

Administrative Comprehensive Program Review: President's Office - Program Review (NEW) - 2024-25

Cover

Questions? Find answers in CurricUNET User Manual. (http://www.evc.edu/en/employee-services/office-of-instruction/curricunet/program_reviews/create_pr.html)

Program Review Year

2025

Division

Administration

Department

President

Subject

- PRESOFF President Office

Overview

Title President's Office - Program Review (NEW) - 2024-25

Year of Last Administrative Unit Review Fall 2020

Originator Adler, Niall

Area Manager Vinicio Lopez

Co-Contributors

Questions? Find answers in CurricUNET User Manual. (http://www.evc.edu/en/employee-services/office-of-instruction/curricunet/program_reviews/create_pr.html)

*Co-Contributor must be chosen before proposal is launched

- Garibay, Penny
- Lopez, Vinicio

Department Overview

- **1. Please describe the functions of your department. Feel free to use a bulleted list for ease of reading.**

FUNCTIONS (President's Office)

The President's Office Serves the College in a variety of ways:

Student Success

- An Institutional commitment to social justice and equity.
- Maintain an institutional focus on student success that includes a focus on academic programs and student services, with attention to the mental health spectrum and food and housing insecurities of our students.

- The President is visible and involved in student life, understands who EVC students are on a holistic level.
- The office demonstrates a manner that is approachable and open-minded, always promoting diplomacy in its interaction with all constituent groups.

Leadership

- The President must demonstrate a proven ability to develop a campus climate that partners students, staff, faculty, and administration as stakeholders in student success.
- The President's office displays a culture of collaboration, mutual respect, and effective working relationships across the College and within the District.
- The office must be effective and strategic in college-level budgeting, and thus demonstrate an ability to make sound financial decisions.
- The President must demonstrate effectiveness in participatory governance where the decision-making process is collaborative and transparent.
- The office creates and promotes a clear vision and focuses on continuous improvement of institutional effectiveness.
- The office must uphold strong moral and ethical values and practices as the office of the Chief Executive Officer (CEO).

Advocacy

- The President must be involved in local, state, and federal initiatives, thus guaranteeing our students are protected and successful.
- The President must understand the California community college policy, regulatory, legal, political, and accreditation environments.

Community

- The President must demonstrate the ability to establish meaningful relationships in the local community.
- The President must be an active participant in college and community life, creating unity between campus life and the greater community.
- The President's office recognizes and values the College's role as a contributor to local, regional, environmental, and cultural viability.
- The President's office must understand issues from a local, diverse perspective and implement ideas that are mutually beneficial to the college and greater community.

FUNCTIONS (Marketing)

The Marketing Office serves the campus in a variety of ways.

- The Marketing office is here to serve the entire College regarding the promotion of its programs, services, students, alums, and faculty.
- It is the primary communications channel for internal and external marketing, social media, and student communication to a population of 10,000 per semester.
- The Marketing Office serves three distinct outside audiences -- 16 to 25-year-olds who are looking at College for the first time or are returning to College, 25 to 35-year-olds who have experienced the world and are looking to re-skill or change careers, and those between 40 to 60 years old, who are the primary influencers of high school students and young adults.
- We currently serve current and future students, employees, and the community. We work closely with Outreach to align our messaging.

Our Services

- Our weekly eblasts reach 45,000 current and former students.
- Our website, our primary marketing tool, evc.edu, receives 2.2 million views annually. It also supervises the athletics website, evchawks.com. We oversee the content and maintenance.
- Our Event Calendar organizes the over 200 events on campus this year online.
- Our social media networks have 26,000 combined followers and nearly 1 million views per year.
- We tell the story of EVC through photography and video features. We also pitch these stories to local media, such as the former dual enrollment student who went from EVC to Stanford to Cambridge.
- We work with a media buyer on advertising, which includes television, streaming, radio, social media, Google Adwords, and other digital advertising platforms.
- We oversee organizing events on the Event Calendar. We also cover those events and disseminate that information to our communication channels.
- We create content in both digital and print formats for the entire College.
- Our web coordinator also ensures the schedule and catalog are linked correctly online.
- We track analytics for our website, web chat, media buying and social media outlets every month.

What we do:

- We make students aware of our programs, deadlines, and services.
- We raise awareness through our advertising.
- We reach out to disproportionally represented populations through targeted communications.
- We promote basic needs and scholarship opportunities and tutor students.

