**EXTERNAL & GOVERNMENT RELATIONS
INSTITUTIONAL SUPPORT
ANNUAL PROGRAM REVIEW and PLAN
2015**

1. Program Description/Mission:

The Institutional Advancement Office (Development and External Relations) was formed in 2004 during a campus-wide reorganization. At that time, the Foundation, Marketing and Communications, Protocol and Governmental Relations, and Reprographics were combined to better leverage resources. Its mission is to generate resources for Citrus College by actively promoting and advocating for the college while creating and developing lasting relationships with students, faculty and staff, alumni, community members, elected officials and other individuals, as well as with businesses, corporations, and foundations to meet and advance college goals.

In June 2012, the Institutional Advancement Office was restructured. The Foundation became the Development and Alumni Relations reporting to the Superintendent/President. External Relations was combined with Protocol and Government Relations to form the Office of External and Government Relations reporting to the Chief Information Services Officer. Reprographics is now reporting to the Vice President of Finance and Administrative Services.

Beginning with the 2014 reporting period, the program review reports for Development and Alumni Relations, External and Government Relations and Reprographics will be separate reports.

2. Key functions/goals of this Department/Program:

The External and Government Relations (EGR) Department supports the college mission and vision by the production of information and products that effectively communicate the college's mission to both internal and external audiences and by the development and fostering of good relationships and communication between the college and individuals and organizations in the government, community and education sectors

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3. Assessment of Outcomes:

Assessment: *How did you assess the outcomes? What method did you use?*

Result: *What was the product or consequence of your assessment?*

Change: *What will you do differently as a result of what you learned from the assessment?*

You may also include an analysis of workload/scope of work, and/or additional data (CCSSE, ARCC, surveys) to address this topic.

Outcome *Source:*	Assessment	Result	Change
Communications/Marketing Students learn about college policies and procedures, registration dates, classes and academic requirements, and services offered through the publications produced by Institutional Advancement			

Advocacy
Students acquire effective advocacy and leadership skills through mentorship by the Government Relations officer and through personal interaction with elected officials in a government setting. These interactions enable students to enhance their:
    Skills to communicate issues and ideas;
    Abilities to express opinions and counter opinions;
    Understanding of how government works and the importance and value of participation in the political process.			

4. Recommendations/Next Steps:

A review of the status of previous recommendations. Indicate actual or estimated completion date.

	Previous Recommendations *Source: Prior Program Reviews*	**Progress/ Persons Responsible**	**Status**	**Estimated Completion**
1	Refine the internal project tracking system	CISO, Director of Communications	Planning tables developed for department with two planning periods of 6 month each. Tables used to manage schedule and work effort for department and guide resource planning.	Ongoing – now part of standard procedures for department.
2	Manage marketing and communications articles and significant media mentions.	Director of Communications	The types of publications were more diverse and reflected an increased online presence	Ongoing – now part of standard procedures for department.
3	Expand use of social media to inform and educate students and to provide additional information regarding college news, events and publications. (Strategic Plan 6.2.1)	Director of Communications	Developed and implement Facebook page with four postings per week. Following at over 300. Facebook linked to Twitter accounts. Twitter followers over 1300.	Ongoing – now part of standard procedures for department.

Add new recommendations here. Indicate estimated completion date. Include Strategic Plan objectives that require funding.

	New Recommendations	**Progress/ Persons Responsible**	**Estimated Completion**
1	Organize department photo resources using inventory tool to improve ability of department staff to use photographs in publications (Strategic Plan 6.2.1)	Director of Communications	January 2016
2	Review and update processes for production of annual documents such as the academic and Community Education schedules and college magazine to streamline work required in development of documents.	CISO, Director of Communications	March 2016
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5. Resources requested

…Program Name…

(Add rows or attach additional pages as needed for complete description / discussion)

Classified Personnel

Position	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning
Publications Specialist with Social Media Specialization	To support Strategic Plan: Focus Area 6 – Community/College Relations Institutional Goal 6.2 - Citrus College will enhance the sense of collegiality among members of the college through effective communication and community-building activities. Strategic Objective 6.2.1- Enhance pride in the institution's image by continuing to promote faculty, staff and student success stories in the community. Activity - Increase the college's visibility through the use of both traditional and electronic media, using both editorial and marketing platforms.	Salary Range 33, Step 1 = $40.250 plus benefits	2 - High	

Staff Development (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning

Facilities (Facilities)

Describe repairs or modifications needed include bldg./room	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning

Computers / Software (TeCS)

Item	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning

Equipment

Item	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning

Supplies (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority	Link to Planning

General Budget Guidelines

Budget Preparation Tips:

- Include items on the budget form that are needed for program success even if there is no financial need associated with the request (ie training that could be accomplished with on-campus resources, sharing of resources with another discipline or department etc.)

- Whenever possible, obtain actual cost for the items / equipment you wish to purchase. This avoids situations where items are considered for purchase but it is determined that the actual cost greatly exceeds the original estimate.

- Identify unit cost (cost per item) and the number of units desired in requests.

- Indicate if there is a lower level of financial support that would be workable in your educational plan – if you request $30,000 for a classroom set of equipment (one item for each student), if $15,000 were available, would it be possible for two students to share an item? Is the request "All or nothing"?

Budget Priorities:

When establishing priority, consider the following:
Priority 1: This item is mandated by law, rule, or district policy.
Priority 2: This item is essential to program success.
Priority 3: This item is necessary to maintain / improve program student learning outcomes.

Link to Planning Key
SP: Strategic Plan (Indicate Annual Implementation Plan sections)
EMP: Educational and Facilities Master Plan
ILO: Institutional Learning Outcomes
O: Other – Indicate other institutional plan
              Human Resources Plan
              Institutional Advancement Plan
              Sustainability Plan
              Technology Plan