



2017-18

Non-Instructional  
Department Review  
Public Information

Lacey Jarrell, Public Information Officer

---

## CONTENTS

Preface: Department Evaluation Summary.....	3
0A. Overall Program Evaluation.....	3
0B. Department Strengths .....	3
0C. Department Weaknesses .....	3
0D. Recommendations for Improvement .....	3
1. Support of the college mission.....	4
1A. Summarize department in terms of key functions and responsibilities .....	4
1B. Describe how the department supports the overall mission of the College as adopted by the Board of Education.....	4
1C. Describe the population served by the department. ....	5
1D. Describe department resources including usage metrics .....	5
2. Department mission/goals and link to strategic plan.....	6
2A. Describe progress toward goals set in previous review, annual budget presentations, and/or strategic budget planning.....	6
2B. Have you met your previously set goals? If not, how do you plan to meet them? .....	8
3. Personnel summary .....	8
3A. Provide an organizational chart of the department. ....	8
3B. Are current management and staff adequate to perform functions and responsibilities satisfactorily to achieve department goals? Explain the job functions of each position.....	9
3C. Describe organizational changes that will improve department performance, provide timeliness for the achievement of such changes, and describe measures that will assess the effectiveness of such changes. ....	9
4. Staff development .....	10
4A. Describe specific professional development activities in which department members participate, and explain how such activities benefit or enhance the department. ....	10
4B. Describe areas of unmet professional development needs among personnel in this department and outline plans to address those needs. ....	10
5. Facilities and equipment .....	10
5A. Are current facilities, such as classrooms, offices and equipment, adequate to support the department? Explain.....	10
5B. Is available equipment adequate to support the department? Explain.....	11
5C. Describe plans for future changes in support facilities or equipment. ....	11
6. Budget .....	11
6A. Provide a financial report. Explain deviations from budget exceeding 10% of any line item. ....	11
6B. Provide five-year cost margin data and analysis.....	11

6C. Provide previous annual department viability study results. ....	11
6D. Describe budgetary challenges. ....	11
7. Conclusion.....	12
7A. Describe department strengths. ....	12
7B. Describe department weaknesses.....	12
7C. Describe support needed. ....	12
7D. Outline new goals including timeliness for completion, measures for evaluating achievement of such goals, and a process for implementing improvements. ....	12
8. Appendices .....	14
8A. Sample of @klamathcc Twitter Audience .....	14
8B. Example KCC Twitter Feed and Statistics .....	14
8C. Example of @klamathcc Analytics Provided by Buffer .....	15
8D. News Segment .....	17
8E. Non-Instructional Department Review Rubric .....	18

## PREFACE: DEPARTMENT EVALUATION SUMMARY

The Continuous Innovation and Improvement Committee (CIIC) provided the following feedback:

### 0A. OVERALL PROGRAM EVALUATION

Weighted average: 3.00 on a four-point scale. This scores as developed (program exhibits evidence that planning guides programs and services selection that supports the College).

### 0B. DEPARTMENT STRENGTHS

Strengths include a knowledgeable, professional, and skilled PIO who connects with the community and produces a wide array of services and high-quality media.

### 0C. DEPARTMENT WEAKNESSES

Half of respondents noted staffing as a potential area of concern.

### 0D. RECOMMENDATIONS FOR IMPROVEMENT

- Create a photo repository to be shared by communication team.
- Pursue the addition of a student worker.
- Qualify and quantify strategic goals.
- Develop a budget that would help support needs.

## 1. SUPPORT OF THE COLLEGE MISSION

### 1A. SUMMARIZE DEPARTMENT IN TERMS OF KEY FUNCTIONS AND RESPONSIBILITIES.

The public information department is responsible for communicating KCC initiatives, accomplishments, and goals to the KCC campus community and the community at large. KCC's primary service area is Klamath and Lake Counties, and the public information office regularly publishes news releases and communicates with regional media outlets to promote the College.

The public information officer:

- Serves as a liaison for the media and KCC staff and faculty;
- Arranges college-related media opportunities on and off campus and advises college personnel in promoting KCC accomplishments and initiatives;
- Serves as a liaison for KCC administration and public figures, such as county, state, and federal lawmakers.
- Is responsible for creating and distributing a monthly employee newsletter that informs college employees about KCC initiatives, accomplishments, and goals. The newsletter also highlights individual staff, faculty, and student accomplishments.
- Is responsible for managing the College's Twitter account, [@klamathcc](#).

