

# Lawson State COMMUNITY COLLEGE

## Unit Plan Annual Narrative (2007-2008)

**Directions:** Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

**Department/Unit: Public Relations and Community Affairs**

**Unit Administrator: Geri Albright**

**Date: June 15, 2008**

### A. Unit Description

a. Connection of the unit to the institution's role and mission:

Lawson State Community College is a comprehensive, public, two-year, multi-campus college, which seeks to provide accessible quality educational opportunities, promote economic growth and enhance the quality of life for people in its service area. The College is dedicated to providing affordable and accessible lifelong learning opportunities in order to prepare students for employment or career advancement enable students to transfer to senior colleges and universities, and provide customized training needs for business and industry. To provide services that enable students to enroll in classes with minimum effort and to maintain an accurate profile of the student's tenure at the college. The registrar and staff accurately maintain academic student records and comply with the institutional, state, and federal regulations that apply to retention, release, and disposal of student records.

In support, the Office of Public Relations and Community Affairs serves to enhance the positive images of the college by promoting the educational programs and services of the college to the external and internal publics.

b. Unit Achievements:

The Office of PR/CA worked to promote the College in various ways through advertising, marketing and promotions. We advertised on radio, television, magazines, newspapers, and direct mailings, including schedules, reminder cards and student letters. We also featured departments and services on The Lawson State Story, airing on WJLD AM 1400 and TalkBack Live on WBHK 98.7 FM.

We worked with a number of college and community programs to advance the college and sustain the partnerships with the community and local government. We hosted the Western Quarterly Forum, a breakfast series for the community; a business seminar for the community; the computer technology workshops; and an internet workshop for a local organization for the community.

The Office has worked with two scholarship programs – The Pastor's Scholarship Program and the Ambassadors. These programs provided tuition assistance for deserving and qualifying students. The Ambassadors render 45 hours of service per semester, resulting in over 450 hours of service for 2006-2007.

The Office also worked with a Neighborhood Beautification Project between the college and community. Several neighborhoods contributed approximately \$15,000 for the year. The previous year yielded around \$32,000.

c. Instructional Units within your division: N/A

## **B. Unit Effectiveness**

### **a. Staff Description:**

There are two full-time persons, the Director of Public Relations and an Administrative Assistant on the Birmingham Campus. There are two part-time persons on the Bessemer Campus.

### **b. Instructional Effectiveness / Student Success: N/A**

**c. Support Services Connection & Resource Availability:** There is an open line of communication between the office of Public Relations and Recruitment, in particular. We assist with recruitment and collaborate on marketing avenues for the College.

### **d. Customer Service Ranking: N/A**

## **C. Value Added**

### **a. Support of the unit to other program and units:**

### **b. Strengths:**

The Office works as a support arm to any area of the College.

### **c. Areas Needing Improvement:**

Two additional persons, one for Bessemer, and a graphic artist would enhance the Office's effectiveness.

### **d. Departmental or Unit Needs:**

Two additional persons, one for Bessemer, and a graphic artist would enhance the Office's effectiveness.

### **e. Recommendations:**

## **D. Projections**

### **a. Staff needs:**

Additional personnel would be projected for the future.

### **b. Resources needs:**

Large scale equipment, such as a banner machine and a new copier will be of a benefit.

### **c. Professional development needs:**

Office personnel could benefit from updated training on graphic design and social networking

### **d. Other (if applicable):**

None.

## Institutional Effectiveness Unit Plan (Phase I) for 2007-2008

**Directions:** Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

**Unit :** Public Relations and Community Affairs      **Unit Administrator:** Ms. Geri H. Albright

**Unit's Mission:** The Office of Public Relations and Community Affairs serves to enhance the positive images of the college by promoting the educational programs and services of the college to the external and internal publics.

