



Peralta Community College District

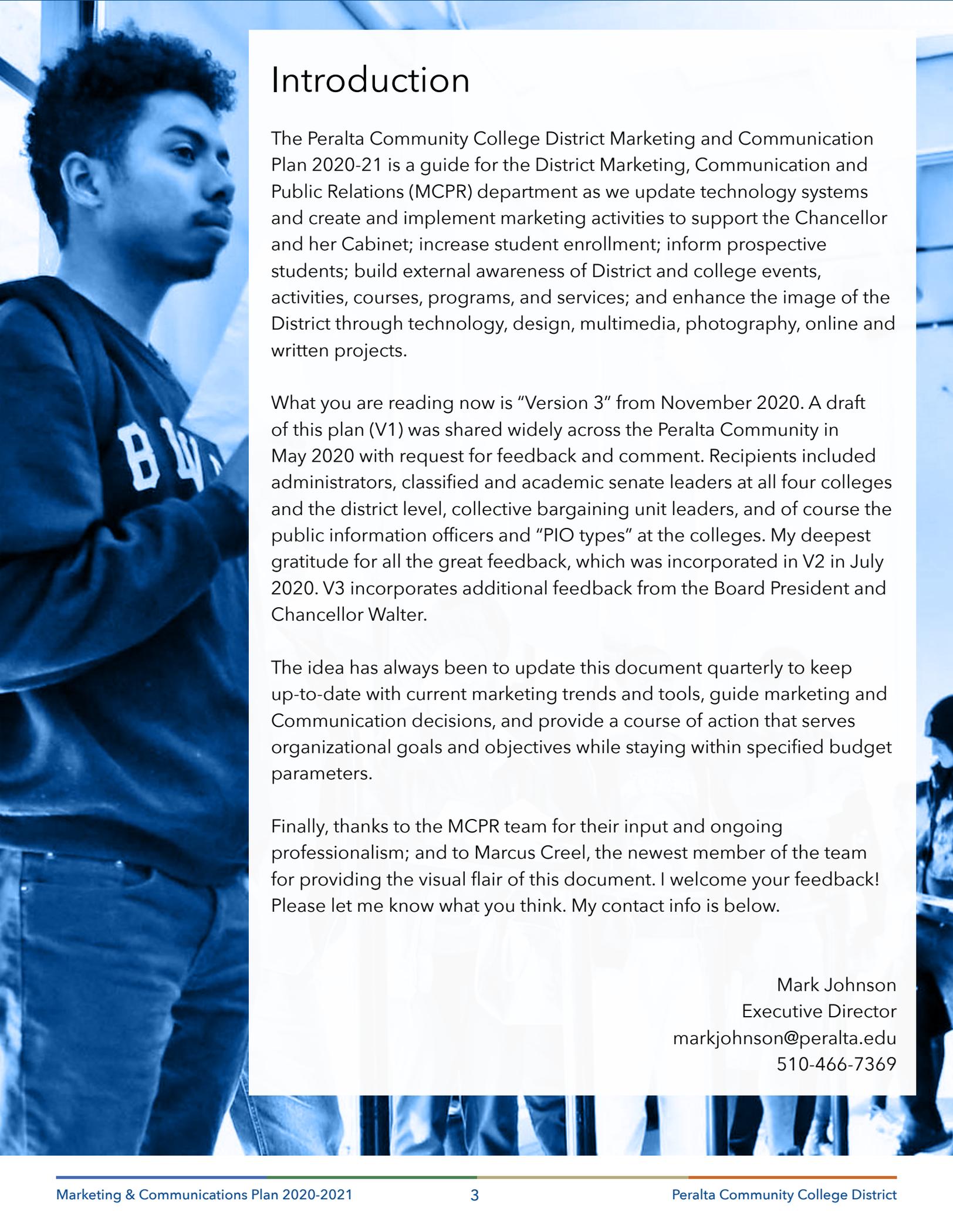
Marketing & Communication Plan 2020 - 2021

Version 3, revised November 2020



Contents

<u>Introduction.....</u>	<u>3</u>
<u>Peralta’s Story.....</u>	<u>4</u>
<u>Strategic Goals.....</u>	<u>9</u>
<u>MCPR Projects & Tactics.....</u>	<u>12</u>
<u>Audience.....</u>	<u>29</u>



Introduction

The Peralta Community College District Marketing and Communication Plan 2020-21 is a guide for the District Marketing, Communication and Public Relations (MCPR) department as we update technology systems and create and implement marketing activities to support the Chancellor and her Cabinet; increase student enrollment; inform prospective students; build external awareness of District and college events, activities, courses, programs, and services; and enhance the image of the District through technology, design, multimedia, photography, online and written projects.

What you are reading now is “Version 3” from November 2020. A draft of this plan (V1) was shared widely across the Peralta Community in May 2020 with request for feedback and comment. Recipients included administrators, classified and academic senate leaders at all four colleges and the district level, collective bargaining unit leaders, and of course the public information officers and “PIO types” at the colleges. My deepest gratitude for all the great feedback, which was incorporated in V2 in July 2020. V3 incorporates additional feedback from the Board President and Chancellor Walter.

