Assessment Report

Yuba Community College District

YC - Public Information and Community Education Program Recommendations

Year of Review: 2013-2014

Type of Review: Self-Study (4-year review)

Executive Summary (Include a list of team members): Members: Miriam Root & Cindy Alfred

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 last 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 chairs the College Access and Awareness committee that is responsible for all outreach and communication activities including the high school early registration program, QuickReg.

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. The PIO serves as the Vice Chair for Education for the Yuba-Sutter Chamber of Commerce.

Community Education

One of the goals for many years has been to transition our student registration program from an antiquated program called Rec Ware to Datatel Colleague, Instant Enrollment. With program funds we were able to purchase the program and training and both the Specialist and I went through the training in the summer of 2012. We have now fully implemented the program but we have discovered certain technical issues that still need to be addressed. This is one of our goals.

Community Education partnered with Cambridge Junior College to provide training for their students in a web-enhanced medical billing class at both Yuba and Woodland College.

We have begun to begun teaching several computer courses at the Sutter County Center on Saturday and dance classes on Tuesday evenings. This semester we will be offering Traffic School at the Sutter Center too.

Program Description : Community Education

Yes. In conjunction with the community education faculty, we develop new and continuing courses each semester. The courses are advertised both on line and the class schedule is mailed to 55,000 local residents.Many of our students receive certificates upon completion that allows them to take various state certification tests for job upgrades, job improvements or a new career.

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.

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

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.

Public Information
One of the primary purposes of the Pubic Information Office is to market student success. Advertising and marketing campaigns that have been developed focus on the success of students either in the classroom, the the world of work, or as a successful graduate of a degree or certificate program. The Marketing and Public Relations Department handles: press releases, market research, web site development/coordination, brand management, advertising, expert speaker coordination, media relations, print marketing materials , digital communications, event marketing, social media management, and publications.

Industry Trends and Program Data Analysis :

Community Education
Community Education serves the community by filling in the gaps that the credit program does not offer. We work with the Department of Rehabilitation, The One Stops, Beale Air Force Base and the Department of Motor Vehicles to meet state mandated requirements for Traffic School and Motorcycle Safety Training. We also offer, with YCUSD, school bus driving training for new and renewing bus drivers. We work with Yolo and Yuba County Sheriff's Office to offer concealed weapons classes for new and renewals.We strive for improvement by utilizing the classroom evaluations from the DMV and from the Motorcycle Safety Foundation. We receive copies of each evaluation, as does the instructor, and we review these to help improve our program.

Public Information
In order to stay relevant and current it's important we not only continue to use traditional media methods (newspaper, radio, TV) but that we also embrace other trending mediums such as videos, Facebook and Pandora advertising.In order to accomplish these, we must utilize the talents of video production and web designers to help craft our message that not only tells a story but also is visually appealing.
http://gigaom.com/2013/08/21/a-few-good-charts-showing-why-website-design-matters/

Future Goals and Program Direction: See program recommendations

Are you ready to submit your final program review?: Yes

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YCCD VS 2 - Work collaboratively with the District and all the campuses to achieve consensus and student success				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 4 - Improve and streamline the registration process within WebAdvisor for community education classes.				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 4 - Expand classes to include other District facilities				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 4 - Place advertising in the community education schedule to help offset the printing expenses				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 4 - Update and imporove the Community Education Webpage				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 2 - Improve the Yuba College Website with the assistance of a Web Designer				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 2 - Develop a collaborative joint advertising/marketing campaign with Los Rios & Sierra College				

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 7 - Form a Tobacco Coalition ad hoc committee to research the possibility of moving to a smoke-free campus				