When advertising should be purchased:

Advertising is purchased around enrollment periods:

- July/August for Fall
- End of December for Winter
- January for Spring
- April/May for Summer (and high school students geared towards Fall)

1. Mission Alignment: "Evergreen Valley College guides all students to pathways that reach their educational and career goals through equity-centered, innovative academic programs and support services."

• Marketing's Contribution:

- The refreshed website with consistent and up-to-date program information, degree/certificate details, and program mappers directly supports students in finding pathways to their educational and career goals. This makes information accessible and clear, a crucial aspect of equitable access.
- The enhanced staff directory helps students connect with instructors and support staff, fostering a more welcoming and supportive learning environment.
- The increased use of the event calendar, with events categorized for easy access, promotes engagement and helps students discover opportunities that align with their interests and goals.
- The creation of easy to use short URLs improves access to vital information.

2. Strategic Initiative 1: Student-Centered: "We provide access to quality and efficient programs and services to ensure student success."

- **Marketing's Contribution:**

- **Access:** The website refresh, staff directory, and short URLs all enhance access to information, making it easier for students to navigate college resources.
- **Services:** The Outreach HQ website and professional collateral directly support student access to outreach services.
- **Curriculum and programs:** The updated website provides current and accurate information about all curriculum and programs.
- The increased social media reach ensures that students are reached through multiple platforms with relevant and up to date information.

3. Strategic Initiative 2: Community Engagement: "We will transform the college image and enhance partnerships with community, business and educational institutions."

- **Marketing's Contribution:**

- **Increase visibility:** The active social media presence, event coverage, and refreshed website significantly increase the college's visibility within the community.
- The event calendar increases community awareness of events happening on campus.
- **Building campus community:** The showcasing of campus events and staff through various platforms fosters a stronger sense of community.
- The professional branded collateral enhances the colleges image within the community.

4. Strategic Initiative 3: Organizational Transformation: "We create a trusting environment where everyone is valued and empowered."

- **Marketing's Contribution:**

- **Communication:** The consistent and up-to-date information on the website, the enhanced staff directory, and the active social media presence all contribute to clear and effective communication.
- The streamlining of event management through the event calendar, contributes to a more organized and efficient college.
- The readily available short URLs, improve communication by making it easier to share information.

2. Describe current department staffing including whether they are filled or vacant.

Classified Full Time

Assigned to the Department

2

Actually Staffed

2

Classified Part Time Permanent

Assigned to the Department

0

Actually Staffed

0

Classified Part Time Hourly

Assigned to the Department

1

Actually Staffed

1

Administrators

Assigned to the Department

2

Actually Staffed

2

Other (please specify)

0

Assigned to the Department

0

Actually Staffed

0

- **3. List department goals. For all follow-up Program Reviews, please provide an update on the department's progress on achieving its department goals set during the last program review cycle.**

GOALS (PRESIDENT OFFICE)**Department Goals**

- Develop a culture of transparency in decision-making, including data collection, personnel and budget decisions.
- Create meaningful partnerships with industry and K-12 partners in San Jose to develop a college-going culture as well as to provide our workforce education students with viable employment options.
- Seek ways to generate more income for the college through partnerships with industry, fundraising, and/or increase in international students
- Add another classified professional (executive assistant) as well as a researcher to the team.
- Begin to place historical files onto the cloud (electronic) as soon as possible and with a goal to complete them by summer 2025.

GOALS (MARKETING)**Department Goals**

- Develop consistent branding and produce professional-looking collateral, photography, videos, social media posts, and eblasts.
- Through its various communication channels, tell the diverse student story of EVC.
- Support departments and programs through promotions and marketing.
- Be a thought leader and collaborator with fellow California Community Colleges through the CCPRO marketing organization.
- Use "San Jose" in consistent messaging, as the EVC name is not readily associated with San Jose.
- Have a consistent budget.

- **4. If you received resource allocation for your last program review cycle, please indicate the resources you received and how these resources were utilized to impact student success and / or improve unit services. (The resources can be personnel or fiscal).**

PREVIOUS ALLOCATION (MARKETING)

Previous Resource allocation(s):

We have received no previous allocations through Program Review. Our budget is made up of approximately \$30,000 from the General Fund, and the rest is funded by piecing together Grant funding.