The idea has always been to update this document quarterly to keep up-to-date with current marketing trends and tools, guide marketing and Communication decisions, and provide a course of action that serves organizational goals and objectives while staying within specified budget parameters.

Finally, thanks to the MCPR team for their input and ongoing professionalism; and to Marcus Creel, the newest member of the team for providing the visual flair of this document. I welcome your feedback! Please let me know what you think. My contact info is below.

Mark Johnson
Executive Director
markjohnson@peralta.edu
510-466-7369



Berkeley
City College

Laney
College

Peralta Community
College District

Merritt
College

College of
Alameda

PERALTA'S STORY

Peralta Community College District

Mission Statement

We are a collaborative community of colleges. Together, we provide educational leadership for the East Bay, delivering programs and services that sustainably enhance the region's human, economic, environmental, and social development. We empower our students to achieve their highest aspirations. We develop leaders who create opportunities and transform lives. Together with our partners, we provide our diverse students and communities with equitable access to the educational resources, experiences, and life-long opportunities to meet and exceed their goals. In part, the Peralta Community College District provides accessible, high quality, educational programs and services to meet the following needs of our multi-cultural communities:

- Articulation agreements with a broad array of highly respected Universities;
- Achievement of Associate Degrees of Arts and Science, and certificates of achievement;
- Acquisition of career-technical skills that are compatible with industry demand;
- Promotion of economic development and job growth;
- Foundational basic skills and continuing education;
- Lifelong learning, life skills, civic engagement, and cultural enrichment;
- Early college programs for community high school students;
- Supportive, satisfying, safe and functional work environment for faculty and staff;
- Preparation for an environmentally sustainable future

Peralta Community College District

Principles

- 1. Planning Drives Resources:** Resources will be allocated on the basis of information-based strategic planning processes.
- 2. Shared Governance:** The Strategic Plan will be implemented using a clear, structured, and participatory process with the goal of promoting efficient and effective participation of students, faculty, staff, and administrators in developing well-informed decision on a timely basis.
- 3. Diversity and Shared Strengths:** College autonomy and district-wide collaboration are mutually supportive and create the highest levels of student and community success.
- 4. Organizational Development:** The colleges and service centers provide ongoing attention to building the capacity and effectiveness of all organizational processes.
- 5. Collaboration:** The colleges and service centers are committed to collaborating as a team and coordinating programs and services to maximize the benefits to students and the community.
- 6. Future Orientation:** We strive to anticipate change and provide leadership for the human and social development of our communities.
- 7. Environmental Sustainability:** The colleges and service centers are committed to environmentally sustainable practices which will meet the needs of the present generation without



Peralta Community College District Principles

compromising the ability of future generations to meet their own needs.

8. The Service Center Role: The term “district service centers” was adopted by PCCD to indicate that central functions support the effectiveness of educational programs and services, which are predominantly delivered at the four colleges. The service centers provide a range of services to the colleges, including human resource, fiscal, management, legal, educational planning, facilities management and marketing. At the same time, the service centers also provide guidance, support and leadership to the colleges in administrative and compliance areas. A distinctive role for the service centers is to support collaboration across the four institutions to form a “community of colleges.”

9. Community and Individual Empowerment: The welfare of our communities and of our students is better served when they have the skills and knowledge to control their economic destinies and also to engage effectively in the process of governance, self- governance, and participation in their communities.



Peralta Community College District

Values

- Student success and equity: The colleges and service centers evaluate all decisions in light of how they will equitably support student and community success and empowerment.
- Diversity: We recognize and celebrate the strengths of our diverse students, communities, and colleagues.
- Excellence: We promote the highest level of quality in all programs and services.
- Innovation: The colleges and service centers support creative approaches to meet the changing demographic, economic, and educational needs of our communities.
- Financial health: We effectively manage resources.
- Environmental sustainability: We engage in model environmental sustainability practices.
- Collaboration: The colleges and service centers use a consultative decision-making process based on trust, communication, and critical thinking.
- Trust: We support one another's integrity, strength, and ability.
- Employee Development: We promote the development of all employees.
- Communication: We seek first to understand, then to be understood.
- Respect: We treat one another with care and respect.



STRATEGIC GOALS

District Strategic Goals

1. Advance Student Access, Equity, and Success

Our primary goal is to promote student success. We define success as students achieving their educational goals. As a community-based organization, the Peralta Community College District strives to be responsive to the communities in the East Bay region by providing a high level of access to education and promoting diversity. We are committed to ensuring that students from a wide variety of backgrounds have an equal chance to achieve their educational goals.

2. Engage and Leverage Partners

Actively engage and partner with community on an ongoing basis to identify and address critical needs and promote the health and economic vitality of the region.

3. Build Programs of Distinction

Create high-quality educational programs and services. We are committed to providing the highest quality instructional programs and student support services using the best methods and technologies that support the success of a diverse student population.

4. Strengthen Accountability, Innovation and Collaboration

Implement best practices in communication, management, and human resource development. Our organizational processes play a critical role in student success and overall institutional effectiveness.

5. Develop and Manage Resources to Advance Our Mission

Ensure that resources are used wisely to leverage resources for student and community success in a context of long-term environmental sustainability, fiscal accountability and integrity.



2020-21 Board of Trustees Goals

Board Goal I: Educational Quality and Student Success

The Board is committed to fulfilling the mission of the District and will ensure that students have a quality learning experience that maximizes their opportunities for success.