### 1B. DESCRIBE HOW THE DEPARTMENT SUPPORTS THE OVERALL MISSION OF THE COLLEGE AS ADOPTED BY THE BOARD OF EDUCATION.

The KCC mission states that the College "provides accessible, quality education and services in response to the diverse needs of the student, business, and community. The College supports student success in workforce training, academic transfer, foundational skills development, and community education."

To support the mission, the public information department provides consistent, excellent communication services and public relations counsel to enhance public approval and support of KCC. The office exemplifies high-performance professionalism, working in an integrated manner at the forefront of all KCC communication efforts.

The public information officer provides media coverage that illustrates KCC's open access model and the College's ability to provide the quality education and services in response to the diverse needs of the community.

The public information officer copy edits grants, documents, and course schedules—published by marketing and community education—to ensure that KCC publications adhere to grammatical rules and thereby maintain the College's reputation for excellence.

The public information officer fosters new relationships and bolsters existing partnerships by highlighting academic and financial collaborations in the news and on social media. News releases are aimed at celebrating innovative ways KCC is meeting the needs of the community and local industry. Examples published in the Herald and News include [Cascade Health Alliance partners with KCC](#) and [KCC launches resident student firefighter program](#). Decision making and planning within the department is driven by aligning department activities with mission-driven campus initiatives, such as new programs and partnerships, capital campaign projects and accomplishments, workforce training, grant awards, and other newsworthy happenings.

### 1C. DESCRIBE THE POPULATION SERVED BY THE DEPARTMENT.

The public information office serves students, staff, faculty, and community members, including high schools, in South Central Oregon. On campus, public information media reaches staff and faculty through campus-wide emails announcing news items that have been sent to the media. The public information officer also publishes *Campus Connections*, a monthly KCC employee newsletter. The newsletters are archived on SharePoint, where they are readily available to staff and faculty. A black-and-white paper copy of each month's newsletter is placed in each building's breakroom, and one is left in the student reception area of Building 3. A copy is also included in each month's packet of the KCC Board of Education meeting.

Off campus, the public information office news service area covers Klamath and Lake counties, an area that stretches over 14,299 square miles. There are three primary outlets that consistently publish KCC-related content: the *Herald and News*, *Lakeview Examiner*, and *Klamath Falls News*, a Facebook-based news site. As of May 2018, the *Herald and News* had an average daily print readership of 10,500 and an average of 13,500 print readers on Sundays. *Klamath Falls News* has an average monthly reach of 267,000 unique views.

The KCC Twitter and LinkedIn accounts, which are both managed by the public information officer, have a diverse audience. As of May 2018, the Twitter account had 750 followers. The audience includes current and past KCC students, local high school students, business owners, other colleges and college-related organizations, and the general public. (See [Appendix A.](#)) The LinkedIn audience primarily consists of current and past employees and students.

### 1D. DESCRIBE DEPARTMENT RESOURCES INCLUDING USAGE METRICS.

The public information officer currently uses a shared office space in Building 3. The technology used by the public information officer includes: a desk phone, a cell phone, a desktop computer, and two monitors. Adobe Suite, a software suite of graphic design, video editing, and web development applications, is installed on the computer. The public information officer uses Adobe Photoshop and InDesign to edit photos for news publication, as well as for publication in the employee newsletter. The newsletter is crafted using InDesign. Microsoft Office products, such as Word and Excel, are used to draft news releases and to organize data.

The public information officer manages the College's Twitter and LinkedIn accounts. Since August 2016, KCC's Twitter, [@klamathcc](#), following has increased from 349 followers to 750 followers, as of May 29, 2018. Followers include students, community members and businesses, other colleges and universities, and education-related organizations, such as the Higher Education Coordinating Commission and AVID Oregon. Content that is disseminated through the KCC Twitter account supports the KCC mission by promoting KCC's open access model to potential students, highlighting partnerships, and promoting KCC's role in improving prosperity in South Central Oregon. The account also serves as a location to provide current students with deadlines and event information, as well as fun content that promotes a sense of campus community and college identity. (See [Appendix B.](#))

To ensure content is consistently published on Twitter and LinkedIn, the public information officer uses a scheduling website called Buffer. Buffer allows users to pre-load text, links, and photos more than a year in advance. For example, when the registrar's office releases the credit class calendar, the public information officer can schedule announcements for deadlines and campus closures planned for the next three months. Buffer also provides

engagement analytics that identify how many times a tweet was liked, clicked, and retweeted. Buffer costs \$102 annually. The fee is paid by the marketing budget. (See [Appendix C.](#))

KCC's LinkedIn page is mainly used to promote KCC-related news items that illustrate KCC's leadership in the community and as an economic driver. Buffer is also used to schedule content to publish on LinkedIn.