- **5. Please state any recent accomplishments for your department; making sure to connect each accomplishment to the College's mission and strategic goals.**

Recent Accomplishments (Marketing)

- The website has been refreshed with academic and categorical pages with consistent and up-to-date information regarding images, program offerings, degrees/certificates, program mappers, and faculty listings.
- Creation of a new staff directory with the ability to add photos and more about the individual people on campus. Each individual department also has a dedicated page for its staff. This helps students find instructors and programs offered.
- The use of the event calendar has increased fourfold, and it is a destination for over 200 events a year on campus. The events are also on specific pages (say, arts events on theatre or speaker events in the Library). This helps in planning across the campus -- IT, District Police, deans, executive management and the Chancellor's office to support and not double book events.
- We have increased our social media reach, outperforming last year's metrics on Instagram, Facebook, and LinkedIn.
- Creation of short URLs for areas so it is easy to find information on printed and digital collateral (ie, evc.edu/apply)
- Provide professional and branded collateral for Outreach and development of a website that houses them (evc.edu/outreachHQ).
- Coverage of campus events, which immediately goes onto our social media channels and is archived on our Flickr account.

Service Area (Department) Effectiveness

Service Area Outcomes

- **List the department Service Area Outcomes. (See the supplemental guide to SAOs for information on how to create a SAO; your department should have 2 to 3 SAOs and at least one must be process outcome).**

Service Area Outcomes (President's Office)

- Students will receive regular communication and will feel connected, be informed, and actively participate and engage with the College. (Communication to Students)
- Faculty, staff and the community will receive consistent messaging about the college and its activities through different formats that keep them informed and connected. (Communication to faculty, staff and community)
- Employees report satisfaction with the timeliness of responses from the Office of the President related to all day-to-day requests and approvals. (Requests and Approvals)
- Constituency groups will experience effective leadership in support of improving integrated planning and advancing the College's strategic goals and initiatives. (Leadership for Constituency Groups)
- External community stakeholders will be more connected with the College's mission and strategic goals and have increased participation with the College. (Community Outreach and Engagement)
- Faculty and staff will report a sense of purpose, belonging, and shared responsibility for student success and the advancement of the college's strategic goals. (Employee Engagement)

The President is in his first year, thus outcomes will be better measured by spring semester 2026.

Service Area Outcomes (Marketing)

The Marketing Office is relatively young. It is still developing an overall look and feel for the college and what its marketing office can accomplish.

- The current marketing director was hired in January 2024.
- The previous Director was here from February 2019 to March 2023. Before that, there was no on-campus marketing director.
- The District's Marketing Director was hired in July 2016.
- A baseline and/or functional budget has never been established for EVC Marketing.

The previous SAOs were from 2020 and include:

- Communications to students.
- Communications to staff, faculty, and community.
- Timeliness responses to requests & approvals
- Leadership for constituency groups
- Community outreach and engagement
- Employee engagement and advancement of strategic goals.

Some Early Results

- Using data off social media and comparing 2023 to 2024, we had over 1M impressions, an increase of 326 percent on Instagram, 172 percent on LinkedIn and 84 percent on Facebook. We are meeting students where they are in regards to an online presence.
- Event listings off our website have increased four-fold from 2023 to 2024. Again, promoting a vibrant, engaging and welcoming campus

Marketing Director is at the beginning of his second year. Thus, outcomes will be better measured by the spring semester of 2026.

- **Since your last program review, summarize SAO assessment activities and results. Please include dialogue regarding SAO assessment results with division/departement/college colleagues and/or GE areas. Provide evidence of the dialogue (i.e. department meeting minutes or division meeting minutes...)**

SAO Assessment activity and results (Marketing)

- More consistent and high-quality marketing materials that are strategically placed **will help drive enrollment by creating a sense of consistent community through brand usage.**
- Better student communications can drive both student's knowledge of services and readily use those programs. Better knowledge of and better use of services has been shown to **lead to greater retention.**
- In using data as a decision maker, we are able to make more informed and targeted decisions. In turn we can create targeted advertising/collateral around our "most likely students." We can tell our students stories to others in their shoes by saying **"Hey, if they can do it, so can I."**
- **What plans for improvement or changes have been implemented to your program as a result of SAO assessment? Please share one or two success stories about the impacts of SAO assessment on student learning.**

What plans for improvement have been implemented? (Marketing)

- Better use of an Event Calendar.
- A much-needed refresh of campus web pages.
- Creation of accurate staff directory.
- Robust engagement on social media.