Board Goal II: Diversity, Equity, Inclusion/ Social Justice

The Board is aware of the importance of a safe and welcoming teaching, learning, and working environment for students and employees and will promote equal access to educational achievement through collaborations that value diversity, equity, and inclusion.

Board Goal III: Accreditation

The Board recognizes and supports the function served by institutional self-evaluation by monitoring college compliance with the Standards and will understand and adhere to those Standards specifically focused on the Board.

Board Goal IV: Fiscal Affairs

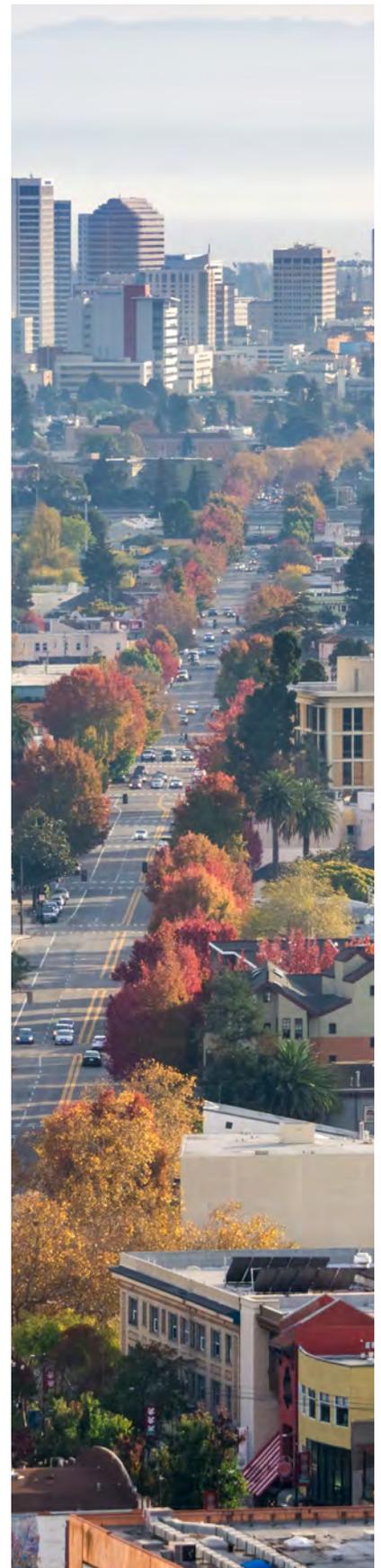
It is imperative that the District has a secure and sustainable economic future; therefore, the Board will ensure financial accountability, responsibility, and stability.

Board Goal V: Coronavirus (COVID-19)

The Board is keenly aware of the risks associated with the current pandemic and will ensure precautions are taken to ensure the health and safety of students and employees.

Board Goal VI: Board Effectiveness

Realizing the serious work facing the District and the need for the Board to improve its culture to achieve District and Board goals, the Board will take bold actions to transform itself into a high functioning unit.





MARKETING, COMMUNICATION & PUBLIC RELATIONS (MCPR) PROJECTS & TACTICS

Peralta Community College District

Core Communication Plan

The Marketing, Communication & Public Relations department in collaboration with Singer Associates have created a regular “pulsing” communication plan for internal employee, student, and community messaging. This core communication plan is built around key events in the academic calendar including student enrollment periods, Board of Trustees meetings, CCC Board of Governors meetings, monthly updates from the Chancellor’s Office, with flexibility to include new noteworthy items as they arise. The messaging is intended to demonstrate the good work happening all across the District in support of the students and community we serve.

November 2020				
Topic	Timeline	Key Message(s)	Target Audience	Notes
ACCJC Special report	November 9, 2020	PCCD has addressed the financial concerns in FCMAT/ ACCJC	Elected Officials	
CoA President + Laney President	November 11, 2020	After comprehensive search, the permanent President position is announced	Students, Employees, Community	Send out press release in the morning
Chancellor’s Update	November 18, 2020	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
CoA new building + Bond Rating	November 23, 2020	PCCD’s financial Stewardship, bond success and district progress	Students, Employees, Community	Present video
Peralta Gems	November 24, 2020	Weekly highlights	Students, Employees, Community	Weekly and ongoing
Enrollment for Spring 2021	November 30 2020 to Mid February	Highlight PCCD’s promise, grants and financial aid in general	Students and Prospective Students	Bay Area News Group Video Ads
Enrollment for Spring 2021	November 30 2020 to Mid February	Students who have applied but not yet enrolled	Students and Prospective Students	In-House email
Enrollment for Spring 2021	November 30 2020 to Mid February	Returning students/ we have the resources	Students and Prospective Students	sfgate.com Advertorial
Enrollment for Spring 2021	November 30 2020 to Mid February	Enroll Now for Spring 2021	Students and Prospective Students	Boosted Social Media
Enrollment for Spring 2021	November 30 2020 to Mid February	Enroll Now for Spring 2021	Students and Prospective Students	Google Adwords
News Release about Enrollment	November 30, 2020	New classes and opportunities for online resources -Chromebooks	Students and Prospective Students	Priority enrollment begins on Nov. 16th Open enrollment begins Nov. 30th
Peralta Gems	November 30, 2020	Weekly highlights	Students, Employees, Community	

