



# PROGRAM REVIEW

## Administrative Program Review Template

Year :  Program :

Last edited on 3/6/2020 by R-EUREKA\Stephanie-Burres

Reviewed on 3/6/2020 by R-EUREKA\Stephanie-Burres

- Program Information
- Critical Reflection of Assessment Activities
- Evaluation of Previous Plans
- Planning
- Resource Requests
- Author Feedback
- PRC Response

**3.1 Describe plans/actions identified in the last program review and their current status. What measurable outcomes were achieved due to actions completed? Include the impact of completed and uncompleted plans. Action plans may encompass several years; an update on the current status, or whether the plan was discarded and why.**

Number	Program Plans	Current Status	Describe Impact of Action	
1	Continue overhaul of website design and architecture to improve marketing focus on new customers, and for better use on mobile.	Partially completed. The majority of individual pages have been updated and optimized for use on mobile devices; remaining pages are in process.	Students now have easier access to information, regardless of device used to access the website; navigation systems are more intuitive;	<input type="button" value="Edit"/>
2	In order to expand student enrollment (both from within northern California and outside), build community presence, and leverage overall brand image - market Athletic Program	Athletics has hired an Athletics Information Officer to take on this role. Progress unclear.		<input type="button" value="Edit"/>

	with an emphasis on our student athletes and their respective majors and where they are from.			
3	Continue with student success stories to personalize the CR student experience, impacting recruitment and retention.	Ongoing; alumni and employers have been identified and interviewed; radio spots have been edited and are currently airing in local markets. Additional interviews are pending.	The community will be better informed about the success of students who complete CR programs; potential students will have a clearer idea of their available career paths; and we will have stronger relationships with our community and business partners.	Edit
4	Rollout new athletic logo through the District, utilize in a new CR online store - to help foster community pride and financial support.	Athletic logos have been rolled out; past Marketing Director engaged in research of possible online CR merchandising vendors, but no entity was selected.		Edit
5	Install new directional signs and marquee to improve overall campus image and safety in Eureka, Crescent City, and Hoopa.	New Marquee has been installed on the Eureka Campus; KT, DN, and various Eureka Campus signage is set to be delivered and installed in November. Marketing is currently continuing to work with Facilities to identify additional signage needs.	Students and community members should have an easier time navigating our campus and center facilities. Signage is more up-to-date and professional, enhancing our overall image.	Edit
6	Continue development of new District booklets for outreach and associate degrees for transfer flyers, update service brochures. Ensure consistency of messaging in print materials and the website.	Completed.	Students and prospective students as well as counseling and advising staff have access to current, concise, and consistent marketing materials.	Edit
7	Continue promotion of FREE TUITION	Ongoing. With the shift to a two-year free	More students became aware of the many	Edit

	College Access Program.	tuition plan, Marketing & Communication staff will revise promotional efforts to reflect this change.	financial aid packages available to them and were able to access higher education.	
8	Assist Multicultural Center in promotion of events, and development of their website to build community and encourage enrollment.	Ongoing.	Promotional materials and outreach materials are available to the Multicultural Center in support of their programmatic offerings.	<a href="#">Edit</a>
9	Continue CR's focus on housing and food insecurity issues with joint conferences, and identification and delivery of resources for students.	The Foundation has taken this project on and it is no longer in the purview of Marketing and Communications. However, Marketing staff secured a cover article on CR's Grove project in the August 1st edition of the North Coast Journal.	Community awareness of CR's commitment to support housing and food insecure students was increased.	<a href="#">Edit</a>
10	Continue community partnerships around housing and food insecurity.	This program is housed in the CR Foundation and Special Programs areas.		<a href="#">Edit</a>
11	Continue promotion of weekly campus events in order to build community on campus.	Ongoing. Daily social media posts regarding on-campus events have been deployed; a monthly newsletter is distributed to key community leaders;	Both internal and external audiences are more aware of events on campus; increased engagement of constituents through more robust online outreach and communication.	<a href="#">Edit</a>

### 3.2 Describe how resources provided in support of the plan(s) contributed to program improvement:

Funds secured through the Strong Workforce Program (projects in common) allowed the marketing department to hire professional video and photography personnel in support of advertising and outreach efforts; this funding also supported an increased ad buy with local radio/television stations to target potential students and their parents, allowed us to purchase branded give-aways for high school and other outreach events, paid for the new Career Education collateral materials, supported the cost of the vehicle wraps, and allowed us to purchase videography equipment for in-house use. Measure Q funds allowed the purchase of our new marquee and signage.

