Assessment Plan

Yuba Community College District

YC - Public Information and Community Education Program Recommendations

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Program Description: Public Information

The public information office is staffed by one person. The department is responsible for Publications, (Schedule of Classes Yuba College and Clear Lake, Catalog, Community Education Schedule) Advertising, Marketing, Public Relations, and Public Events.

Major changes that have occurred since the 2010/11 external self-study include much more responsibility for web site content and social media creation and content population (Twitter and Facebook) including the portal.

The Public Information Officer produces a monthly in-house newsletter, Focus, which communicates the latest information regarding budget, board action, personnel items, and Measure J activities.

The Public Information Office implemented and produces of a semester-wide calendar of events program that includes all the athletic and public events.

The Public Information Officer contributes articles and photos for the District newsletter, Shaping Tomorrow's Leaders for Yuba College and the Clear Lake Campus.

The Public Information Officer chairs the College Access and Awareness committee that is responsible for all outreach and communication activities. An ad hoc committee, Web/Portal, was formed to work with Information Technology to redesign the Yuba College web site and to develop the portal site. The committee was also instrumental in helping to spread the word about the new student e-mail.This semester a student workshop was help at the lunch hour to teach students about the portal and the single sign-on function for e-mail.

The remodeling and construction that is taking place on campus has added additional special event planning duties such as ribbon cuttings and ground breaking ceremonies and specialized tours and special events.

With the completion of the newly remodeled theatre, the office is also now more involved in facility rental and the details involved with large multi-use productions using our theatre over numerous days including the very successful Way, Way, Way Off Broadway that brought almost 1,000 community people to the college in addition to the free publicity and good will that it generated.

The public relations office has also recently generated a series of SLO posters that have been posted all around campus. This will be an on-going project to help educate students and staff about SLO's and how they apply to students' lives.

The public relations office designed a new logo for the athletic department that is now being used on the field, on the athlete's uniforms, on the new scoring table, and numerous other places. In addition, the public relations office designed an Accreditation logo that is being used on all documents related to Accreditation to create awareness and branding and a special logo was designed for the library to incorporate its new name "connex."

The public relations office assures that we are well represented at all community fairs and festivals. We also have strong presence now in the high schools through our outreach efforts. Yuba College has a monthly column in all of the major high school newsletters and a visual display in many of the career centers. The Public Information Officer represents the college at the quarterly ROP Steering Committee meetings and on the United Way Allocation Committee.She is also chairperson of the Sutter Performing Arts Association Marketing committee and is a founding member of YuCad (Yuba County Alliance for Development).

Community Education

Community Education is staffed by one person. In the 2009/10 layoffs the part-time Clerk position was eliminated.

Community Education Classes are offered in addition to the college?s instructional program; credit is not given, there are no grades or tests and financial aid is not available. The program is a self-supporting and is not funded by taxpayer's dollars. Community Education classes are offered in addition to the college?s credit program in accordance with AP4400-Community Services. http://www.yccd.edu/board/view_ap.php?id=64.

Financial Aid and BOGW fee waivers are not accepted.

The program is self-supporting and is not funded by taxpayers? dollars. .

Currently, community education pays for itself plus, last year the program earned an additional $5,000 that was deposited into the general fund.

Some of the benefits of community education are:
It takes students out of the credit classes that are taking up critical space
It meets the program needs that can?t be met by the credit program
It helps to fund the credit program (revenue earned goes back to the general fund)
It's an efficient use of college facilities (during the evening HVAC, lights, etc. must be on for the credit program but not all the facilities are being used to full capacity)
The community education schedule is the only publication from Yuba College that is still mailed directly to the home (we use to mail the credit schedule of classes a long time ago) which maintains the community connection. We currently mail 55,000 community education schedules.
All of instructors that teach in a field that compliments a credit program, we ask that they give each student a credit schedule and that they emphasize the depth and breadth the credit program can offer.

Recent Editions
We've recently added a few Technician Programs (EKG Technician, Dialysis Tech. Pharmacy Tech) from Condensed Curriculum International (CCI). Before entering into an agreement with CCI, a market analysis was conducted of our area to assure that the students completing these classes would be able to find employment in our area and in the surrounding area. The results were positive so we went ahead with the programming and feedback from the students regarding the program and employment has been very good.
We've also partnered with Ed to Go where on-line classes start every month, they run for six to eight weeks and are comprised of 12 lessons. We average about 100 students a year in various Ed to Go classes including : Speed Spanish, Everyday Math, Introduction to In-Design, and Wireless Networking.

We have partnered with Yuba College welding department to offer the Weld Ed classes to college and high school faculty teaching in the discipline. Community Ed arranged for lodging for all of the participants and meals along with arranging all the details associated with a week-long conference.

Recently, Community Education also partnered with Cambridge College to offer a refresher course for their Medical Assisting students. Community Education brought in our long-time teacher who taught the class, which was paid for by Cambridge, at their site. This partnership was very successful and will hopefully be the building block for future course offerings with Cambridge.

Community Education is also the vehicle that is being used to implement and teach the First Responder Safety Training for Hybrid Vehicles that is being taught in Yuba, Sutter, Yolo and Lake Counties. This is in partnership with an ARRA grant from NCCC. Since the grant funding has concluded, community education is continuing to offer this service in conjunction with our auto and fire technology departments.

Year of Review: 2011-2012
Type of Review: Annual Update
Executive Summary: Executive Summary

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Staffing
Strengths
Strengths: Public Relations:
? The director has well-established relationships with all the media
? The director has well-established relationships with the community
? Continually improving working relationships with other educational partners
? Director and staff is involved in numerous committees both on-campus and off
? Director and staff stay abreast of current trends and standards
Strengths: Community Education
? The Specialist is very well versed in all aspects of the community ed programming
? The Specialist is continually seeking out new programs
? The Specialist stays abreast of current fads and trends

Areas for Improvement/Future Direction
Areas for Improvement: Public Relations
? Delineate the role between Public Information Officer, Director Campus Life, Director Community Education, and Director Outreach and Recruitment.
? Hire a full-time administrative assistant
Areas for Improvement: Community Education
? Hire another part-time or full-time Clerk or Specialist for various clerical duties or to cultivate new course offerings.

Equipment and Technology
Public Relations
Recommendation Timeline Budget
No Recommendations

Community Education
Recommendation Timeline Budget
Specialist computer 2011/12 $1,000
Clerk Computer 2012/13 $1,000
Transition to Colleague 2011/12 Unknown

Facilities
The facilities for both the Public Information and Community Education program are adequate. Both programs will be moving when the remodeling takes place in the 300 building. Eventually both programs will move to the 1800 building which will make them both more accessible to the public and to students

Recommendations
Please list the three to five most important recommendations or urgent needs for your program, and select the YCCD Board of Trustees Strategic Direction, if any, this recommendation will meet.

Recommendation #1:

Public Information:
Prioritize the needs and expectations of the services provided by the office: public relations, marketing, campus life, community education, public events, flex, and outreach and recruitment.
Strategic Goal: Student Access and Response to Changing Need

Community Education:
Transition from the current out dated software package, Rec Ware, to Colleague
Strategic Goal: Student Access and Response to Changing Need

Future Goals and Program Direction: zzzzzzzzzzzz

No Recommendations defined for this Program/Unit.