## 2. DEPARTMENT MISSION/GOALS AND LINK TO STRATEGIC PLAN

### 2A. DESCRIBE PROGRESS TOWARD GOALS SET IN PREVIOUS REVIEW, ANNUAL BUDGET PRESENTATIONS, AND/OR STRATEGIC BUDGET PLANNING.

Due to the fact that this is the first year a public information officer program review has been completed, no comparable data is available for this section. In future program reviews, information on goal achievement will be added. The next scheduled public information officer review is set for 2019.

The 2014-2017 public information strategic plan outlines goals to impartially serve the needs of the College as a whole. The plan provides the following guidelines:

- Align KCC communication in support of the College's strategic plans;
- Improve mutually beneficial communications with other public information departments at other community colleges and with public relations offices within local and state agencies;
- Build positive relationships with the media.

The public information officer **aligns KCC communication efforts to support the College's strategic plans** by representing in the media the College's five strategic initiatives: improve prosperity, improve access, enhance reputation for excellence, increase community partnerships, and improve the use of thoughtful planning.

The public information officer **improves mutually beneficial communications with other public information departments at other community colleges and with public relations offices within local and state agencies**

In August, the public information officer attends the National Information Officers Association annual conference. KCC is located in the Region 8. The conference serves as an excellent networking opportunity to meet with other information officers – employed by other colleges, emergency and government agencies – located in the region. Having a presence at this conference expands KCC's reach beyond Klamath and Lake counties, increasing opportunities for partnerships and regional visibility.

The public information officer meets with local officials to discuss and prepare for emergency scenarios that may occur on the KCC campus. Meeting attendees include representatives from Klamath County, Klamath County Fire District 1, Klamath County Sheriff's Office, Klamath Falls Police Department, and Kingsley Field. Attending these meetings and collaborating with local emergency response agencies illustrates KCC's use of thoughtful planning and will enhance our ability to maintain KCC's reputation for excellence in response to an emergency situation.

The public information officer represents KCC at community meetings, such as an ongoing initiative organized by Klamath County Public Health to analyze and tackle health issues facing Klamath County. The initiative is a collaborative approach that includes representatives from a variety of local health organizations, Klamath Falls City Schools, Klamath Falls and Klamath County planning departments, and Oregon Tech. Attending these meetings on behalf of KCC illustrates our dedication to improving community well-being (prosperity) and increases community partnerships.

The public information officer continuously works to build positive relationships with the media. The public information officer regularly sends news releases to more than a dozen media outlets and journalists, and invites media to attend on-campus events and to observe notable activities. The public information officer writes news items in AP style, an editing style newspaper adhere to, to allow media outlets to publish content with little or no editing. The public information officer provides media with plenty of lead-time about events to allow for appropriate planning.

In 2017, the public information officer sent 37 news releases to the news media. Many of the news releases celebrated WIOA and Upward Bound grant award announcements, Oregon Promise announcements, Completing the Transformation campaign happenings, and creation of new articulation agreements. The public information officer has sent nine news releases in 2018. The public information officer also writes feature stories for the Herald and News. In April 2018, the Herald and News published "[Revving up for success](#)," a story featuring a KCC automotive graduate who now is co-owner of an auto repair shop in Klamath Falls. The public information officer has also invited the news media to campus to attend events, such as Business Skills Academy, an event involving county-wide K-12 partners.

In addition, each month the KCC Small Business Development Center sends a draft news release, announcing the month's IDEA Talks speaker, to the public information officer to be copy edited. Once the news release is edited, the public information officer emails it to the news media.

A news anchor from KOBI TV visited campus twice in 2018 to film news segments, one about KCC's new pharmacy tech workforce development program and [another about the College's new resident firefighter program](#). (See [Appendix D](#).)

Positive relationships with the media and positive media coverage **improves prosperity, illustrates KCC's open access model, enhances the College's reputation for excellence, and promotes community partnerships.**

The public information officer has also demonstrated use of **thoughtful planning** in two large projects in the past two years. In 2017, as part of KCC's communication team – made up of representatives from marketing, outreach, and information services – the public information officer helped create a comprehensive marketing plan for the College. The plan outlines key daily, weekly, monthly, and annual initiatives and strategies that each communication-related department will use to reach potential and existing students.

