



Fall 2024 Program Review Report | Non-Instructional Areas

Department /Area Name: Marketing & Public Information For Planning Years: 2025-2026

Name of person leading this review: Alejandro Guzman

Names of all participants in this review:

Part 1. Program Overview: Briefly describe how the program contributes to the district mission

The Marketing and Public Information department supports Antelope Valley College in its mission by engaging a diverse population of learners through owned, earned and paid media opportunities. Marketing positions the College’s programs and services and delivers tailored bilingual messaging to multiple audiences who might be interested in transferring to a four-year university, earning a career certificate, or improving basic skills. Marketing helps the College promote student success by informing students about the programs and services that help keep students on track toward graduation and transfer, such as promoting events hosted by the Transfer Center, and workshops provided by the Learning Center. Marketing supports Student Equity by promoting events that support students of color and underrepresented communities, and informs the campus community about financial aid opportunities, deadlines and workshops.

Part 2A. Analyze the program review data for your area including equity data and any internal/external environmental scan information (e.g., surveys, interviews, focus groups, advisory groups, etc.

Use the following questions to guide your analysis:

- Who do you primarily serve and what services do you provide for each of the groups?
How is the work of your area measured or quantified? What is your measure of success?
How do the demographics served by your area’s work compare to AVC’s service area demographics?
Which race/ethnicity groups experience the largest equity gaps?
What are the success and retention rates (S&R) for your area (if applicable)? Did they decrease or increase in the last year?

Marketing & Public Information serves the entire institution. Most if not all departments/divisions rely on marketing to get the word out about their initiatives. When departments submit a marketing request for support, market provides a suite of services including communication and promotions through owned media channels, including web, email, social media and digital monitors. Marketing also supports programs, services and events through the creation of event programs, flyers, brochures, graphics, website support, and more.

There are several ways to measure the amount of work and the effectiveness of marketing’s efforts, including but not limited to the following:

- Number of projects the team completes are tracked on Jira (7/1/24 to 2/1/25 completed 324 marketing requests)
Email open and click rates
Website traffic on web news and events
Growth of social media following
Performance of posts and stories on social media
Metrics of digital and social media ads in terms of impressions, clicks, likes, comments and shares

Digital/Social Media Campaign Metrics

### Key Metrics

Impressions

4,062,273

Clicks

28,002

CTR

0.69%

### Target Audiences

- *Hispanic*
- *Black and African-American*
- *Spanish Speakers*
- *Career Seekers*
- *Transfer Seekers*
- *Basic Skills Seekers*

### Part 2B. Based on Part 2A and the reflection questions below, identify the program/area Strengths, Opportunities, Aspirations & Risks:

#### Use the following questions to guide your analysis:

- Who do you primarily serve and what services do you provide for each of the groups?
- Describe how your program/area incorporates constituent feedback.
- How does your program address equity gaps within the scope of work?

#### Strengths and Accomplishments: (Include your data analysis of relevant metrics in your response.)

#### Strengths

- **Personnel** – The Marketing & Public Information team is staffed by a group of talented, caring group of employees who are committed to AVC’s mission of serving students. The Executive Director manages the day to day operations of the team, oversees the college brand and multiple media channels, including owned media, paid media and earned media. He ensures that every communication that goes out is effective

and intent on very specific and clearly defined objectives. The Marketing Specialist creates multimedia content in support of AVC's programs, services and events and publishes content on the website, email, and social media. The Graphic Artist creates graphic visuals for publication on web, email, social media, and campus digital signage. The Web Developer maintains avc.edu and assists employees with updating content.

- **Collaborations/Partnerships** – The Marketing team maintains strong relationships with internal and external partners, allowing us to effectively promote AVC's programs and services, and communicate with the campus community with accuracy and timeliness.

#### Opportunities

- The proliferation of new technology, such as AI and SaaS publication tools allow the team to work faster and create engaging content for publication across various channels.
- Funding from other departments and programs could allow the college to invest in more paid media opportunities, allowing AVC to consistently engage audiences in its service area.

