

Administrative Services Program Review (Community Relations) Latest Version

Administrative Services Program Review (1) - Overview First Submission: Version by **Parnock, Heather** on **10/10/2024 22:29**

The overview describes the program profile. This is the first comprehensive program review for the Community Relations Department.

a) Program profile:

The Office of Community Relations supports the President/CEO in enhancing Compton College's reputation and achieving its goals through strategic marketing, social media, and media relations. We ensure timely and accurate communication with the campus community, District constituents, community and government organizations, and educational partners.

The Office is funded through the District's budget allocated by the President/CEO's Office.

We serve a diverse student population, Compton College faculty and staff, the media, elected officials, and community leaders.

The Office of Community Relations is a unit within the President/CEO's Office, staffed by one director, one manager (vacant), and three full-time Classified professionals. We research, design, produce, and deliver professional communications to various stakeholders. Our services include media relations, publication writing and design, paid advertising, web development, social media management, fundraising, and community engagement. We provide mail and copy services to District employees. We are dedicated to sharing the news of all the outstanding accomplishments, events, and activities happening at Compton College.

Our mission supports Compton College's dedication to excellence in education by providing numerous services that support the academic, athletic, artistic, and extracurricular endeavors of students and employees. We communicate with diverse target audiences within our service area, helping them pursue their educational and career goals. Our efforts align with the College's mission and vision by ensuring widespread and positive representation of Compton College.

b) Status of previous recommendations:

This is the first comprehensive Program Review for the Office of Community Relations.

c) Continuing recommendations:

Not applicable.

Administrative Services Program Review (2) - Program Data First Submission: Version by **Parnock, Heather** on **10/10/2024 22:29**

a) Customer/student/client satisfaction data:

No analysis available. This is the first comprehensive Program Review for the Office of Community Relations.

b) Customer/student/client outcome data:

No analysis available. This is the first comprehensive Program Review for the Office of Community Relations.

c) Campus/community collaboration:

The Office of Community Relations primarily serves Compton College employees, while also engaging with current and former students for success stories upon faculty and staff recommendations. Our collaborative efforts include working closely with administrators, faculty, and staff to aid in communicating program offerings, campus events, and activities. This internal collaboration ensures that stakeholders are well-informed and engaged with the College's initiatives. Additionally, we provide training and assistance with content editing on the College website, enhancing the accuracy and appeal of online information.

Externally, we engage with local media, elected officials, and community leaders to share news and updates about the College, thereby strengthening our external partnerships. By interviewing current and former students, we highlight their achievements and experiences, fostering a positive image of Compton College within the community. These efforts have improved internal communication, ensuring alignment with the College's goals and activities, and have enhanced the College's reputation and visibility in the community.

To further strengthen our collaborations, we can implement regular training sessions for staff on effective communication strategies and expand our support for departmental marketing efforts. Strengthening ties with local businesses and community organizations through joint events and initiatives can enhance our outreach.

Looking ahead, establishing a robust alumni network can provide valuable support for current students and enhance community relations.

d) Program data recommendations:

1. Implement regular training sessions for staff on effective communication strategies and expand our support for departmental marketing efforts.
2. Establish a robust alumni network to provide valuable support for current students and enhance community relations.

Administrative Services Program Review (3) - Program Requirements First Submission: Version by **Parnock, Heather** on **10/10/2024 22:29**

a) Program support:

President/CEO's Office – Provides strategic direction and support for the program; regular meetings and updates to align program goals with institutional priorities.

Information Technology Services – Ensures the technical infrastructures and support necessary for program functions; collaboration on new technologies.

Faculty – Delivery of educational content and student engagement; collaboration opportunities.

Classified Professionals – Support logistics and operations; professional development opportunities and recognition of contributions.

College Administration – Facilities resource allocation and administrative support; collaborative planning sessions and regular communication. Individual

Departments and Programs – Contribute subject matter expertise and recourses; joint projects and cross-departmental initiatives.

b) Facilities and equipment:

The majority of the Community Relations staff are temporarily located in the D Building, Room 29, offices A-C, while the Copy Center and Mailroom/Switchboard are situated in C-29. The director of community relations, foundation manager, and webmaster/social media coordinator are scheduled to move back to the Administration Building once renovations are completed for the new Community Relations suite.

The mailroom/switchboard was relocated to C-29 in December 2023. This close proximity to the Copy Center allows for additional coverage when the mail clerk/switchboard operator is unavailable, and vice versa. This arrangement provides customers with more access to their mail and orders, with two staff members available to overlap.