Related Assessments

Additional Information

- **Please provide any other pertinent information about the program that these questions did not give you an opportunity to address.**

KEY PERFORMANCE INDICATORS (President's Office)

As the President's Office, we will track:

- The successes of the Academic Affairs office, including all aspects of curriculum, instruction, catalog development, and program viability.
- The Student Services office wrap-around services that support student enrollment, success, persistence and completion.
- The Administrative Services Office and all factors that affect budgeting, facilities, and bonds
- Oversight of Media relations to ensure the college establishes excellent communication to the college community, Evergreen Valley College community, legislators and college partners
- Ensure that the college and District goals intersect and align with Board directives.

SWOT ANALYSIS (President's Office)

CAMPUS - SWOT

Strengths & Weaknesses

- We have the programs and services to offer and the events to tell the EVC story.
- Enrollment is stable.
- Staff and faculty are focused on a student's-first.
- Continue a college-going culture with the Evergreen Valley College San José community.

Opportunities

- The 50th Anniversary in 2025-26 will be an excellent opportunity to reinforce our branding in the community.
- Facilities usage with our community partners.
- Increase Dual Enrollment options so that potential students know that EVC is "their" college.
- Finding a strong balance between onsite and online course offerings.

Threats

- A potential challenge in increasing more course offerings for students.
- A shift to more demand in online courses might limit campus traffic.
- Continue to brand EVC as the premier community college in the Silicon Valley.

STAFFING (President's Office)

Current Staffing (President's Office)

Currently, the EVC President's Office has a:

- **President:** Chief Executive Officer (CEO) of EVC.
- **Confidential President's Assistant:** provides support to the college President in all aspects of the office; schedules, minutes, calendar, liaison with the college and community.
- **The Marketing Director** handles the overall strategy, basic graphic design, social media management, and email marketing to students, faculty, and staff.

Future Requests

- **Executive Assistant:** A desire to hire an additional staff person to support the confidential Assistant with tasks to support the President's Office.
- **Researcher (Administrator):** A researcher to oversee the research office at EVC from an institutional level. The researcher will also oversee the research analyst.

History of Staffing

- The President's Office is in transition as there have been only two permanent Presidents in the past 7 years. The most recent permanent served half of that period, causing instability.
 - The current marketing director was hired in January 2024. The previous Director was here from February 2019 to March 2023.
 - The administrative Researcher resigned before EVC's last accreditation visit, and before the COVID-19 pandemic, causing a lapse in valuable campus research practices.

KEY PERFORMANCE INDICATORS (MARKETING)

As a marketing office, we will track:

- Track Google Analytics of our website, including top web pages visited.

- Monitor our Ocelot (or similar) chatbot for trends and search terms that students are using.
- Compile social media analytics of our top posts, clicks, likes, and impressions.
- Continue to listen on social media for concerns around our programs and services.
- Track the open rates of our weekly eblasts (currently to 45,000), including clicks to various events, programs, and services.
- Create a monthly analytics report distributed to campus deans and leadership.
- Acquire leads through CCC Apply and add them to our email database.

SWOT ANALYSIS (MARKETING)

CAMPUS - SWOT

Strengths & Weaknesses

- We have the programs and services to offer and the events to tell the EVC story.
- Enrollment is stable.
- Staff and faculty are focused on a student-first mentality.
- The outside community does not know where EVC is (a branding of San Jose).
- Last-minute planning hurts attendance and being able to get our message out to more people.

Opportunities

- The 50th Anniversary in 2025-26 will be an excellent opportunity to get our name out there.
- Our men's soccer team is ranked near the top of the state and the nation.
- STEM programs, notably in Biology, are strong.
- Auto Tech and nursing are the most well-known programs. Leveraging their name recognition will help the College.
- Arts programs are small but continue to produce monthly solid events.

Threats

- We continue to be in a crowded marketplace, not only among fellow community colleges but also among four-years who are feeling the pinch.
- There will be another economic downturn; will we be ready for it?
- We have brand new buildings, but can we fill them with students?
- Prospective students have more options from COVID and can cherry-pick programs across the state.
- De Anza and Foothill are our major threats because they are known entities within the marketplace.

SWOT ANALYSIS (MARKETING)

OFFICE - SWOT

Strengths & Weaknesses

- Consistent and stable funding is needed for a Marketing Office of two full-time people heavily reliant on vendors.
- The level of funding/staffing is not even comparable to other Bay Area community colleges.
- Last-minute planning hurts long-range planning of marketing plans.
- We simply can be innovative or try new ideas without a dedicated plan.
- There is no dedicated money for advertising, mailing, printing, or creating content.
- We have relied primarily on Strong Workforce Funding, which is being reduced, including the Director's position.
- We rely on outside vendors for website maintenance/improvement, videos, or advertising.