December 2020				
Topic	Timeline	Key Message(s)	Target Audience	Notes
CoA Anniversary Celebration	December 1, 2020	Head of Peralta Foundation + President of Alameda. 50th Anniversary celebration of CoA	Community Elected Officials Board	Working on a history video
New Campus Security Model	December 7, 2020	Highlight PCCD's new campus security model and safety measures	Students Community Elected Officials	Peralta defunding the Alameda County Sheriff's Office. Use internal media resources
Peralta Gems	December 7, 2020	Weekly highlights	Students, Employees, Community	
Board Report	December 10, 2020	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	December 14, 2020	Weekly highlights	Students, Employees, Community	
Football - Last Chance U	Mid-December	PCCD as a resource to the community "Love Letter to Oakland"	Community	Also possible with sports reporters
Accreditation Report	TBD	Announce the outcome of the report and our accreditation status	Community Elected Officials	ACCJC virtual Site visits scheduled for Dec 16-17
Chancellor's Update	December 15, 2020	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	Holiday messaging
Peralta Gems	December 21, 2020	Weekly highlights	Students, Employees, Community	
January 2021				
Topic	Timeline	Key Message(s)	Target Audience	Notes
ISERS Reports - for accreditation	TBD (reports due Jan 1)	Highlight the amazing progress PCCD has made and our fiscal viability has been addressed (should be removed from probationary period)	Elected Officials	Currently going through approval process at Board - first reads, revisions, etc.
Peralta Gems	January 11, 2021	Weekly highlights	Students, Employees, Community	
Chancellor's Update	January 12, 2021	District activity, state & district coordination, budget matters, personal interest	Employee, Students & Community	
Peralta Gems	January 18, 2021	Weekly highlights	Students, Employees, Community	
Chancellor's "State of The Union"	January 21, 2021	Highlight what to look forward to this semester and an update of the state of our probationary status	Employees	District Flex Day faculty address (Posted on Youtube and PeraltaTV)
Welcome Back Students / What's new for Spring	January 25, 2021	Academic changes, procedures, a look ahead for students with links to resources and info	Students	First day of the semester

Topic	Timeline	Key Message(s)	Target Audience	Notes
Peralta Gems	January 25, 2021	Weekly highlights	Students, Employees, Community	
Board report	January 28, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Response to BOG	Mid- January Week prior to BOG meetings	Report to BOG highlighting Peralta milestone	Community Elected Officials	

February 2021

Topic	Timeline	Key Message(s)	Target Audience	Notes
Peralta Gems	February 1, 2021	Weekly highlights	Students, Employees, Community	
Peralta Gems	February 8, 2021	Weekly highlights	Students, Employees, Community	
Board report	February 11, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	February 15, 2021	Weekly highlights	Students, Employees, Community	
Chancellor's Update	February 17, 2021	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
Peralta Gems	February 22, 2021	Weekly highlights	Students, Employees, Community	
Board report	February 25, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	

March 2021

Topic	Timeline	Key Message(s)	Target Audience	Notes
New Chancellor Announcement	March 1, 2021	Announce the new PCCD Chancellor	Internal Students Community Elected Officials	
Peralta Gems	March 1, 2021	Weekly highlights	Students, Employees, Community	
Peralta Gems	March 8, 2021	Weekly highlights	Students, Employees, Community	
Board report	March 11, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	March 15, 2021	Weekly highlights	Students, Employees, Community	
Chancellor's Update	March 17, 2021	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
Response to BOG	Mid- March Week prior to BOG meetings	Report to BOG highlighting Peralta milestone	Community Elected Officials	
Peralta Gems	March 22, 2021	Weekly highlights	Students, Employees, Community	

Topic	Timeline	Key Message(s)	Target Audience	Notes
Board report	March 25, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	March 29, 2021	Weekly highlights	Students, Employees, Community	
April 2021				
Topic	Timeline	Key Message(s)	Target Audience	Notes
Peralta Gems	April 5, 2021	Weekly highlights	Students, Employees, Community	
Student Summer/Fall Enrollment	TBD / ongoing	Existing students for early enrollment periods	Students	
Chancellor's Update	April 7, 2021	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
Peralta Gems	April 12, 2021	Weekly highlights	Students, Employees, Community	
Board report	April 15, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	April 19, 2021	Weekly highlights	Students, Employees, Community	
Peralta Gems	April 26, 2021	Weekly highlights	Students, Employees, Community	
Board Report	April 29, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
May 2021				
Topic	Timeline	Key Message(s)	Target Audience	Notes
Student Summer/Fall Enrollment	TBD / ongoing	Open enrollment for all current and new students	Students	
Peralta Gems	May 3, 2021	Weekly highlights	Students, Employees, Community	
Chancellor's Update	May 5, 2021	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
Peralta Gems	May 10, 2021	Weekly highlights	Students, Employees, Community	
Board report	May 13, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Peralta Gems	May 17, 2021	Weekly highlights	Students, Employees, Community	
Response to BOG	Mid- January Week prior to BOG meetings	Report to BOG highlighting Peralta milestone	Community Elected Officials	