We have adequate technology and equipment for our staff. The Copy Center duplication equipment is halfway through its five-year lease with Xerox, which expires on June 30, 2026.

Regular reviews and maintenance of all leased equipment are essential to ensure optimal performance and plan for timely renewals or replacements as leases expire. New photography and video equipment was purchased for the webmaster/social media coordinator in 2023-2024. The postage machine is on a year-by-year lease through Quadient. Additionally, the content management system for the website is renewed every two years through Modern Campus.

To support the evolving needs of the Community Relations team, particularly in areas like digital media and content management, continued investment in up-to-date technology and equipment is recommended. This will ensure that the team can effectively carry out its mission and adapt to new communication trends and tools.

c) Staffing:

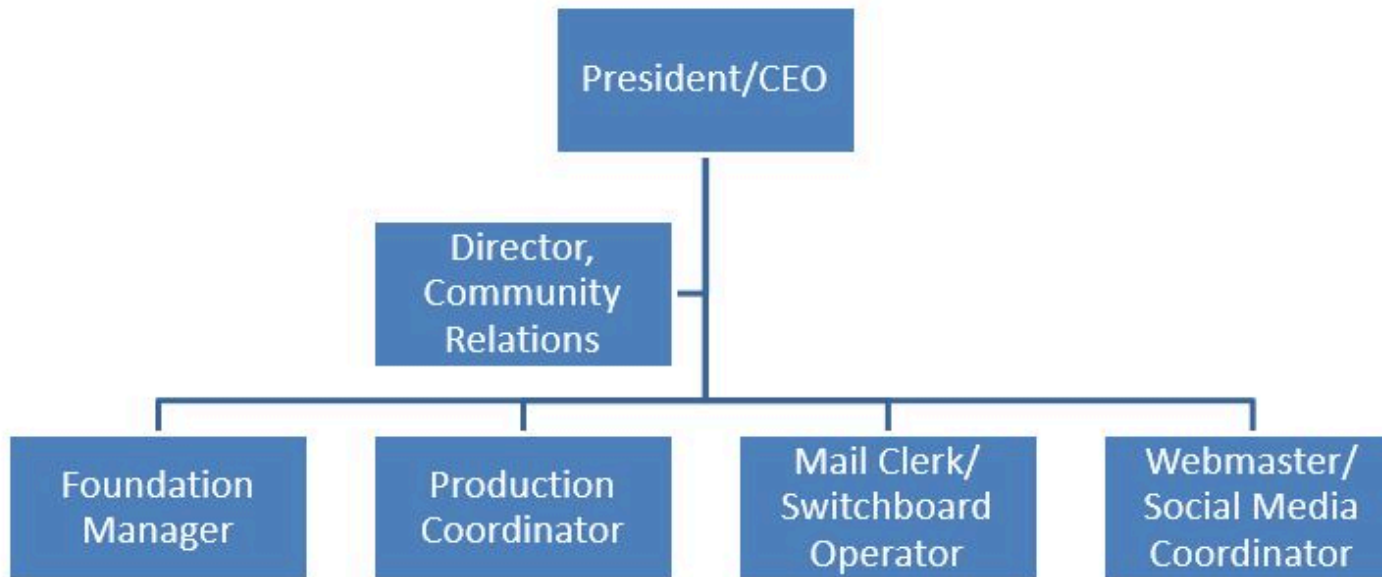
The Community Relations program currently has three classified professionals and one manager reporting to the Director of Community Relations, who in turn reports directly to the President/Chief Executive Officer. The roles include a Production Coordinator, who oversees the College's Copy Center, a Mail Clerk/Switchboard Operator, who manages incoming and outgoing mail and provides telephone services, a Webmaster and Social Media Coordinator, who ensures the College's web presence is secure, functional, and engaging, and a Foundation Manager (vacant), who manages the fund development program, donor relations, and day-to-day activities of the Foundation for the Compton Community College District. While the current staffing levels are generally adequate for the program's needs, additional support could enhance efficiency and effectiveness, particularly in managing the increasing demands of digital engagement and community outreach.

In terms of training needs, the Production Coordinator utilizes online resources to maintain the operations of the duplication equipment. The Webmaster/Social Media Coordinator should stay current with the latest web development tools, cybersecurity measures, and social media trends, with training in advanced analytics tools being particularly beneficial. The Foundation Manager needs continuous professional development in non-profit management, fundraising strategies, and donor engagement techniques. Implementing a structured professional development program for all staff, including regular training sessions and attendance at relevant conferences and workshops, will ensure continuous improvement. Investing in the latest technologies for the Copy Center and mail processing will improve efficiency and service quality. Additionally, encouraging cross-training among staff will ensure continuity of operations during absences and foster a more versatile team.

