Public Affairs and Marketing
Board of Trustees Report
October 2020

Marketing and Communications

Focus has been on promoting monthly start classes, Latinx Heritage month, the Board of Trustees' Resolution on Accessibility, informing students and the community that the spring 2021 semester will be remote, encouraging students to register to vote, and information about academic deadlines. Strategies included student communications, social media, print advertising, radio advertising, digital media advertising, website graphics, articles and interviews.

We facilitated three interviews on Radio Lazer (Spanish-language radio), worked with local media to generate stories about the District, including providing information requested by reporters and distribution of press releases. These efforts resulted in several published articles.

We continue to support our colleges by creating student testimonial videos for social media to highlight the colleges' programs and unique cultures, sending press releases to media, and providing training and facilitation on projects.

September 2020 Media Clips

- [Community college district sees drop in enrollment this semester](#) (Moorpark Acorn 9/4/2020)
- [Ventura County Community College District Board of Trustees Approves Resolution on Access and Accessibility](#) (Citizens Journal 9/8/2020)
- [VCCCD Board of Trustees Approves Resolution on Access](#) (MC Patch 9/9/2020)
- [VCCCD Board of Trustees Approves Resolution on Access and Accessibilit](#)y (Amigos805 9/9/2020)
- [Moorpark College Secures $2.9 Million Grant for Project](#) (MC Patch 9/16/2020)
- [Moorpark College Secures $2.9 Million Grant for Project STEM Impacto](#) (Amigos805 9/16/2020)
- [Moorpark College Secures $2.9 Million Grant for Project STEM Impacto](#) page 18 (Tri County Sentry 9/18/2020)
- [Oxnard College Secures $3Million Grant to Support Latinx Students](#) (MC Patch 9/18/2020)
- [Oxnard College Secures $3 Million Grant to Support Latinx and Low-Income Students](#) (Amigos805 9/18/2020)
- [Online learning leads to revenue losses for VCCCD police](#) (Simi Valley Acorn 9/18/2020)
- [Classes at Moorpark, Oxnard and Ventura Colleges to Remain Remote in Spring 2021](#) (Conejo Valley Guide 9/22/20)
- [Three South Coast Community Colleges Will Continue To Rely On Remote Learning In Spring](#) (KCLU 9/22/20)
- [Ventura County Community Colleges Remote for Spring Semester](#) (VC Star 9/22/20)
- [VCCCD Announces Spring Semester Will Be Remote](#) (KVTA 9/22/20)
- [VCCCD Announces Spring Semester Will Be Remote](#) (MC Patch 9/23/2020)
- [VCCCD Announces Spring Semester Will Be Remote](#) (Amigos805 9/24/2020)
- [A virtual spring learning experience](#) (Simi Valley Acorn 9/25/2020)

- [Spring semester to remain online at community colleges](#) (Camarillo Acorn 9/25/2020)
- [Online learning leads to revenue losses for college police](#) (Camarillo Acorn 9/25/2020)
- Beatriz Zizumbo profile (Santa Paula Times 9/9/2020): attached

Outreach

During the May 12, 2020 Board of Trustees Meeting, $350,000 of the $2 Million Dollars for Emergency Expenses Related to COVID-19 was set aside for enrollment management marketing and outreach specific to students and community members who have been impacted by the effects of COVID-19.

Following is a brief description of expended funds:

Ongoing		
Vendor	**Amount**	**Description**
Santa Paula Times	$12,000	Advertising
Fillmore Gazette	$12,000	Advertising
Vida Newspaper	$18,000	Advertising
Radio Lazer	$18,000	Advertising, Radio, Interviews
Ocelot Chatbot	$72,179	Websites
Google	$1,000	Advertising
Social Media-various	$1,000	Advertising
Acorn Newspaper	$12,000	Advertising
Planned		
Vendor		
Marketing and informational resources for community outreach to employers		

Websites, Accessibility, and Districtwide Project Requests

The District Website Advisory Workgroup met to discuss the development of the next phase for the websites that will include Guided Pathways, academic framework and program pages, and navigation enhancements. College and Human Resources Ocelot Chatbot projects, approved during the September 8, 2020 Board Meeting, have begun with a series of planned kick-off meetings.

More than 52 trainings and one-on-one support sessions have taken place in September to provide employees with support on accessibility, websites, graphics, and photos. Policies and procedures on Accessibility, Privacy, and Websites Policy and Procedures will be presented to the Policy, Planning, and Student Success Committee in October, and are being reviewed in governance committees.

More than 332 Districtwide requests for marketing and website assistance have been submitted and completed; 24 requests are open and under review; and eight requests are on-hold due to limited time, resources, or priority in response to Virtual Instruction/Services/Operations and require further guidance from administration.

There are now more than 22 District and college governance committees using BoardDocs, including senates and associated students. There are now more than 90 BoardDocs users trained to use this meeting management system.