In 2018, the public information officer created a Crisis Communication Plan for the College. The plan is a part of the College's Emergency Response Management Plan, which was recently updated by six-person committee chaired by the public information officer. The purpose of the Crisis Communication Plan is to provide communications guidelines to follow in large emergency event on campus or nearby. The goal of the guidelines is to establish a framework that will allow the public information officer and designated communicators to:

- Let the public know KCC is aware of the situation;
- Effectively announce egress/access points and contact info;
- Let the community know KCC is doing everything it can;
- Provide updates about the event and let the public know what they can expect from KCC;
- Provide contact information for services/responses the College cannot provide;
- Maintain KCC's reputation as a professional institution dedicated to the community's well-being.

The Crisis Communication Plan can be found on page 54 of the Emergency Response Management Plan.

## 2B. HAVE YOU MET YOUR PREVIOUSLY SET GOALS? IF NOT, HOW DO YOU PLAN TO MEET THEM?

☒ Yes

☐ No

The public information officer will continue to meet the department's 2014-17 strategic goals as follows:

- **Impartially serve the needs of the College as a whole:** The public information officer will continue to meet this goal in several ways. Departments and programs will be individually featured in the KCC newsletter. Student departments, such as Student Life and the Collegiate Farm Bureau, will be featured as well. Items and activities that are newsworthy will be submitted to news outlets for publication. Many programs, new and old, will continue to be advertised on the KCC Twitter feed; economic and community-based stories will be featured on the College's LinkedIn page.
- **Align KCC communication in support of the College's strategic plans:** The public information officer will continue to meet this goal by representing in the media the College's five strategic initiatives: improve prosperity, improve access, enhance our reputation for excellence, increase community partnerships, and improve the use of thoughtful planning.
- **Improve mutually beneficial communications with other public information departments at other community colleges and with public relations offices within local and state agencies:** The public information officer will continue to meet this goal by participating as a member of the National Information Officers Association and networking with other public information officers throughout the Northwest region. The public information officer will continue to network with information officers and other officials who represent stakeholder interests at the local, county, and state level. The public information officer will also continue promoting educational and economic partnerships for KCC in the Klamath Basin.
- **Build positive relationships with the media:** The public information officer will continue to meet this goal by inviting the media to campus to observe and report on campus activities and events. Invitations to the media will be extended well in advance to ensure media can plan appropriately. The public information officer will also write content using AP style to ensure news releases and features can easily be published in print publications and online.

## 3. PERSONNEL SUMMARY

### 3A. PROVIDE AN ORGANIZATIONAL CHART OF THE DEPARTMENT.

The public information office is staffed 8 a.m. to 5 p.m. Monday through Friday and as needed evenings and weekends. The public information office has one staff member: the public information officer.

Qualifications for this position include: excellent oral and written communication skills; ability to write reports, business correspondence, and press releases; effective public speaking and information presentation. The public information officer provides consistent, excellent communication services and public relations counsel to enhance public approval and support of KCC. The office exemplifies high-performance professionalism with a shared understanding of the College's mission and goals, working in a collaborative manner at the forefront of all KCC communications efforts.



**3B. ARE CURRENT MANAGEMENT AND STAFF ADEQUATE TO PERFORM FUNCTIONS AND RESPONSIBILITIES SATISFACTORILY TO ACHIEVE DEPARTMENT GOALS? EXPLAIN THE JOB FUNCTIONS OF EACH POSITION.**

☒ Yes

☐ No

The public information office is staffed 8 a.m. to 5 p.m. Monday through Friday and as needed evenings and weekends. The public information office is a department of one.

Current staffing is not sufficient for current operations or for department growth. The public information officer manages external and some internal media for the College, serves as a liaison for media, lawmakers, and stakeholder groups; publishes a monthly newsletter; manages two KCC social media accounts; leads two college committees; attends community events on behalf of KCC, and regularly copy edits college documents for several departments. The public information officer serves at the will of the college president and may take on other duties as needed. The public information officer also works closely with safety in campus-wide emergency planning.

The public information officer is happy KCC has so much good news to report. However, KCC has nearly 40 degree and certificate programs and is consistently innovating new ways to serve the community. Construction and campaign goings-on have been consistent since the current public information officer started in August 2016. A number of student-organized events take place on campus throughout the week, including evenings and weekends. Several campus departments are doing noteworthy projects and activities with their students, but they don't always get the attention they deserve. The public information officer would like to add one part-time student worker to the department to attend campus events and to develop more positive campus-based stories to promote KCC and to advertise the College's open access model. An additional part-time staff will increase department efficiency, providing time for more thoughtful planning, and ensure that more campus programs, initiatives, and events are getting media coverage on a regular basis.