#### Aspirations

1. **External** – Expand AVC's brand visibility and reputation beyond our service area
2. **External** – Position AVC as the premier destination for students who want to transfer or complete a career certificate
3. **Internal** - Achieve full implementation of college brand standards across all departments/divisions
4. **Internal** Achieve buy-in and compliance from all campus constituencies in adhering to Marketing policies/procedures

#### Risks

1. **External** – Fail to shape perceptions of AVC in our favor
2. **Internal** – Miss the opportunity to partner with and engage AVC departments/divisions

### **Opportunities and Challenges:** *(Include your data analysis of relevant metrics in your response.)*

#### Opportunities

1. Traffic to Campaign Landing Pages – AVC received tens of thousands of visits to campaign landing pages targeting transfer seekers, career seekers and Spanish-language speakers. About 7,000 of those people applied to the college and requested more information about the college.
2. Website Traffic – Traffic on avc.edu is up as a result of the paid media campaign.
3. College Applications – Applications are also up.
4. Enrollment – FTES and Headcount have gone up.
5. Equity – AVC has several programs designed to close equity gaps. The Basic Needs Center, and other programs provide students with the ability to attend school despite personal challenges. Marketing can capitalize on this by making sure students know about these programs.
6. Student Success – AVC offers free tutoring, Transfer Center, Learning Center and other services available to help students who are struggling and to guide them in the transfer and graduation process. Marketing supports these services by promoting through multiple channels.

- Identify 2-3 challenges within your department and explain why these challenges pose a risk to the institution. These challenges can be systems, functions or programs involving financial/business processes, information technology, policies, program administration, compliance issues, etc. What is the likelihood they will pose a disruption to your program/processes with 1 being unlikely and 5 being highly likely?

	Likelihood (1 being unlikely and 5 being highly likely)
1. Departments/Divisions adhering to marketing communications processes – We have people on campus creating rogue logos and marketing materials, making AVC look inconsistent and unprofessional.	3
2. Misinformation – Employees who want to do things their way and ignore marketing policies and brand standards, and spread misinformation about Marketing’s response time to projects.	2

**Aspirations: (Include your data analysis of relevant metrics in your response.)**

<p>Aspiration</p> <ul style="list-style-type: none"> <li>To be counted on as a reliable partner in making AVC programs, services, and enrollment goals successful.</li> <li>Increase headcount and FTES through effective paid media campaigns.</li> <li>Equity - Increase number of financial aid awards through awareness campaigns that inform students about financial aid opportunities.</li> <li>Success - Support number of graduates, transfer, and certificate/degrees awarded through promotion of student support services (Counseling, Transfer, Career, Learning Center, etc).</li> </ul> <p>Desired Future</p> <ul style="list-style-type: none"> <li>To remain flexible and responsive to the campus needs as they continue to evolve.</li> <li>To capture and accurately depict the authenticity of our campus community through storytelling that captivates our intended audiences.</li> </ul>
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**Part 2C. Review and comment on progress toward past Outcomes Improvement Plans**

List your past **Outcomes Improvement Plans** and progress toward meeting those plans. *If you have not completed your Outcomes Improvement Plans, please review [Operational Outcomes](#) and [Outcomes Improvement Plans](#) training in Canvas and contact the Outcomes Committee directly.*

Past Outcomes Improvement Plans	Progress Made

**Part 2D. Review and comment on progress towards past program review goals:**

List your past program review goals and progress towards those goals.