Number each Outcome in each column	<b>A. Unit Outcomes (3-5)</b>  Should be measurable. Use percentages where possible. <u>Be brief.</u>	<b>B. Outcomes Link to Institutional Goals &amp; Strategic Indicators</b>  List the goal numbers and the corresponding Strategic Indicator letters (i.e., Goal 1; Indicators B & C; Goal 2; Indicators A-C, etc.)	<b>C. Methods of Assessing the Outcome</b>  List what methods you plan on using to measure each outcome (i.e., exit exam results, portfolios, surveys, board exams, etc.)	<b>D. Budget Implications</b>  If your outcome has budget implications (costs that will exceed \$499), list them here.
1	1. Increase zip code coverage of semester schedules by 10% to mailing markets	Goal 1; Indicators A, D Goal 7; Indicators A-B Goal 8; Indicator s A - B	1. Confirmation from printer/ mailing house showing mailings to approximately 130,000 locations	1. Additional schedules and mailing costs - \$4,000
2	2. Advertise programs, areas of concentration and services through radio and television on top two stations respectively for each semester	2. Goal 1: Indicator A Goal 4; Indicator D Goal 7; Indicators A -B Goal 8; Indicators A-B	2. Ad buys according to the Advertising Plan and budget will include WBRC, WBMA WBHK, WBHJ and WZZK	2. \$50,000
3	3. Present Computer Technology Workshop Series for community, particularly Birmingham, with an 80% high satisfaction rate	3. Goal3: Indicators A ,C Goal 7: Indicator A -B Goal 8; Indicators A-B	3. Workshop Evaluation and comments	3. \$5,000

**Unit Plan Part II: Directions** : As noted on page one of this plan, complete columns E & F at the end of the planning cycle for the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

**E. Actual Results Obtained**—When you assessed and measured your stated outcomes, what results did you find? Be clear and concise in your reporting.

1. After a thorough analysis of the zip code mailings, it was decided to increase mailings to include: 35221, 35244, 35234, 35127, 35207, 35006, 35184 and 35205. This increased our presence in the western corridor and greater Birmingham area by over 10% from 115,709 to 129,988. This resulted in a higher visibility for the College thereby positively impacting awareness and recruiting.
2. We were able to advertise on radio and television for the Fall and Spring semesters. Included were buys for the top radio and television stations, whose coverage would reach a more saturated market. For example, WBHK- 98.7 FM, has about the highest numbers and through our advertising, we've received calls from Huntsville. We featured two spots: one on areas of concentration and the other on services, including adult education and workforce development  
Radio: WBHK, WBHJ, WZZK Television: WBRC-Fox 6 and WBMA ABC 33/40
3. Our impartial analysis of the workshops yielded even greater results than expected. Program participants were constantly asking for a continued series or another workshop. Of 62 respondents, 100% scored the level of satisfaction ranged around 4.5 – 5, with 5 being the high.

**F. Use of Results**—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.

1. We will continue to include these additional zip codes in the mailings and do a further assessment probably 12 months later to see if these additions have impacted the enrollment numbers.
2. Mass media advertising always increases the awareness of programs, services and registrations. This yielded positive results for the college. As the budget permits, we will advertise accordingly and look to do target advertising or area of concentration-specific advertising.
3. We will review and implement another series possibly for the next year. This series might include some basic offerings such as Intro to Computer and Word, but could also include suggested workshops such as Excel.

2007-2008

## Institutional Effectiveness Unit Plan (Phase I) for 2007-2008

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**Unit:** Public Relations and Community Affairs      **Unit Administrator:** Ms. Geri H. Albright

**Unit's Mission:** The Office of Public Relations and Community Affairs serves to enhance the positive images of the college by promoting the educational programs and services of the college to the external and internal publics.