Topic	Timeline	Key Message(s)	Target Audience	Notes
Peralta Gems	May 24, 2021	Weekly highlights	Students, Employees, Community	
Board report	May 27, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
June 2021				
Topic	Timeline	Key Message(s)	Target Audience	Notes
Student Summer/Fall Enrollment	TBD / ongoing	Advertising to promote Open enrollment for all current and new students	Students	
Chancellor's Update	June 2, 2021	District activity, state & district coordination, budget matters, personal interest	Students, Employees, Community	
Board report	June 10, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	
Board report	June 24, 2021	Highlighting key contracts approved and decisions made	Students, Employees, Community	



Peralta Community College District

MCPR Project Number 1

Develop and implement marketing and communication activities to increase student enrollment

Historically, the District marketing team has not invested in direct enrollment initiatives. The Collaborative Brain Trust recommended that the District marketing team take greater initiative in order to drive up enrollment. This MCPR Project aligns with the District Strategic Goal to Advance Student Access, Equity and Success as well as the Board Goal for Student Success.

Tactics	Nov. 2020 Updates
1. Provide marketing and Communication support to the colleges and their faculty members in the form of templates, social media, marketing & communication tools and training	November 2020 Update: In Progress. Have provided social media support as requested.
2. Identify appropriate traditional and non-traditional media vehicles to reach curriculum target market segments	November 2020 Update: In Progress. With COVID-19, we have been focused on Internet and mobile advertising, particularly with Google AdWords search advertising.
3. Identify appropriate communication methods to market college programs, offerings, events, and activities	November 2020 Update: In Progress. With COVID-19, we have been focused on Internet and mobile advertising, particularly with Google AdWords search advertising, for example the District set up very targeted search ads for Late Start Fall 2020 classes for each of the colleges.

Resources

- The graphic design work will be supported in-house by the District Graphic Design Specialist based on workload availability.
- The District MCPR budget includes funds for traditional and digital marketing.



Peralta Community College District

MCPR Project Number 2

Promote Peralta Community College District Brand Identity to increase District awareness and establish PCCD's reputation as a higher education leader in the service area and beyond

There has not been a focus on the Peralta brand and what it means to the community we serve. The brand is more than just a visual image; it is the overall experience that students and employees have while attending Peralta Colleges or working for the District. It is how the community perceives the District. Providing a consistent visual presentation will help improve the overall brand identity. This MCPR Project aligns with all five of the District Strategic Goals as well as all six of the Board Goals.

Tactics	Nov. 2020 Updates
1. Strengthen the unified voice and visual identity of the Peralta Community College District through the creation of a PCCD Branding Guide.	November 2020 Update: DONE. The latest version of the Peralta Brand Guide is online here .
2. Update and improve collateral materials on a continual basis.	November 2020 Update: In Progress. Have created District email signature block, Zoom backgrounds, PowerPoint presentation template, MS Word templates, and updated district brochure design. Contributed new look for the 2020-21 Adopted Budget book.
3. Develop and establish key messages to market the District.	November 2020 Update: Ongoing. Have created ads targeting different populations with appropriate messages; meet monthly with college PIOs to share messaging.
4. Create an Editorial Calendar for reinforcing the key messages and pushing them out across the organization and into the community.	November 2020 Update: DONE and ongoing. An Editorial Calendar has been created (see Addendum) and is constantly being updated based on emerging opportunities like receipt of awards and grants.
5. Nurture relationships with Bay Area journalists to create potential publication and earned media opportunities.	November 2020 Update: Ongoing - since we are all sheltering in place, in-person opportunities have not been available.
6. Produce weekly Peralta Gems newsletter.	November 2020 Update: In Progress. Because of other competing priorities we have missed a few weeks but with help of PR consultants we have improved our workflow.
7. Communicate effectively with external audiences (prospective students, parents, donors, alumni, businesses, media, community-at-large) to build awareness of District and college programs, offerings, service events, and activities.	November 2020 Update: In Progress.

Peralta Community College District

MCPR Project Number 2 (Continued)



Resources

- A graphic designer from BergDavis PR will start on the PCCD Branding Guide. A working draft will be created as soon as possible with the expectation that the new Graphic Design Specialist will pick up and refine after they start.
- Most graphic design work will be produced in-house by the Graphic Design Specialist with modest funds available for ICC work.
- November 2020 Update: Graphic Design Specialist Marcus Creel was hired in July 2020

Modernize marketing and Communication tools to leverage the latest affordable technologies for personalization and accessibility

Many of the tools used by the District are dated and lack functionality offered by more recent software advances. This MCPR Project aligns with the District Strategic Goals to Strengthen Accountability, Innovation and Collaboration (4) and to Develop and Manage Resources to Advance Our Mission (5) and the Board Goals for Accreditation (BIII), Fiscal Affairs (BIV), and Coronavirus (BV).

