

## PROGRAM REVIEW REPORT

Name of Program: President's Office

Division/Operational Area: President's Office / Public Information Office / Information Center

Contact Person: Dr. Rosa Carlson

Submission Date: 09/12/06

[Note: The information in this area will repeat on all pages.]

### **Porterville College Mission Statement:**

Students are our focus at Porterville College. We are committed to providing an excellent educational experience to our diverse community in an environment that fosters student learning and success. In promoting a student-centered learning environment, we commit ourselves to innovation, respect, collaboration, collegiality and participatory governance.

### **Program Mission Statement:**

The President's Office must at all times practice, encourage, and lead by example the implementation of the Porterville College mission statement that "students are the focus". Each decision made by the college should reflect that "Students are our focus."

### **Program Student Learning Outcomes:**

The President's Office is committed to facilitating student learning and success through collaborative relationships with the college staff, students, our local community, and district, regional and state agencies. Through these relationships the office commits itself to promoting the mission of the college.

### **Analysis of Current Performance:**

*(Using data elements provided by the Office of Institutional Research and/or other information provided by the program.)*

N/A

### **Program Strengths and Areas for Improvement:**

*(Based on the information above and history since previous review, describe the program's strengths, areas that need improvement, and strategies and actions to make those improvements.)*

**Strengths** - Currently, there are various modes of communication to all of the college's constituents, amongst each other, and public relations. The PC Update, a monthly news pamphlet, is the most regular form of communication and highlights students, faculty, administrators and staff. The District is now distributing a district-wide newsletter.

**Improvements** - Need to revive campus-wide calendar of events. Send the PC newsletter to PC Foundation members and high school and city leadership. Need to make sure that adjunct faculty and part-time staff is included in communications.

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| <b>Goals:</b>   |                                |  |   |
|---|--------------------------------|--|---|
| <b>Public Relations (PR)</b>  | <b>Timeline for Completion</b> | <b>Needed Resources</b>                                      | <b>Obstacles to completion (if any)</b> |
| Identify funding sources to increase publicity of the college to all of our service area. Need to increase radio and newspaper advertisement.   | Fall, 2008                     | Advertising --<br>Radio<br>\$10,000<br>Newspaper<br>\$11,000 |   |
| Identify funding sources to increase publicity of the college by developing quality brochures for all of the programs at Porterville College. Need to develop and send a mailer card to the community at large. | Fall, 2008                     | Advertising --<br>Brochures<br>\$7,500<br>Mailers<br>\$2,200 |   |
| Develop a plan to coordinate the development of all PR materials and distribution of printed materials throughout the campus and the community to avoid duplication and/or misinformation.                      | Spring, 2007                   | Advertising --<br>Other directives<br>chamber<br>\$6,800     |   |
| <p><b>Public Relations (PR) - Progress on Goal:</b></p> <p>____ Completed (Date        )</p> <p>____ Revised     (Date        )</p> <p><b>Comments:</b></p>   |                                |  |   |

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| Information Center   | Timeline for Completion | Needed Resources | Obstacles to completion (if any) |
|--|-------------------------|------------------|----------------------------------|
| Develop a formal process of managing and relating information to the various constituents of the college and the community. This is the first place where people come for information whether by phone or by person. | Spring, 2007            | N/A              |                                  |
| <p><b>Information Center - Progress on Goal:</b></p> <p>____ Completed (Date        )</p> <p>____ Revised     (Date        )</p> <p><b>Comments:</b></p>   |                         |                  |                                  |
| President  | Timeline for Completion | Needed Resources | Obstacles to completion (if any) |
| Meet and communicate on a regular basis with the various college constituents.   | Fall, 2006 & ongoing    | N/A              |                                  |
| Identify key members of the community and identify strategies for linking the college and the community/increase PC visibility.  | Fall, 2006 & ongoing    | N/A              |                                  |
| Work effectively with PC faculty to complete a strategic plan for PC that includes the initiatives of the District   | Fall, 2007              | N/A              |                                  |

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| President   | Timeline for Completion | Needed Resources | Obstacles to completion (if any) |
|---|-------------------------|------------------|----------------------------------|
| Work effectively with PC faculty and staff to identify, review, and streamline all administrative duties and responsibilities                           | Spring, 2007            | N/A              |                                  |
| Work effectively with District Office personnel to identify strategies to build better communication between PC faculty, staff and the District Office. | Fall, 2006 & ongoing    | N/A              |                                  |
| Work effectively with others to accomplish operational goals for District and the college by identifying, reviewing and streamlining processes.         | Fall, 2006 & ongoing    | N/A              |                                  |
| Work effectively with others to identify key educational program that needs to be developed, enhanced and/or omitted.                                   | Fall, 2007              | N/A              |                                  |
| <p><b>President - Progress on Goal:</b></p> <p>____ Completed (Date        )</p> <p>____ Revised     (Date        )</p> <p><b>Comments:</b></p>         |                         |                  |                                  |

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### STAFFING REQUEST

| <b>Staff Resources:</b>   |   |  |                          |                           |
|---|---|--|--------------------------|---------------------------|
| <b><u>Current Staffing Levels</u></b>   |   |  |                          |                           |
| <u>Full-time Staff (FTE)</u>  |   | <u>Part-time Staff (FTE)</u>   |                          |                           |
| Faculty   |   | Faculty  |                          |                           |
| Temporary   |   | Temporary  |                          |                           |
| Classified  |   | Classified   |                          |                           |
| Management  |   | Management   |                          |                           |
| <p><b><u>Request for New/Replacement Staff</u></b><br/>                     Use one line for each position requested. Justify each position in the space below.</p>   |   |  |                          |                           |
|   | <b>Title of Position</b>  | <b>Classification</b><br><small>(Faculty, Classified, or Management)</small> | <b>Full or Part Time</b> | <b>New or Replacement</b> |
| Position 1  | Dept. Asst. III (Pres. Office/ PR)                              | Classified   | Full Time                | New                       |
| Position 2  | Info Cntr Asst / Dept. Asst II<br>(Info. Center/Division Chair) | Classified   | Part Time                | New                       |
| Position 3  |   |  |                          |                           |
| <p><b>Justification:</b><br/>                     (Address each position requested)</p> <p>Dept. Asst. III – President's Office / Public Relations. This person would work directly with the Public Information Officer. Monitoring advertising campus.</p> <p>Information Center Assistant / Department Assistant II. This person would be the evening Information Center Assistant and the support staff for the Division Chairs. This position was eliminated previously during budget cuts.</p> |   |  |                          |                           |

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### BUDGET REQUEST

|   | <b>Budget<br/>2004-05</b> | <b>Current Budget<br/>05-06</b> | <b>Amount of Increase</b> | <b>Revised Total</b> |
|---|---------------------------|---------------------------------|---------------------------|----------------------|
| 2000 (Student)  |                           |                                 |                           |                      |
| 4000  |                           |                                 | 5,000.00                  |                      |
| 5000  |                           |                                 | 10,000.00                 |                      |
| Other<br>(Contingencies)  |                           |                                 | 15,000.00                 |                      |
| <p><b>Justification:</b><br/>(Include justification for each amount of increase requested.)</p> <p>4000 – Requesting back funds that were depleted over state budget cuts.</p> <p>5000 – Requesting back funds that were depleted over state budget cuts plus extra for rise in travel expenses, membership costs, etc.</p> <p>Other – The President's Office has always been the 'rescuer' for unexpected expenses for the college on a whole.</p> |                           |                                 |                           |                      |