Past Goal	Progress Made
Establish Marketing Request Process	Completed w/ continued improvements

Achieve brand standard compliance	90% - Some older programs still using older brand assets
Increase Headcount and FTES	Increased headcount by 17% and FTES by 13%

**Part 3. Based on Part 2 above, please list program/area goals:**

Program /Area Goal #	Goal Supports which:				ESP Goal Primarily Supported:	Goal (Student-focused)	Steps to be taken to achieve the goal?	Measure of Success (How would you know you've achieved your goal?)
	ILO	PLO**	SLO**	OO (Service area Outcomes)				
#1	Choose ILO				Choose an item.			
#2	Choose ILO				Choose an item.			
#3	Choose ILO				Choose an item.			
#4	Choose ILO				Choose an item.			

\*\*if applicable for instructional areas

**Part 4: Resource Requests that Support Program Goals (Based on the above analysis, please use the following space to document resource requests)**

Type of Resource Request	Summary of Request	Which of your Program/area goals (Part 3) does this request support?	New or Repeat Request	Amount of Request, (\$)	One-Time or Recurring Cost, (\$)	Contact's Name
Other			Choose an item.		Choose an item.	
Choose an item.			Choose an item.		Choose an item.	
Choose an item.			Choose an item.		Choose an item.	
Choose an item.			Choose an item.		Choose an item.	
Choose an item.			Choose an item.		Choose an item.	

**Part 5: Insert your Program Review Data here and any other supporting data. (See Part 2A above).**

**Enrollment Dashboard – Feb. 6, 2025**

## Enrollment Dashboard

Limits: Comparison Date Floating (# of days before start of term)

Data include only sections with registered students. - Data as of 05-Feb-2025

### Antelope Valley College - All Units

	Spring 2024 10-Jan-2024	Spring 2025 05-Feb-2025	Percent Increase One Year	Increase One Year
Unduplicated Headcount	11,362	13,337	17.4%	1975
Sections	1,448	1,525	5.3%	77
Enrollments	32,043	36,340	13.4%	4297
FTES Estimate	3,751.13	4,230.60	12.8%	479.47
Load	5,152.7	5,536.1	7.4%	383.4
FTEF	343.51	369.08	7.4%	25.57
Productivity	10.92	11.46	4.9%	0.54

### Current Digital/Social Paid Media Campaign Metrics

### Conversions

Conversions  
**7,139**



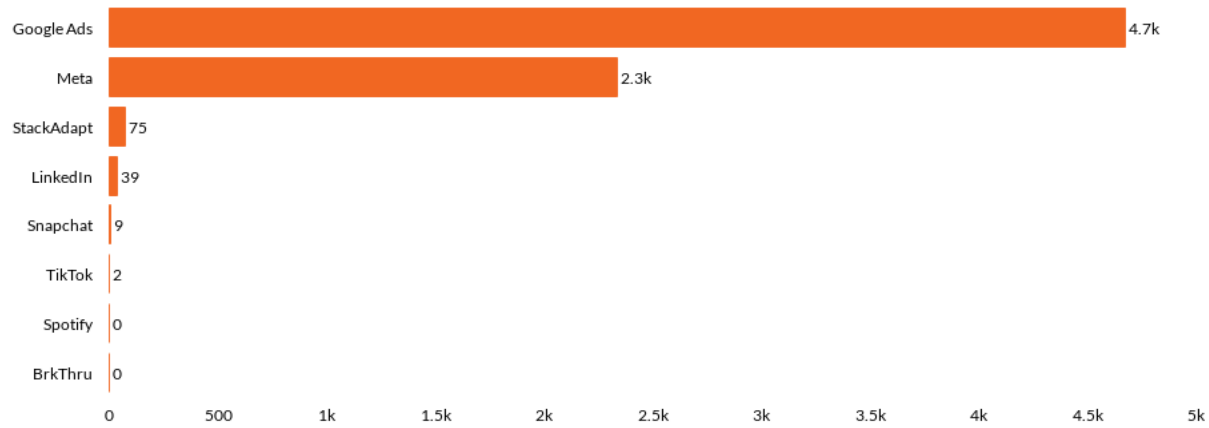
CVR  
**22.96%**



CPA  
**\$9.44**



### Conversions by Platform



### Impressions by Platform