Tactics	Nov. 2020 Updates
<p>1. Upgrade email marketing software from GovDelivery to HubSpot Marketing Hub. This upgrade will allow PCCD to send personalized messages to students, employees, and community members. HubSpot provides richer data regarding open rates and clicks, data that can be used to refine and improve messaging over time.</p>	<p>November 2020 Update: DONE. As of August 2020, all colleges are now using HubSpot Marketing Hub.</p>
<p>2. Consolidate SMS text delivery from Mongoose, GovDelivery, and Blackboard Connect into HubSpot Marketing Hub. HubSpot partners with a variety of different SMS service providers giving PCCD the opportunity to get the best price for SMS delivery.</p>	<p>November 2020 Update: DONE. The District selected a product called SMSZap for SMS texting integration with HubSpot, and first text messages from the new system were sent in early November.</p>
<p>3. Update the District website with redesign and improved navigation. The current website design is nine years old and is neither mobile responsive nor as accessible as it should be for our community. A redesign is urgently needed for accessibility and mobile access, since most students are using their phones for web browsing.</p>	<p>November 2020 Update: In Progress. We expect the redesigned site template to be completed by end of January 2021, with content migrated by end of March 2021.</p>
<p>4. Leverage HubSpot blog functionality to relaunch the Peralta Gems newsletter.</p>	<p>November 2020 Update: DONE. We've used HubSpot to launch Gems.Peralta.edu and send Gems email newsletter updates.</p>
<p>5. Migrate Safe Peralta from Squarespace to HubSpot.</p>	<p>November 2020 Update: This is planned for April-May 2021, after the regular website has been migrated to HubSpot.</p>

Peralta Community College District

MCPR Project Number 3 (Continued)



Resources

- The software transition to HubSpot has been budgeted as part of the 2020-21 budget with no impact to college budgets.
- The fastest, most inexpensive approach to the district website redesign is to create a standard responsive design ADA compliant header and footer and leverage the HubSpot content management system (CMS). A company called Marketing Migrations will create a new site design and import 80 web pages into HubSpot for \$12,000 .
- The blog functionality is included with the HubSpot Marketing Hub subscription fee.
- Migration of the Safe Peralta website will save ~\$300/year Squarespace fees.

Implement an integrated approach to marketing and communication across District divisions, departments, and the colleges

This item calls for greater attention to the “look” of documents and other media that is made available in multiple channels, e.g. on a website, in a print document, in presentations and videos and so on. This MCPR Project aligns with the District Strategic Goals to Advance Student Access, Equity and Success (via improvements in the enrollment process), and to Strengthen Accountability, Innovation and Collaboration.

Tactics	Nov. 2020 Updates
1. Establish consistency between print and electronic media.	In Progress
2. Update the process for creating semester course schedules to take advantage of modern content management systems. Facilitate the transition to online-only semester schedules and college catalogs.	November 2020 Update: With COVID-19 pandemic resulting in campus closures, we did not print Fall 2020 or Spring 2021 schedules. We’ve greatly improved the process for taking XML data from PeopleSoft and importing into InDesign for layout of the PDF.
3. Integrate design elements between external and internal methods.	In Progress

Resources

- The Web Architect role will lead the project to update course schedule production with the idea to update the website display layer around Passport search and selection of courses.
- The graphic design work will be sourced in-house by the Graphic Design Specialist.



Peralta Community College District

MCPR Project Number 5

Assist the Colleges with website redesign projects in order to maintain up-to-date, informative and user-friendly college websites

District resources should be available to assist the Colleges in the maintenance of their websites. With nearly 40% of PCCD students taking classes at more than one campus, it's important for there to be some consistency in the look, feel, and navigation of the various college websites. Since the websites are our "front door" for engaging everyone in our community, this MCPR Project aligns with all five of the District Strategic Goals as well as all of the Board Goals.

Tactics	Nov. 2020 Updates
1. Assist Merritt College and other colleges with potential redesign projects	November 2020 Update: District assisted Merritt with the RFP for website design services.
2. Provide WordPress support service to college website administrators	Ongoing
3. Test the HubSpot content management system as potential WordPress alternative for the Colleges	November 2020 Update: Not started yet. Newly redesigned site expected to launch by end of January 2021.

Resources

- The Merritt College website redesign may require assistance from an outside firm to manage the upgrade project and update site content, with funding TBD from Merritt College.
- The District Web Content Developer and Web Architect will be available to assist with in-house support.



Peralta Community College District

MCPR Project Number 6

Increase the District social media presence and social media marketing

The District has seen modest growth in our social media followers over the past nine months, a positive sign while enrollment is in decline. Growth should continue at an accelerated rate as we continue to staff appropriately, improve our messaging and leverage new technologies. This MCPR Project aligns with the District Strategic Goals to Engage and Leverage Partners (2), Strengthen Accountability, Innovation and Collaboration (4) and to Develop and Manage Resources to Advance Our Mission (5) as well as the Board Goals for Educational Quality and Student Success (BI), Accreditation (BIII), and Coronavirus (BV).