**3C. DESCRIBE ORGANIZATIONAL CHANGES THAT WILL IMPROVE DEPARTMENT PERFORMANCE, PROVIDE TIMELINESS FOR THE ACHIEVEMENT OF SUCH CHANGES, AND DESCRIBE MEASURES THAT WILL ASSESS THE EFFECTIVENESS OF SUCH CHANGES.**

A student worker in the public information office will be tasked with duties such as regularly checking in with faculty to learn about notable activities or events in their classes and attending campus events to observe, take photos, and develop content that brands KCC as a professional, inclusive, and fun institution. The student worker will also be responsible for checking in with student organizations and developing content to engage prospective students and to reinforce the concept of a true campus community, thereby retaining existing students. The content will be used for public relations and marketing purposes in traditional media, in the employee newsletter, and online.

The measures that will assess the effectiveness of adding on part-time student worker to the public information office include:

- An increase in media coverage highlighting student success stories;
- An increase in spontaneous content posted on KCC's social media accounts;
- An increase in content that is developed in a more dynamic manner and strategically disseminated across several media outlets; and
- An increase in coverage of campus and student-led events.

#### 4. STAFF DEVELOPMENT

##### 4A. DESCRIBE SPECIFIC PROFESSIONAL DEVELOPMENT ACTIVITIES IN WHICH DEPARTMENT MEMBERS PARTICIPATE, AND EXPLAIN HOW SUCH ACTIVITIES BENEFIT OR ENHANCE THE DEPARTMENT.

The public information officer is a member of the National Information Officers Association (NIOA) and attends the association's annual conference. Participating in NIOA activities has provided the public information officer knowledge about how to effectively manage public relations in an emergency event. Knowledge gained at the 2017 NIOA conference inspired the public information officer to create a Crisis Communication Plan for KCC. The plan provides a framework for how the information officer, or a designee, should communicate with the media and disseminate information in an emergency event. The conference also presents an opportunity to network with other information officer from the Northwest region. The public information officer has incorporated other information from the conference into day-to-day procedures that guide communication and communication-related activities.

##### 4B. DESCRIBE AREAS OF UNMET PROFESSIONAL DEVELOPMENT NEEDS AMONG PERSONNEL IN THIS DEPARTMENT AND OUTLINE PLANS TO ADDRESS THOSE NEEDS.

The public information officer would like to develop the office to be more involved and proactive in promoting enrollment. To facilitate this, the public information officer would like to join the American Association of Collegiate Registrars and Admissions Officers (AACRAO) attend the 2018 Strategic Enrollment Management Conference. According to the AACRAO website, it "is recognized as the foremost provider of practical solutions, promising practices, training, research, and guidelines for enrollment management practitioners looking to maximize student success, improve operational efficiency, and enhance the financial well-being of their institution." The conference will showcase core concepts that are fundamental to strategic enrollment, as well as best practices and new initiatives. The public information officer will use the knowledge gained at the conference to better understand enrollment management and to develop strategic media plans for branding KCC and promoting quarterly enrollment.

The public information officer would like to be better prepared to respond to and to be a successful leader in an emergency event. To facilitate this, the public information officer would like to attend a four-and-a-half day Media and Public Relations training hosted by the Federal Bureau of Investigation. The training falls under the Law Enforcement Executive Development Association coursework and covers news releases, interviews, crisis communication, social media, and case studies. The public information officer will use the learned knowledge to improve procedures that guide public information department communication and crisis-related planning.

#### 5. FACILITIES AND EQUIPMENT

##### 5A. ARE CURRENT FACILITIES, SUCH AS CLASSROOMS, OFFICES AND EQUIPMENT, ADEQUATE TO SUPPORT THE DEPARTMENT? EXPLAIN.

☐ Yes

☐ No

☒ Somewhat

The public information officer currently uses a shared office space in Building 3. The technology used by the public information officer includes: a desk phone, a cell phone, a desktop computer, and two monitors. Adobe Suite, a software suite of graphic design, video editing, and web development applications, is installed on the computer. The public information officer uses Adobe Photoshop and InDesign to edit photos for news publication, as well as for publication in the employee newsletter. The newsletter is crafted using InDesign. Microsoft Office products, such as Word and Excel, are used to draft news releases and to organize data.

**5B. IS AVAILABLE EQUIPMENT ADEQUATE TO SUPPORT THE DEPARTMENT? EXPLAIN.**

- ☐ Yes  
☐ No  
☒ Somewhat

The available computer, monitors, and printer are adequate to support the public information officer. The current media content technology is not sufficient for the office. The public information officer often takes photos during campus events, such as commencement and the annual student recognition dinner. The office does have photo editing capabilities, but does not have college-purchased camera equipment. The public information officer must use personal equipment to photograph campus events. The public information officer will benefit from the purchase of a college-owned DSLR camera, with video capabilities, and equipment such as a lavalier microphone and tripod. The equipment will allow the public information officer to grow promotional efforts and media representation.

