

1. Assessment Plan - Four Column



PIE - President: Public Affairs

Where We Are Now: Analysis and Summary

2018-19

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External Conditions, Trends, or Impacts: Mt. SAC's district is large, serving nearly 20 cities and communities, most with their own city councils, school districts, chambers of commerce and service clubs. Ensuring the community remains informed and connected to the college requires considerable outreach and collaboration. Surveys have shown varying levels of familiarity with the college depending on trustee area. As the world becomes more digital, local newspapers have continued to experience shrinking news holes, staff and readership. As a result, it has grown more difficult to place a Mt. SAC-focused story in media outlets. The year was marked by ongoing tension and lawsuits between the college, city of Walnut and residents.

Internal Conditions, Trends, or Impacts : For 2018, the Public Affairs director had additional staff to assist with outreach to promote the college and specifically, Measure GO. With this additional staff, the college had a larger and focused presence throughout the district. In 2019, the director has visited councils, chambers, and other groups as scheduling permits. Lack of staff and time has limited the opportunity to update the construction website since the passage of Measure GO. In addition, Facilities & Planning is historically difficult in providing information in a timely manner. Efforts are being made to remedy this by hiring a part-time employee paid out of bond measure funds.

Notable Achievements for Theme A: To Advance Academic Excellence and Student Achievement: The Annual Report and the Measure RR Report to the Community were both distributed throughout the district. The Annual Report had a circulation of 4,000 and the Measure RR Report was sent to approximately 2,000 addresses. The publications highlighted students' achievements, college initiatives and progress on facilities projects.

Notable Achievements for Theme B: To Support Student Access and Success: Dozens of presentations were done to community groups, business partners and legislators, demonstrating the value of Mt. SAC and the critical role it plays in educating the future workforce.

Notable Achievements for Theme C: Secure Human, Technological, & Financial Resources: The November 2018 passage of Measure GO will provide \$750 million in funding to support construction of the projects detailed in the Education and Facilities Master Plan over the next 15 years.

Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration: Executing the Measure GO campaign required cooperation and collaboration across the entire campus in a short time frame. Working with student leaders proved effective.

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Government Relations - Highlight and strengthen areas for collaboration by scheduling on-campus tours for state and federal legislators annually in

Request - Full Funding Requested -

Budget for food

Describe Plans & Activities

Supported (Justification of Need):

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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<p>addition to visiting district offices. Provide at least one opportunity (e.g. special event, community meeting, campus visit) for each Mt. SAC trustee member to interface directly with legislators. Continue working with Sacramento lobbyist and shadow when possible to increase knowledge.</p> <p>Status: Active</p> <p>Goal Year(s): 2018-19, 2019-20, 2020-21</p> <p>Goal Entered: 05/01/2019</p>	<p>Semi-annual breakfast with college president for district's legislative staffers.</p> <p>Lead: Jill Dolan</p> <p>What would success look like and how would you measure it?: Well attended by legislative staffers, more than 5.</p> <p>Type of Request: OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.</p> <p>Planning Unit Priority: Medium</p> <p>Documentation Attached?: No</p>	
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<p>Community Relations - Increase frequency of in-person college updates to district city councils, school boards and community-based groups to provide timely information and maintain transparency. Continue participation in community special events. Schedule annual opportunities to speak at service clubs, chambers of commerce and business partners, utilizing Mt. SAC trustees, students , staff and faculty. Promote opportunities for community partners, such as Rotary or chambers of commerce, to tour the campus.</p> <p>Status: Active</p> <p>Goal Year(s): 2018-19, 2019-20, 2020-21</p> <p>Goal Entered: 04/29/2019</p>	<p>Request - Full Funding Requested - Part-time employee to augment director's outreach efforts</p> <p>Describe Plans & Activities Supported (Justification of Need): Given the size of the district and the large number of councils, community groups, school boards, etc., a part-time employee would be supervised and assigned to specific cities to act as a "trustee area representative" and attend functions in those areas with or without the board member.</p> <p>Lead: Jill Dolan</p> <p>What would success look like and how would you measure it?: Staff member would be hired.</p> <p>Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.</p>	
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Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Planning Unit Priority: Low
On-Going Funding Requested (if applicable): 30000
Request - Full Funding Requested -
Funding for promotional items
Describe Plans & Activities Supported (Justification of Need):
Annually, the college participates in several community events (i.e. Walnut Family Festival) and the Public Affairs director attends functions at which promotional items would be beneficial to distribute. For the past several years, Public Affairs has been fortunate to use promotional items purchased by Marketing & Communication.
Lead: Jill Dolan
What would success look like and how would you measure it?: Ample and diverse selection of promotional items on hand for distribution by staff and trustees.
Type of Request: NON INSTRUCTIONAL EQUIPMENT:
Tangible property with useful life of more than one year, other than land or buildings improvements, equal and over \$500 per individual item. Used for administrative or non-instructional purposes.
Planning Unit Priority: Medium
Documentation Attached?: No
On-Going Funding Requested (if applicable): 2500
Request - Full Funding Requested -
P-card to pay for monthly luncheons and other community- or business-based functions.

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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Describe Plans & Activities Supported (Justification of Need): In order to maintain ongoing relationships throughout the district, the Public Affairs Director must attend several events including monthly chamber of commerce lunches or other functions. For the past 10 years these fees have been paid personally with reimbursement later. Having a P-card would improve the process.

Lead: Jill Dolan

What would success look like and how would you measure it?: Minimize receipt submittal to accounting/fiscal, increasing efficiency.

Type of Request: OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

Planning Unit Priority: Medium

External Publications - Write, edit and publish 2019 Annual Report to showcase and support student success, and 2020 Measure GO Report to the Community to highlight use of taxpayers' money.

Status: Active

Goal Year(s): 2018-19, 2019-20, 2020-21

Goal Entered: 04/29/2019

Request - Full Funding Requested - Graphic designer (in house), freelance writer and freelance photographer for publication content. Funds for printing and mailing of 5,000 copies

Lead: Jill Dolan

Type of Request: MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
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Planning Unit Priority: High
Documentation Attached?: Yes
On-Going Funding Requested (if applicable): 6000

Measure GO Public Relations -
 Maintain and update Construction/Measure GO website in a timely and transparent manner. Provide regular reports to campus, community groups, K-12 partners and elected officials.
Status: Active
Goal Year(s): 2018-19, 2019-20, 2020-21
Goal Entered: 05/17/2019

Request - Full Funding Requested -
 Part-time liaison to Facilities Management
Describe Plans & Activities Supported (Justification of Need):
 Having a part-time liaison to Facilities Management will enable the Public Affairs department to obtain accurate information on construction projects to maintain the Construction website and distribute information to the community in a timely manner. This staffer would meet regularly with each project manager to get updates and work directly with the Public Affairs director to summarize the information in order to post it online and provide monthly reports to board members. Salary would be paid out of Measure GO funds.
Lead: Jill Dolan
What would success look like and how would you measure it?:
 Obtaining construction updates would be coordinated and thereby easier. The website would be updated at least once monthly and accurate information would be able to be shared regularly with off-campus audiences.
Type of Request: STAFFING: Requests for permanent employee positions or temporary/hourly employees.
Planning Unit Priority: Medium

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

On-Going Funding Requested (if applicable): 30000