	A. Unit Outcomes (3-5)  Should be measurable. Use percentages where possible. <u>Be brief.</u>	B. Outcomes Link to Institutional Goals & Strategic Indicators  List the goal numbers and the corresponding Strategic Indicator letters (i.e., Goal 1; Indicators B & C; Goal 2; Indicators A-C, etc.)	C. Methods of Assessing the Outcome  List what methods you plan on using to measure each outcome (i.e., exit exam results, portfolios, surveys, board exams, etc.)	D. Budget Implications  If your outcome has budget implications (costs that will exceed \$499), list them here
<b>Number each Outcome in each column</b>	<p>1. Promote educational areas and services of College on radio talk shows featuring at least two per month</p> <p>2. Implement monthly online newsletter highlighting a featured college program, area of study of service</p> <p>3. Implement alumni profile series, featuring one alumnus per month in newspapers, as the budget permits</p>	<p>1. Goal 1; Indicators A, D Goal 2: Indicators A,E Goal 7; Indicators A-B Goal 8; Indicator s A - B</p> <p>2. Goal 1; Indicator A Goal3: Indicators A ,C Goal 7: Indicator A -B Goal 8; Indicators A-B</p> <p>3. Goal 1; Indicators A, D Goal 2: Indicators A,E Goal 8; Indicator s A - B</p>	<p>1. Radio scheduling logs and invitations</p> <p>2. Online archive and printed publication</p> <p>3. Published newspapers for archives</p>	<p>1. \$600-\$650 per month</p> <p>2. None.</p> <p>3. \$6,000 - \$8,000</p>



## Student Learning Outcomes for Non-Instructional Units (2007-2008)

**Directions:** Complete Sections "A" through "C" at the beginning of each academic school year (once prompted). Sections "D" and "E" (which deal with actual results and use of results) should not be completed until the end of each spring term. Keep comments brief and use 9 point font. In doing so, your document should not exceed one page.

<b>Department or Division: Public Relations and Community Affairs</b>		<b>Department or Division Chair/Director/Dean: Geri Albright</b>		
<b>Academic School Year: 2007-2008</b>				
<b>Department or Division's Mission: To enhance positive images of the college by promoting the educational programs and services of the college to the external and internal publics</b>				
A. Student Learning Outcomes (3-5)	B. Assessment Methods	C. Expected Results	D. Actual Results Obtained	E. Use of Results
Students within the reach of your division or department, should demonstrate the following proficiencies:	List what methods you plan on using to measure each student learning outcome.	List what intended results you expect to see if the outcome is reached. Results should be measurable.	When you assessed and measured your outcomes, what results did you find? Be specific.	Now that you have your results, how do you intend to use these results to improve your division or department?
1. Ability to work as a professional unit or team to represent the whole, in this case – Lawson State	1. Activities sheets indicating days and hours, and personal observances	1. Each Ambassador will complete an agreed number of hours for assigned projects per semester to total 45 hours	1. Eighteen of twenty Ambassadors participated in an assigned project for the Fall Semester, the ACA Conference.  The Ambassadors learned to work as a group within themselves, providing support and substitutions for fellow members as needed.  The Ambassadors also learned to work as a subunit to a much larger group all representing the same purpose.	1. Adjustments to the assignments were made as needed during the conference.  This has been used as a guide to illustrate the importance of teamwork in such a large setting as a conference with over 1000 participants.
2. Development of organizational skills	2. Activities sheets in individual student folders and sign-in sheets	2. Ambassadors should have completed service hours by the end of the semester finals	2. Twenty of the Ambassadors have demonstrated a thorough understanding of the need to organize and coordinate activities within their schedules earlier in the semester.	2. The Ambassadors will further be guided to allocate specific hours for registrations, service projects and commencement. A special emphasis will be made on completing half of the hours by mid-term.
3. Understanding of business scheduling	3. Activities sheets and appearances	3. Students will understand the importance of scheduling and have each provided at least eight cumulative hours toward organizational meeting, registration	3. Nineteen of the 20 Ambassadors provided service hours toward these functions as required.	3. These mandates are discussed in the initial interview, at meetings and in particular at the organizational meeting so that all have a thorough understanding of its relevance to Ambassadors