If a part-time student worker joins the public information office, the worker will need a desk, chair, etc., and a desktop computer with Adobe Suite installed. Purchased camera equipment will be shared among the office staff.

**5C. DESCRIBE PLANS FOR FUTURE CHANGES IN SUPPORT FACILITIES OR EQUIPMENT.**

[Please see 2B.](#)

**6. BUDGET**

**6A. PROVIDE A FINANCIAL REPORT. EXPLAIN DEVIATIONS FROM BUDGET EXCEEDING 10% OF ANY LINE ITEM.**

The public information officer budget consists of personnel services and is managed through the KCC president's office. The public information officer does not have an independent materials budget.

**6B. PROVIDE FIVE-YEAR COST MARGIN DATA AND ANALYSIS.**

N/A

**6C. PROVIDE PREVIOUS ANNUAL DEPARTMENT VIABILITY STUDY RESULTS.**

N/A

**6D. DESCRIBE BUDGETARY CHALLENGES.**

N/A

## 7. CONCLUSION

### 7A. DESCRIBE DEPARTMENT STRENGTHS.

- The public information officer maintains positive dialogue with local media by fostering a two-way relationship that welcomes media behind the scenes at KCC and provides quality media for instant publication.
- The public information officer maintains positive relationships with campus community by encouraging staff and faculty to share professional and personal highlights in Campus Connections, the employee newsletter.
- The public information officer repurposes news items and items of interest to ensure broad exposure and promotion of KCC across traditional and social media platforms.
- The public information officer innovates new methods for branding KCC as an institution of excellence and collaborates with appropriate departments for development.

### 7B. DESCRIBE DEPARTMENT WEAKNESSES.

- The public information officer does not have time to thoughtfully plan photographic content for public relations and college promotion.
- The public information officer does not have time to regularly check in with staff and faculty to develop newsworthy ideas.
- Some staff and faculty are not aware of what the public information officer can do for them, and the public information officer often finds out about noteworthy program activities after they happen.

### 7C. DESCRIBE SUPPORT NEEDED.

The public information department will benefit from the hire of one part-time worker to facilitate communication with staff, faculty, and student groups. The public information officer will be able to better serve the campus community if staff and faculty initiate communication about noteworthy activities, achievements, and items of interest. Public communications will increase if staff and faculty are more proactive in advocating for themselves and provide the public information officer with photos and information for promotion in the KCC in the newsletter and on social media.

### 7D. OUTLINE NEW GOALS INCLUDING TIMELINESS FOR COMPLETION, MEASURES FOR EVALUATING ACHIEVEMENT OF SUCH GOALS, AND A PROCESS FOR IMPLEMENTING IMPROVEMENTS.

The 2014-2017 public information strategic plan outlines goals to impartially serve the needs of the College as a whole. The plan provides the following guidelines:

- Align KCC communication in support of the College's strategic plans;
- Improve mutually beneficial communications with other public information departments at other community colleges and with public relations offices within local and state agencies;
- Build positive relationships with the media.

The public information officer **aligns KCC communication efforts to support the College's strategic plans** by representing in the media the College's five strategic initiatives: improve prosperity, improve access, enhance reputation for excellence, increase community partnerships, and improve the use of thoughtful planning.

**Goal:** The public information officer will continue to **enhance KCC's reputation for excellence** by creating written content that promotes KCC's open access model and illustrates the benefits of attending KCC.

- **Implementation:** Implementation of this goal is project-based and does not have a set timeline. This goal will be implemented by writing news releases and feature stories that promote KCC as an institution of excellence. The content will be published in local news outlets. News releases are also published on the KCC website. Published content will be promoted on KCC's Twitter and LinkedIn account.

The public information officer will annually update the KCC Wikipedia page to reflect ongoing college improvements.

- **Achievement measure:** Evidence of achieving this goal will be stories and news releases published by news outlets and engagement – clicks, likes, and reposts – on social media. This goal can also be accessed by positive verbal feedback given by the public to the KCC president, Cabinet members, and other campus leadership.