Tactics	Nov. 2020 Updates
1. Transition the current Graphic Design Specialist into the new role Visual + Digital Media Specialist, with a greater focus on creating social media content.	November 2020 Update: In Progress. A Graphic Design Specialist was hired in July 2020 allowing the previous employee in that role to transition to the Visual _ Digital Media Specialist role but the title change has not yet been formalized.
2. Expand organic social media reach of the District accounts through contests & incentives.	November 2020 Update for Items 2-5: In Progress. The audience for all of the District social media accounts has grown since September 2019, some significantly. Facebook has gone from 1820 followers to 1943 (over 6% increase), Instagram has gone from 1553 followers to 2311 (48% increase), LinkedIn has gone from 398 followers to 929 (more than double), Twitter has gone from 3380 followers to 3525 (over 4% increase) and YouTube has gone from 1556 followers to 3640 (more than double).
3. Use paid promoted posts to additionally grow our audience of followers.	In Progress
4. Increase engagement with external audiences through social media outlets and achievement recognition.	In Progress
5. Monitor and track social media through Hubspot Marketing Hub	In Progress

Resources

- Social media unpaid content produced in-house via the Visual + Digital Media Specialist.
- Social media paid content to be created in-house by Executive Director, Visual + Digital Media Specialist, Graphic Design Specialist, Web Content Developer, and Television Production Specialist as appropriate.
- Use of Metro Monitoring for media mentions (funded by canceling the District subscription to Meltwater, a far more expensive and less user-friendly media monitoring tool)
 - November 2020 Update - we renegotiated cost with Meltwater saving the District \$10K for media monitoring
- Use of Hubspot Marketing Hub for social media management and monitoring, included with the Hubspot subscription.



Peralta Community College District

MCPR Project Number 7

Fill the staffing vacancies in order to support organizational goals

There are currently four open positions in the MCPR department. This MCPR Project aligns with the District Strategic Goal to Manage Resources to Advance Our Mission (5).

Tactics	Nov. 2020 Updates
1. Hire a Graphic Design Specialist to work on branding and graphic design projects.	November 2020 Update. DONE. Graphic Design Specialist began in July 2020
2. Hire a Radio Production Specialist to oversee KGPC radio operations	November 2020 Update. In progress. A radio specialist is expected to begin on December 1, 2020.
3. Hire a Television Production Specialist to provide resource for two-camera video productions such as District news and other PCTV studio-produced programs. This position is also essential for sports coverage.	November 2020 Update: On Hold during COVID-19 shelter in place
4. Hire a Web Architect to help connect the website with our new CRM system, the Oracle PeopleSoft system, upgrade the visual presentation of Passport, and help improve the enrollment process to make it frictionless via our websites.	November 2020 Update: Re-evaluating need for this role in the context of the PeopleSoft upgrade

Resources

- Staff time for screening committee work



Peralta Community College District

MCPR Project Number 8

Develop innovative and compelling content for Peralta Television (PCTV) and KGPC, Peralta’s community radio station.

Peralta Community College District has a legacy of producing engaging community programming at KGPC radio and at PCTV, which celebrated its 40th Anniversary earlier in 2020. With appropriate staffing, we have the opportunity to produce programs that highlight Peralta people, promote the District and the colleges, and truly engage the northern Alameda county viewing audience. This MCPR Project aligns with the District Strategic Goals to Engage and Leverage Partners (2), Build Programs of Distinction (3), Strengthen Accountability, Innovation and Collaboration (4) and to Develop and Manage Resources to Advance Our Mission (5).

Tactics	Nov. 2020 Updates
1. Continue to produce P-SPAN programming around events that take place at the colleges	November 2020 Update for 1-5: with the ongoing Shelter in Place, much of our video production has relied on Zoom. I'm pleased to report that the TV and Radio stations have continued to broadcast with no down time during the pandemic but our production of new content has been constrained.
2. Restore production of Peralta News and Peralta Matters. Matters is a monthly half-hour original program that focuses on a particular topic in education or the community and brings in different voices from administration, faculty, classified professionals, and students to comment on the topic. Recruit Chancellor Walter and Cabinet members to participate in these productions.	See Above
3. Video sporting events for broadcast on KGPC, PCTV, and Peralta’s YouTube channel. Aim for at least one game per team per season. With Laney College football set to appear on the next season of Last Chance U. there will be community demand for Laney football and other sports.	See Above
4. Partner internally with the colleges for student and faculty content, e.g. Peralta News featuring stories from Peralta Citizen, BCC animation, Laney theater, COA dance, etc.	See Above
5. Continue to explore partnership opportunities with local entities such as the Oakland Roots soccer club.	See Above

Resources

- In-house production with the addition of the second Television Production Specialist.
- Additional video support from ICC as part of the MCPR budget.
- Hardware needs covered by the PEG Funds on behalf of City of Oakland to support PCTV.



Peralta Community College District

MCPR Project Number 8

Evaluate the effectiveness of marketing and communication activities through data-driven research and monitoring methods

Historically, MCPR has not used metrics such as website usage data to inform decisions. That approach needs to change. This MCPR Project aligns with the District Strategic Goals to Strengthen Accountability, Innovation and Collaboration (4) and to Develop and Manage Resources to Advance Our Mission (5).

Tactics	Nov. 2020 Updates
1. Conduct ongoing research such as surveys, interviews, and collaboration with the Institutional Research department in order to support marketing and outreach decisions through primary data.	November 2020 Update for items 1-4: In Progress. We've conducted survey for student and faculty use of technology. Google Analytics has been used to help inform content decisions as we redesign the Peralta website.
2. Analyze Google Analytics and other available data to support marketing decisions.	See Above
3. Assess paid media buys through post-buy/post-campaign analysis.	See Above
4. Monitor and track news coverage of PCCD and the colleges through online media monitoring	See Above

Resources

- Surveys conducted in-use with Qualtrics software, part of a District license paid by IT or IR.
- Google Analytics is free website usage reporting.
- Assessing of media buys via Hubspot Marketing Hub, included as part of that subscription.
- Media mention monitoring via Metro Monitoring service, approximately \$6K, paid by eliminating the \$13K agreement with Meltwater.



