**2014-2015**

**Service Unit Continuous Improvement Plan (CIP)**

**Date: September 17, 2014**

**Administrative or Educational Support Unit Name**: Public Relations

**Primary contact name:** Marlene Miller, Lisa Vasquez

**Mission:** “Marketing the vision, creating the connection.”Public Relations is a service department that helps connect faculty, staff and administrators with students and the community to highlight the excellent programs at Collin College.

**Goals:**1. Improve market perception to persuade prospective students.

2. Improve market perception to build community support.

**Key Institutional Outcome Indicators: Overall Satisfaction, Completers, Efficiency, Effectiveness**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **End Result/**  **Intended Outcome Statement(s)**  **(Institutional Outcomes)** | **Measure(s)** | **Standard(s)**  **(Criteria for determining success)** | **Actual Outcome Results/Findings** | **Improvement**  **Action(s)** |  |
| Overall Satisfaction  Benchmark image perception of Collin College through a survey to the community | Biennial Community Survey for Collin College | Cumulative approval ratings between 80-95% based on brand awareness, image and recommendation of Collin College to a family member or friend  (Combines “strongly agree” and “agree” responses) | Baseline as of 2013:  Awareness: 93%  Image: 76.8%  Recommend: 70.5%  Combined Total:  **80.1%**  **Next survey Summer/Fall 2015** | 1. Implement Year One Promise. Power. Pride. Campaign. 2. Continue to improve strongly agree/agree statistics via consistent messaging delivered through marketing plan and campaign. (see annual marketing & PR plan) 3. Work with IRO to administer community survey |

SACS Principles of Accreditation

2010 Edition - Page 25

3.3 Institutional Effectiveness

3.3.1

**- The institution identifies expected outcomes,**

**- assesses the extent to which it achieves these outcomes,**

**- and provides evidence of improvement based on analysis**

**of the results in each of the following areas:**

3.3.1.1 Educational programs, student learning outcomes

3.3.1.2 Administrative support services

3.3.1.3 Educational support services