To enhance the program, it is recommended to consider adding a part-time provisional technician to support the director of Community Relations. This position would be responsible for assisting with all administrative duties and information gathering for the Community Relations Department, including maintenance and monitoring of the department's budget, contact lists, timesheets, bi-annual PAR forms, and contract service agreements. Additionally, this role would handle the collection of edits for the schedule of classes and President/CEO taskforces, and assist with meeting minutes and note-taking. Currently, these administrative duties fall on the director of Community Relations, diverting attention from media buying and other strategic planning and management duties.

In addition to the full-time staff, the Office of Community Relations contracts with several non-full-time professionals and vendors to support its operations. The office employs two writers/researchers on an annual basis under the classification of Professional Experts. These unclassified employees are contracted at a rate of \$79.50 per hour, with a maximum of 120 days per fiscal year and not exceeding 25 hours per week. Personnel Assignment Requests for these positions are submitted to the Board of Trustees for approval twice a year. Additionally, a photographer is contracted annually through a Personal Services Agreement to provide photography services, including event coverage, portraits, drone footage, and campus stock, at a rate of \$90 per hour with a three-hour minimum per assignment. For graphic design and technical web-based assignments, the office utilizes a specialized staffing agency to select qualified candidates who work directly with the director of Community Relations. These services are contracted on an as-needed basis, with hours tracked by the director and Creative Circle, and invoices submitted weekly.

Despite these resources, the current staffing levels are inadequate, especially when compared to neighboring colleges that have more than double the staff. To address this, it is recommended to establish a Director of Government Relations position. This role would assist the President/CEO with the Board of Trustees, legislative needs, and other governmental affairs, ensuring that the college's interests are effectively represented and managed. This addition would significantly enhance the strategic capabilities of the Community Relations department and allow for more focused attention on marketing and other critical strategic planning and management duties.



| | Nearby Community Colleges - Full-Time Employees (FTE) | | | |
|---|--|-----------|----------|-----------------|
| Community Relations Position Title | Compton | El Camino | Cerritos | Long Beach City |
| Director | 1 | 1 | 1 | 1 |
| Administrative Assistant | 0 | 1 | 1 | 1 |
| Assistant Director | 0 | 1 | | 1 |
| Coordinator | 0 | 1 | 1 | 1 |
| Digital Media Specialist or Graphic Designer | 0 | 2 | 2 | 2 |
| Media Relations, Public Relations, or Government Relations Director | 0 | 1 | 1 | 0 |
| Social Media | .5* | 0 | | 0 |
| Web Developer | .5* | 1 | 1 | 1 |
| Total FTE | 2 | 8 | 7 | 7 |

Sources: Publicly available website data from each campus.

*Compton College has a combined webmaster/social media coordinator position.

The Foundation staff at the three comparison colleges do not report to the Office of Community Relations, therefore that position was not included in the table.

| Name | Reassigned time (show in %) | Currently on leave* | Retired in the last 2 years | F/T hired in the last 3 years | Anticipated to retire in the next years |
|------|-----------------------------|---------------------|-----------------------------|-------------------------------|---|
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Ruelas, Josh - 0%. No, No, No, No
 Simmons, Annette - 0%. No, No, No, No
 Onyekwere, Obi - 0%. No, No, Yes, No
 Parnock, Heather - 0%. No, No, No, 10-15 years

Administrative Services Program Review (4) - Recommendations First Submission: Version by Parnock, Heather on 10/10/2024

22:29

a) Recommendations:

1. Provide regular review and maintenance of all leased equipment to ensure optimal performance and plan for timely renewals or replacements as leases expire.
2. Continue investing in up-to-date technology and equipment is recommended.
3. Hire a part-time provisional technician to support the director of Community Relations.
4. Establish a new Director of Government Relations position.
5. Implement a structured professional development program for all Community Relations staff, including regular training sessions and attendance at relevant conferences and workshops, will ensure continuous improvement.
6. Encourage cross-training among staff to ensure continuity of operations during absences and foster a more versatile team.
7. Invest in the latest technologies for the Copy Center and mail processing to improve efficiency and service quality.
8. Implement regular training sessions for staff on effective communication strategies and expand our support for departmental marketing efforts.
9. Provide additional support to enhance efficiency and effectiveness, particularly in managing the increasing demands of digital engagement and community outreach.
10. Establish a robust alumni network to provide valuable support for current students and enhance community relations.