- Programs continue to ask for materials -- website fixes/refreshes, flyers, and social media graphics. We can only do so much.
- Our website is solid. Our social media is strong.
- We use data and analytics reports to drive decision-making.
- The current chatbot on our website, Ocelot, and its technology are out-of-date. Also, it is not a live chat service where students can ask real-time questions. The cost is also close to \$40,000 a year. Other more affordable and more robust options exist.

Opportunities

- A plan can be implemented relatively quickly if we have a funding source.
- Without a budget, our social media channels are vital.
- Faculty and staff are willing to help with idea planning.
- Adding a live chatbot that the First Stop Center staff oversees and that AI can answer on the back end during non-business hours.
- We can look into hiring a Data Science firm, which is used by other colleges, to hyper-target programs in San Jose via mail and not only recruit students but also fundraise for programs.

Threats

- I could lose my part-time vendor / graphic designer at any time.
- Vendors will simply not work with the District because of the amount of paperwork involved, "extra" fees (insurance requirements), back-and-forth with paperwork, or simply not knowing.
- De Anza and Foothill are our major threats from a resource standpoint.
- We can't get the best pricing if we don't plan.
- With no branding or advertising, we lose market share in the community.

STAFFING (MARKETING)

Current Staffing (Marketing)

Currently, the EVC Marketing Office has a:

- **The Marketing Director** handles the overall strategy, basic graphic design, social media management, and email marketing to students, faculty, and staff.
- **College Web Services Specialist** handles text content on the website, online schedule/catalog updates, and general website maintenance. No UX design elements are included in the job description.
- Because of limited staffing, EVC Marketing relies on a vendor for content creation and graphic design (at 20 hours a week) and a vendor to help with back-end web design and security updates (30 hours a month).

History of Staffing

- The Marketing Office is still in the stages of developing standardized procedures and policies.
 - The current marketing director was hired in January 2024. The previous Director was here from February 2019 to March 2023.
 - Prior to this, there was no on-campus marketing director.
 - The District's Marketing Director was hired in July 2016, before one was hired at each campus.
 - The web position has been overseen by a number of areas, including academic services, student affairs, and the president's office.
 - Our web coordinator also does overtime work on SJCC's website.

- SJCC just hired a Digital Design coordinator in 2023.

Prior Budget Usage

Did you request Resource Allocation funds in your last Program Review / Annual Resource Request?

No

If yes, how much funding did you request?

How much discretionary funding did you receive including the Fund 10, Fund 17, and any budget transfers? Select from each category below and tell how much funding you received

Equipment

Supplies 1250.00

Technology

Other (Contract, Subscriptions, Memberships, etc.) 31000.00

Total 32250.00

Are you requesting additional resources?

Yes

If yes, please fill out the Resource Allocation Request page below.

Future Needs and Resource Allocation Request

Classified/Faculty

1. **Classified Member(s)**

Number of positions and which department for each position

Digital Design, Web & Marketing Coordinator (Salary Range 112)

https://sjeccd.edu/sites/default/files/documents/Digital_Design_Web_and_Marketing_Coordinator_07-12-2022.pdf

Is there an ongoing cost for this item

Yes

If so, what is it?

115000

Equipment, Technology and Supplies

1. **Other**

Total Amount Requested

175000

Provide a detailed list of each item being requested in this category to include item name(s), amount(s), and quantity.

To fund the Marketing Office for the website, content creator, videography, eblasts, printing, photography, conference needs.

If there is any Ongoing Cost of this item?

Yes

If so, what is it?

175000

TotalClassified Member(s)

Total Amount Requested:115000

Other

Total Amount Requested:175000

Ongoing Cost: 175000

Criteria for Resource Allocation

Department Background & Performance

The Marketing Office promotes the following to meet equitable and innovative education outcomes:

- A clear and UX-friendly website that provides clear program maps, degrees, courses, and faculty listings per department.
- Our website has redesigned a faculty / staff directory for students to connect with services and programs easily.
- Branded material around our programs clearly states why a student would be interested in the class or program.
- We will post social media posts and videos about our student success stories so future and current students can glimpse what it is like to "walk in their shoes," as told by students just like them.
- We promote stories of triumph within our TRiO, EOPS, Enlace, and Umoja programs for under-represented and first-generation students.
- We regularly use our weekly eblasts to promote tutoring, mental health, transfer, and scholarship opportunities.
- We communicate about events on our website, social media, and e-blasts to amplify the above messages further.
- Our website receives over 2M views per year. We have over 25,000 followers on Social Media. Our posts are viewed over 1M times. We have 45,000 "subscribers" to our eblasts of current, former and future students.