AUDIENCE

Peralta Community College District

Audience

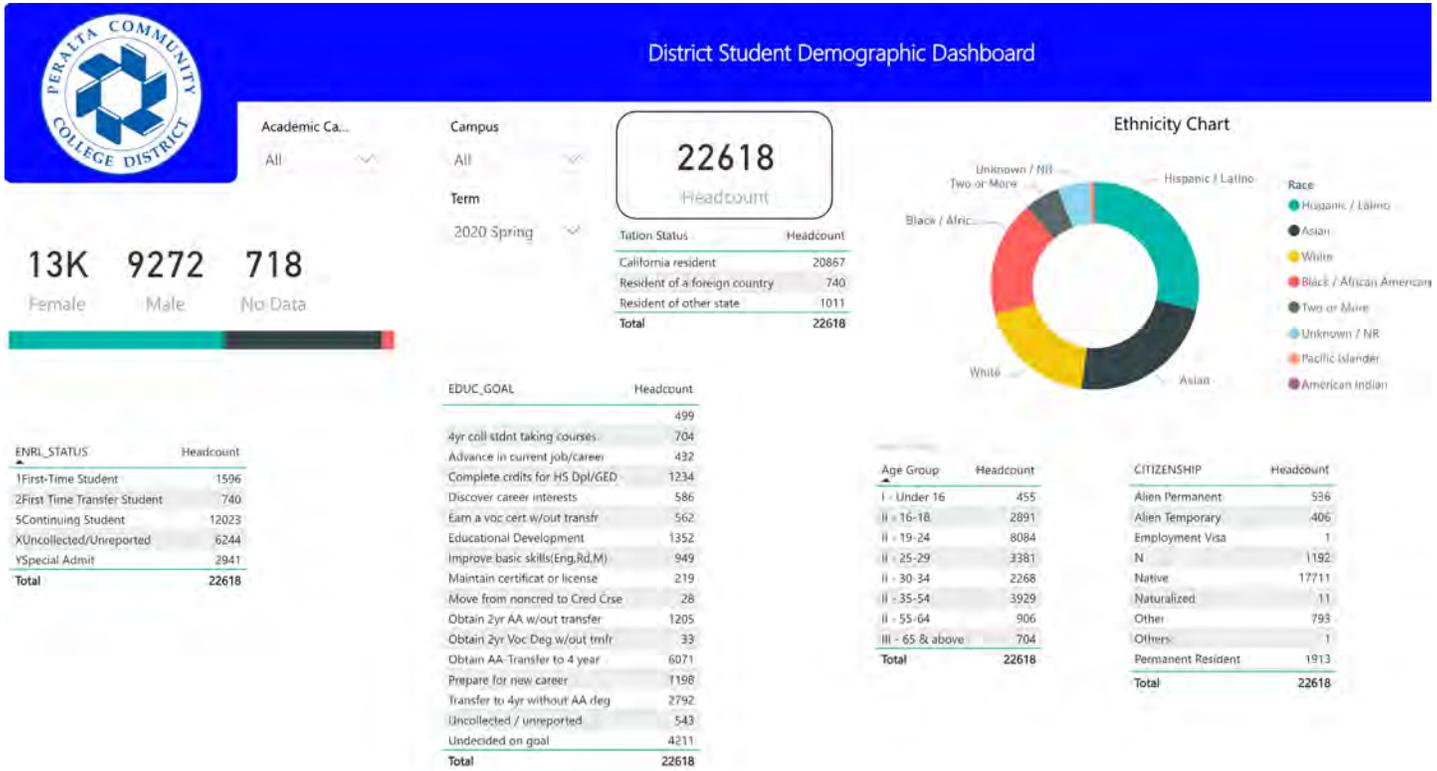


District marketing communicators create, articulate, and promote messages indicating why individuals should become engaged with the Peralta Community College District. These are the primary audiences:

- | | | |
|----------------------|-----------------------|--|
| Employees | Board of Trustees | High school students, counselors, and teachers |
| Current Students | Local organizations | Parents and family decision makers |
| Prospective Students | Business and industry | Community-at-large |
| Alumni | Foundation Board | |
| Media | Local organizations | |
| | Donors and friends | |



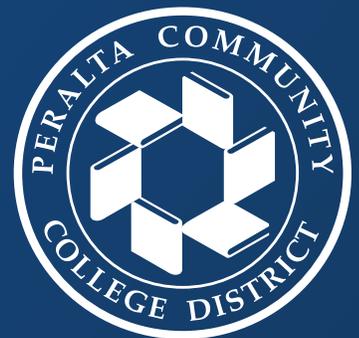
Peralta Community College District Student Demographics



Spring 2020 semester data pulled on May 10, 2020 from the Institutional Research Student Demographics Dashboard available at <https://web.peralta.edu/indev/fact-books/>



Have any questions?
Contact us at marketing@peralta.edu



333 East 8th Street,
Oakland, CA 94606

(510) 466-7200

www.peralta.edu