

PUBLIC RELATIONS SERVICE UNIT PROGRAM REVIEW

PROGRAM STATUS

1. Describe how the program supports:
 - a. The college mission and core values - The Public Relations Department provides brand management, marketing planning, media relations, graphic design, crisis communication, advertising, photography, video, social media, public information and public relation services to all college departments (referred to as “clients”) in order to educate, guide and lead/drive the direction of their communication efforts in support of the college’s mission and core values. This is accomplished through proactive communication with external stakeholders and by supplying internal clients with written and visual content that is on target with communicating effectively and elevating the brand. PR is responsible for fair price options for advertising, marketing and print through negotiating prices that are cost effective for clients to stay within budgets.
 - b. The college strategic plan - The Public Relations Department has set a departmental mission of “Marketing the Vision. Creating the Connection.” This supports identified strategies as outlined in the Strategic Goals Plan: Vision 2016. The department has been tasked with a leadership role in Strategic Goal #4 and has a number of targeted actions assigned throughout the plan.
2. How does the program conform to THECB requirements?
(Drop down menu items: SCANS) -- Not Applicable --
 - a. List any program requirements from THECB.
 - b. Describe how they are met.
3. How does the program conform to federal requirements
(Drop down menu items: Gainful Employment) -- Not Applicable --
 - a. List any federal requirements for the program.
 - b. Describe how they are met.

4. List all program literature (course schedules, student handbooks, flyers, brochures, catalog entries, etc.) and provide last date updated. All program literature must be reviewed and updated no earlier than three months prior to the program review due date. (Major Publications)

Title	Type	Last Updated
Community Newsletter - Connection	Print and electronic	Spring 2013 (3x a year schedule)
Graphic Standards Manual	Print and electronic	Fall 2012
Written Style Guide	Print and electronic	Fall 2012
PR Intranet Site	Web	January 18, 2013

5. List all university/business and industry partnerships and describe them.

University/Business & Industry	Partnership Type	Special Requirements
-- Not Applicable --		

6. Complete and attach Facilities and Resources template (page 4).

INSTITUTIONAL RESEARCH DATA

Unduplicated, actual, annual enrollment data

- Community Survey
- Student Enrollment Reports
- IPEDS Data

PROGRAM DEVELOPMENT SINCE LAST PROGRAM REVIEW

1. Summarize assessment activities and actions taken in response since last program review.
 - a. Quality Enhancement Plan for follow up conducted in 2005 with recommendations implemented.
 - b. The Public Relations Department creates an annual Marketing Plan and evaluates its effectiveness each year, based on reports and surveys such as those listed below and other feedback. Marketing Plans from FY2009 – 2013 are attached.
 - i. Faculty/Staff Surveys of Service Units
 - ii. Satisfaction Surveys on CougarWeb
 - iii. Satisfaction Surveys on www.collin.edu
 - iv. Satisfaction Surveys on m.collin.edu
 - v. Satisfaction Surveys on CougarMail
 - vi. Google Analytics
 - c. The Department enters creative work in several contests through the National Council for Marketing and Public Relations and the Council for Advancement and Support of Education. The department has won more than 60 awards since 2003, and the judges' score sheets and comments serve as feedback.
2. Describe any continuous improvement activity if different from assessment.
 - a. CIP is based on indicators in the Community Survey, and activities for improvement are incorporated into the annual Marketing Plan for the district (referenced above).

3. List program employees (full-time and part-time), their role, credentials, and professional development activity since last program review.

Employee Name	Role in Program	Credentials	Professional Development since last Program Review
Lisa Vasquez	VP of Public Relations and College Relations	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Marisela Cadena-Smith	Dir., Marketing & Communications	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Marlene Miller	Coord. Of Graphic Design	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Rajesh Michael	Web Communications Editor	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Daniel Quong	Graphic Artist	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Nancy Price	Graphic Designer	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Nick Young	Photographer	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Vernon Hadnot	TV Prog. & Prod. Associate	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Melanie Hess	PR Associate	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Justin Jones	PR Writer	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Heather Darrow	PR Writer	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Ellen McKinney	Div. Secretary	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Keli Fink	Prod. Coordinator	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4
Lisa Evans Reagan	Marketing Coord.	See Vitae in Tab 4	See Prof. Dev. Report in Tab 4

PROGRAM PLANNING

Summarize expectations and plans for the next five years.

Public Relations and Marketing Plans for the future will continue to be based on the Strategic Plans of the college. However, trends in the industry show increased need for tactics in video and social media, and as a result the job descriptions, personnel, equipment and virtual file storage for the PR Department may need to be reallocated, shifted or augmented. Additional equipment, software upgrades, storage and supplies may be needed in the coming years. Advertising and marketing effectiveness is evolving rapidly, and future needs will be evaluated based on the growth and needs of the college.

PROGRAM REVIEW REPORT PATHWAY:

Completed Program Review Reports will be evaluated by the appropriate deans and Program Review Steering Committees. Following approval by the Steering Committee, Program Review Reports will be evaluated by the Leadership Team who will approve the reports for posting on the intranet. At any point prior to Intranet posting, reports may be sent back for additional development

FACILITIES AND RESOURCES

FACILITIES

Room/Office Location and Designation	Size	Type	Special Characteristics (i.e. permanent like ventilator hood)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	Describe additional needs for any N" answer in columns 5 or 6.
Center for Higher Education, Suite 411			Permanent enclosed cluster of offices	Y	Y	
Satellite Station at Spring Creek Campus			Video and TV satellite room	N	N	Need to move to CHEC location.

EQUIPMENT AND SUPPLIES

List all equipment valued at \$5,000 or more each

Current Equipment Item or Budget Amount	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, justify needed equipment or budget change
230105, 787430 Computer/Media Equipment: <i>STORAGE</i>	N	N	The Mac server was upgraded recently to 3tb, but an onslaught of video production jobs in 2012-2013 has the department on track to exceed storage capacity within 6 to 12 months. Staff are currently <u>not saving</u> some original footage and posting rendered files on YouTube rather than the video server to conserve space, which means we will have to reshoot footage any time we want to use it again.
230105, 787430 Computer/Media Equipment: <i>HARDWARE</i>	Y	Y	Computers for creative team members are on a 2-year replacement/rotation cycle to keep up with industry usage standards. This is currently sufficient.
230105, 755240 DP Software	Y	Y	Software upgrades for the graphic design, web, photo and video functions are essential to be compatible with printers and other related service providers and are upgraded immediately upon the manufacturer's release.
HP LaserJet 9500 HDN	Y	N	This high resolution color laser printer may need replacement within five years due to age. It was purchased in 2006, and a recommendation for replacement would be based on cost of repairs and submitted as a supplemental budget request at annual hearings.

FINANCIAL RESOURCES

Source of Funds (i.e. college budget, grant, etc.)	Meets current needs: Y or N	Will meet needs for next five years: Y or N	For any no in columns 2 or 3, explain why	For any no in columns 2 or 3, identify expected source of additional funds
College Budget – Cost Centers 230105 & 230115	Y	N	Possible demographic changes, new student population, new technologies & increase in rates for advertising and marketing efforts	Reallocation from discontinued tactics or new budget allocation request. Priority would be placed on reallocation of existing budget.