Aligned with: Education Master Plan, College Equity Plan, Facilities & Technology Master Plans

Marketing provides resources and consulting on best practices when telling students what is available regarding EVC. Providing better information on its website and through various marketing channels- social, print, digital- is critical for students to make the most informed decisions.

Viability of the program, department or unit, including: immediate health or safety risk, and legal mandates

EVC Marketing is proactive in its approach to communication. We meet students where they are. With more funding, we can further target media buying and marketing.

DeAnza College and College of San Mateo have the largest Marketing staffs in the Bay Area, with seven full-time people. Foothill, Skyline, West Valley, Cabrillo, Canada, Gavilan, and Chabot have three people.

SJCC, EVC, Las Positas, Hartnell, and Ohlone have one or two people. EVC's web coordinator also works overtime for SJCC at 10 hours per week.

In the future, we would like to do the following:

- Design consistent and professional collateral for departments and services within the College.
- Streamline information is to be similar on the web, print, social, and digital platforms.
- Continue to work specifically with Outreach on the College's recruiting strategy.

We can only do so much with limited staffing and no consistent or stabilized budget.

Assessment results (could include: SAO/SLO)

KEY PERFORMANCE INDICATORS (marketing)

As a marketing office, we will track:

- Track Google Analytics of our website, including top web pages visited.
- Monitor our Ocelot (or similar) chatbot for trends and search terms that students are using.
- Compile social media analytics of our top posts, clicks, likes, and impressions.
- Continue to listen on social media for concerns around our programs and services.
- Track the open rates of our weekly eblasts (currently to 45,000), including clicks to various events, programs, and services.
- Create a monthly analytics report distributed to campus deans and leadership.
- Acquire leads through CCC Apply and add them to our email database.

Additional Resources

- Fund 10, about \$30,000 (previous two years) for the general fund,
- Professional Development Fund for Marketing Director's Conference, \$1200
- Outreach Budget for Constant Contact (eblast company) for \$5000
- Outreach Budget for website server, \$4000 in 2023-24 (Pantheon is the company)
- Student Life for the printing of graduation programs, unknown cost as it was out of their budget
- Repographics for printing, no bill given
- Fund 17, Strong Workforce for video vendor, \$35,000
- Fund 17, Strong Workforce for \$15K in 2023-24 and \$30K in 2024-25 for Content Creator vendor
- Fund 17, Outreach and SWF for ImageX/website maintenance, about \$40,000

Mission-critical items to function at a minimum are below at approximately \$175,000:

- \$35,000 for ImageX (website maintenance)
- \$60,000 for a part-time content creator vendor (\$90,000 plus benefits for a full-time position similar to SJCC)
- \$5,000 for Pantheon vendor (web hosting company)
- \$5,000 to Constant Contact for email marketing
- \$4,000 for professional photography services
- \$35,000 for professional videography services
- \$3,000 for SlickText texting platform.
- \$3,000 for conferences for professional development.
- \$20,000 for print purposes of collateral and outreach materials

Previous use of funds

This does not include any outside media buying or promotion. Should we decide to go that route, I have included documentation of the approximate advertising costs.

Some notes on spending:

- In 2023-24, EVC spent \$67K annually with a consultant to run social media and some graphic needs.
- SJCC spends about \$45,000 on web-related services for Modern Campus. We spend about \$35,000 with ImageX.

- The College spent \$60,000 on printing and promotional items per year with Strong Workforce, Outreach, and Student Life in 2023-24.
- After SJCC hired a graphic design position, it saved \$60K annually in graphic design, photography, videography, and athletics coordination costs. It does not include added responsibilities now removed from the Director's plate of projects.

Manager/Vice-President Prioritization

Total Amount Requested 175000.00

Total Amount Requested by Manager 175000.00

Itemized List (should equal the total of the Total Amount Requested by the Manager):

Amount Requested

Ranking (1-4) 1 - highest priority 4 - least priority (scores cannot be the same)

Supplies

Supplies Ranking

Equipment

Equipment Ranking

Technology

Technology Ranking

Other (Contract, Subscriptions, Memberships, etc.)

Other Ranking

1

Attach Files

Attached File

Program Review - 2024-25.pdf (/Form/Module/_DownloadFile/5871/42281?fileId=557)

IEC Reviewers

IEC Mentor

Antoinette Herrera

IEC Second Reader

Fahmida Fakhruddin