media outlets as part of the department's issues identification and communications strategy.

ACHIEVEMENTS:

- Supported the branding and launch of the corporate identity and online marketing and promotion of the Orange County Young Entrepreneur Program (OCYEP).
- Expanded the features of the RSCCD Web site, including building out the sections pertaining to the Board of Trustees. Improved the navigation and content on all main-page sections.
- Drove content management and expanded new features on the Web sites for: the Institute for Women Entrepreneurs (IWE), the International Consortium for Educational and Economical Development (ICEED), and the Orange County Small Business Development Center (OCSBDC). These enhancements improved customer service and relations and advanced the online presence and annual goals of each of these leading RSCCD operations.
- Advanced the functionality of RBay, adding new features that helped to bolster employee participation.
- Integrated digital communication into the department's functions including employee communications, campus communications, sports information, marketing, public affairs, event coordination, crisis communications and community relations.



CHALLENGES:

With one dedicated staff member, a team that is half the size that it was in March 2009, and no budget to expand digital communications offerings, the department continues to be resourceful, exploring new and emerging free online resources that can be used to build a more robust online presence for the colleges and district. With an investment in the department in the future, plans call for expanding this departmental function and its integration into existing strategies.

GRAPHIC COMMUNICATIONS

The department is responsible for:

- Enhancing the image of RSCCD and its colleges through print and electronic media;
- Providing print and electronic design services for a wide variety of marketing and public relations materials; and
- Maintaining a strong brand identity for the district and the colleges.

ACHIEVEMENTS:

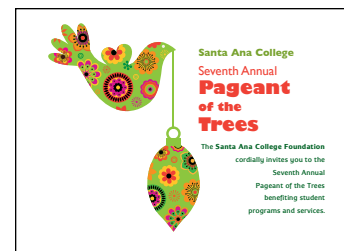
- Staff brought professional expertise and added value to a wide variety of print and electronic media projects for a wide variety of projects supporting instruction, marketing, administrative functions, events, and communications to external and internal audiences.
- Coordinated, designed and produced digital files for major publications including 6 credit and non-credit class schedules, 3 Community Services class schedules, 2 college catalogs, 5 student handbooks and athletic media guides for college intercollegiate athletic teams.
- Implemented curriculum data into the workflow for catalogs and schedules and managed new workflow strategies that resulted from the transition to Datatel.
- Coordinated and designed the covers and advertising in issues of *Career Focus* magazine.
- Supported campus organizations and events with folders, signage, logos, identity packages, maps, web banner ads, brochures, flyers, posters, save the date cards, invitations, reply cards, envelopes, Eblasts, programs and books.
- Provided photographic support for documentation of events and for images used in creative work for print and electronic media.
- Supported the planning and implementation of marketing projects, events and campus activities.



CHALLENGES:

A reprographic technician assigned to support SCC resigned and the work done by this individual was picked up by the remaining desktop publishers resulting in increased demands for their time and expertise.

With the impending retirements of the director and a graphic designer, there will be a serious shortage of support for maintaining a professional image in district and college print and electronic media. In addition, the quantity of project completions will diminish and the response times will increase due to staff shortages.



PUBLICATIONS

The department is responsible for:

- Providing reprographic and offset print products to the district and colleges for academic, administrative operations, public relations and marketing purposes;
- Providing print, bindery and photocopy materials to support instructional, marketing, public relations and other organizational communications goals;
- Consulting with employees on publications provided by outside vendors; and
- Encouraging and training faculty and staff to submit reprographic jobs through the Web submission system.

ACHIEVEMENTS:

- Completed over 11.6 million reprographic (copier) and offset press requests, an increase of 1.5% in total print requests over the volume completed in 2007-08.
- Supported college instructional programs with over 6.9 million impressions (copier click charge per page) annually.
- Upgraded Xerox reprographic equipment with new software and hardware systems that boost productivity, enhance quality, enable web submission advances and reduce cost-per-copy charges, saving the district \$6,000 annually.
- Printed the Summer class schedules and catalogs for each college, as well as a mailed postcard advertising Fall and Summer classes, saving the district significant funds that would otherwise be outsourced.
- Transitioned time-consuming and expensive color work from offset presses to the digital color press with a chargeback system that covers the cost of the equipment and supplies.

CHALLENGES:

- The offset lithography area of publications responsible for large-scale and long run length color work, envelope imprints and forms was impacted by the layoff of two offset lithographers and the shutdown of the presses they operated.
- Requests for brochures, folders, letterhead and other complex color print jobs are being diverted to the available color digital press but there are fewer staff to complete the volume of requests and less time to devote to the laborious and time consuming bindery operations that are necessary for many of the requests.
- The cost of paper is increasing and the use of office bond paper rising. Publications distributes office paper to the district office and is unable to meet the demand for paper supplies within the constraints of the budget. A pain for paper consumption and distribution is necessary.
- With the impending retirement of the manager there will be a serious lack of operational expertise for maintaining the budget, managing priorities, facilitating requests to outside vendors and ensuring the continuity of excellent service at costs well below the market rate for similar services.