**Goal:** The public information officer will continue to produce mutually beneficial communications with outside organizations and agencies to **increase community support and partnerships.**

- **Implementation:** Implementation of this goal is project-based and does not have a set timeline. The public information officer will work with information officers from other colleges, organizations, and agencies to develop news-related content highlighting partnerships and other noteworthy items. The public information officer will create content to garner support for KCC initiatives and to showcase outstanding support efforts, such as campaign contributions. The public information officer will attend meetings and events on behalf of KCC to maintain a community presence that reinforces KCC's commitment to supporting partners and strengthening economy.
- **Achievement measure:** Evidence of this goal will exist when current partnerships are cemented and opportunities for new partnerships emerge. Community contributions to capital campaigns may also contribute to this goal. This goal can also be accessed by positive verbal feedback given by the public to the KCC president, Cabinet members, and other campus leadership.

**Goal:** The public information officer will annually review emergency response guidelines and update the Emergency Response Management Plan and the Crisis Communication Plan to ensure the department maintains strategic and thoughtful planning.

- **Implementation:** The department will work with human resources to develop a training procedure and timeline for providing the plans to staff and faculty. The plans will also be available on SharePoint here: [President > Public Information > Emergency Operations Committee](#). Once approved by the Board of Education, the plans will be given to local emergency response agencies to ensure a unified and coordinated response during an emergency event.
- **Achievement measure:** Evidence of this goal will exist when staff and faculty are familiar with the plans and understand the guidelines in place for emergency events. Staff and faculty will also understand the public information officer's role in leading public communication during an emergency event and will understand that no staff or faculty shall speak on behalf of the College in an emergency event.

## 8A. SAMPLE OF @KLAMATHCC TWITTER AUDIENCE


**Klamath CC**  
 @KlamathCC

Tweets  
1,271

Following  
530

Followers  
750

Likes  
339

Lists  
2

Moments  
0

Edit profile

**Klamath CC**  
 @KlamathCC

Klamath Falls, OR  
 klamathcc.edu  
 Joined July 2011  
 571 Photos and videos




**Klamath CC** @KlamathCC · 4h

Baxter the Badger went for a motorcycle ride last weekend. What did you do?



 1
  2
 


**Klamath CC** @KlamathCC · May 28

KCC is closed today in observance of Memorial Day. Offices will open again tomorrow at 8 a.m.

 1
  2
 

**Your Tweet activity**  
 Your Tweets earned **1,441 impressions** over the last **week**



View your top Tweets

**Who to follow** · Refresh · View all


**AXPC** @AXPC\_US

Follow

Promoted


 Followed by Youth Rising and others


**OIT Careers** @OITCareers

Follow


 Followed by Samantha Tipler and others

8C. EXAMPLE OF @KLAMATHCC ANALYTICS PROVIDED BY BUFFER

KlamathCC  
Twitter

Klamath Co...  
LinkedIn Page

Facebook  
Connect it now!

Instagram  
Connect it now!

Download on the  
App Store

Get it on  
Google Play

Like 114K

Follow @buffer

Get Support

FAQ

Buffer for Business

Developers

More

© 2018

Posts

Analysis

Having test anxiety? Feeling depressed? Or do you need help finding housing or other resources? On-campus counseling and support services are FREE to KCC students.  
  
If you'd like to connect w/ our student support specialist, email davis@klamathcc.edu or call 541-880-2283.  
  
01:13 PM (PDT) via Web

1 Retweet

1 Like

0 Mentions

892 Potential

Re-Bu

Wednesday 23rd May

You should never have to pay to fill out a FAFSA student loan application. Find the right form here -> <https://buff.ly/2fhLGce>  
  
09:47 AM (PDT) via Web

1 Retweet

1 Like

0 Mentions

13 Clicks

892 Potential

Re-Bu

May 2018 - 28 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 478 impressions  
Students who enter our new Resident Student Firefighter Program will learn their future trade on a fire engine recently donated to the college by Klamath County Fire District 1.  
  
The deadline apply has been extended until this Friday!  
[buff.ly/2KrLnBZ](https://buff.ly/2KrLnBZ) [pic.twitter.com/fgJQDVJZD1](https://pic.twitter.com/fgJQDVJZD1)

1 3 5

**Top mention** earned 7 engagements

**Jessica Howard**  
[@jesshowardPCC](https://twitter.com/jesshowardPCC) - Apr 29  
Oregon's Julie Murray Jensen from [@KlamathCC](https://twitter.com/KlamathCC) asks how rural and small businesses can participate in apprenticeships to [#2018AACC](https://twitter.com/2018AACC) president panel and Rosemary Lahasky of [@USDOL](https://twitter.com/USDOL) Employment & Training Administration [pic.twitter.com/sPd8cCvfy](https://pic.twitter.com/sPd8cCvfy)

5 8

MAY 2018 SUMMARY

Tweets	Tweet impressions
29	5,701
Profile visits	Mentions
360	2
New followers	
6	

Page 15 of 19



Community College!

Engagement for last 7 days

0%

0

likes

0%

0

comments

0%

0

shares

300%

4

new follows

View more analytics

Recent updates

Company Updates

Posted by Lacey Jarrell • 4/9/2018 • Sponsor now


KCC

Klamath Community College

2,768 followers

1mo

Bravo Matt Mueller! Matt graduated from KCC's two-year automotive program in 2015 and now is co-owner of a successful auto repair shop in Klamath Falls.



Revvng up for success

heraldandnews.com

9 Likes

Like Comment

Organic Reach: 720 Impressions

Show stats

Page 16 of 19



8D. NEWS SEGMENT



[Home](#) [News](#) [Features](#) [Weather](#) [About](#) [News Tips](#)

[USEFUL LINKS](#) [Weather Forecast](#) [Air Quality Map](#) [Gas Prices](#) [TV Guide](#) [S.O. Close to Homeless](#) [Better Health](#)

[Home](#) [Regional](#) [KCC launches firefighter program](#)

### KCC launches firefighter program

**Regional** April 2, 2018 Lyle Ahrens

KCC, Klamath Community College, Klamath County Fire District #1, Klamath Falls, Resident student firefighter program

[f](#) [GS](#) [t](#) [e](#) [m](#) [+](#) 2



Klamath Falls, Ore. - Klamath Community College is launching a firefighter training program.



**Get the whole house**  
Explore Here!



**50th Anniversary Special**  
**2018 Honda HR-V LX**  
Choose from 6 starting at \$21,999\*  
\*MSRP \$22,610. Sale price after all applicable rebates and Jim Sigel discount. License, title, 2% Privilege Tax and \$115 reg. processing fee extra. (Model: RUH-KJEW EX: VIN's 706525, 710265, 706671)

**JIMSIGEL.COM 541-476-0811**



**A line up for everybody...  
...pick your favorite.**

[View the video.](#)

8E. NON-INSTRUCTIONAL DEPARTMENT REVIEW RUBRIC

	Highly Developed	Developed	Emerging	Initial
<b>1—Support of the College Mission</b>	Exhibits ongoing and systematic evidence of mission achievement.	Exhibits evidence that planning guides program and services selection that supports the College's mission.	Evidence that planning intermittently informs some selection of services to support the College's mission.	Minimal evidence that plans inform selection of services to support the College's mission.
<b>2—Accomplishments in Achieving Goals</b>	Exhibits ongoing and systematic evidence of goal achievement.	Exhibits evidence that planning guides services selection that supports goal achievement.	Evidence that planning intermittently informs some selection of services to support the goal achievement.	Minimal evidence that plans inform selection of services to support goal achievement.
<b>3—Personnel Summary</b>	Employs a sufficient number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect duties, responsibilities and authority of the position.	Employs an adequate number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position.	Has a plan to employ an adequate number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position.	Staffing is insufficient to meet needs.
<b>4—Staff Development</b>	Exhibits ongoing and systematic support of professional development opportunities.	Exhibits support of regular professional development opportunities.	Evidence of intermittent professional development opportunities.	Minimal evidence of professional development opportunities.
<b>5—Facilities and Equipment</b>	Facilities and resources meet current and future needs of the College.	Facilities and resources meet current needs of the College	Evidence of a plan to have facilities and resources meet current and future needs of the College.	Minimal evidence that facilities and resources meet current and future needs of the College.

<b>6—Budget</b>	Financial resources meet current needs and are projected to meet future needs.	Financial resources meet current needs.	Evidence of a plan to acquire financial resources to meet current needs.	Minimal evidence that financial resources meet current needs.
<b>7—Strengths and Weaknesses</b>	Strengths and weaknesses are described accurately and thoroughly.	Most strengths and weaknesses are described accurately and thoroughly.	Some strengths and weaknesses are described accurately and thoroughly.	Minimal evidence that strengths and weaknesses are described accurately and thoroughly.
<b>8—New Goals and Plan</b>	Multiyear planning process with evidence of use of assessment data in planning.	Multiyear planning process with some assessment data.	Short-term planning process recently implemented.	Minimal evidence of planning process.
<b>9—Overall Evaluation</b>	Evidence of ongoing systematic use of planning in selection of programs and services.	Exhibits evidence that planning guides program and services selection that supports the College.	There is evidence that planning intermittently informs some selection of services to support the College.	Minimal evidence that plans inform selection the of services to support the College.
	<b>Highly Developed</b>	<b>Developed</b>	<b>Emerging</b>	<b>Initial</b>