Section A. Mission
Module A.1: Program Mission

1. Describe the mission of the Unit/Program/Discipline.

   The Compliance Officer ensures Los Angeles Trade-Technical College's commitment to providing quality education and equal opportunity employment to all communities it serves. The office investigates, resolves or recommends resolution of discrimination complaints and serves as a resource to faculty, administrators, staff and student on relevant issues. The Compliance Officer develops and implements policies and procedures associated with state and federal law, Americans with Disabilities and discrimination issues and also provides oversight of federal compliance that includes monitoring hiring and the promotion of diversity.

2. Describe the purpose of the Unit/Program/Discipline.

   Provide our student and community with high quality technical and professional educational options that flexibly meet their life-long career development and academic goals, foster a climate of life-long learning prepare our student to participate effectively in or democratic society and generate economic development with our educational governmental community and business partners.

3. Describe the alignment of the Unit/Program/Discipline mission statement with the College's mission statement.

   The department supports the President and the college in its efforts to provide accessible quality educational opportunities, promote economic growth and enhance the quality of life for our community.

Section B. Comprehensive Program Review Modules
Module B.1: Strategic Master Plan

1. Include one key word you would like to see in the College Mission Statement.

   diverse

2. Include one key word you would like to see in the College Vision Statement.

   diverse and/or multicultural

3. How does your Program support LATTC Core Competencies?

   Compliance supports the LATTC core competencies by mediating issues and supporting students, staff, faculty and administrators in an effort to keep the focus on our mission of education.

4. How does your Program support the college’s Strategic initiatives? (Appendix A)

5. What priorities came out of your Program Review that should be addressed in the new SMP?

1/24/2011
6. Where do you see your Program in 3 years?
   with a part-time assistant

7. Where do you see your Program in 5 years?
   with a permanent full-time assistant and more automated

8. Where do you see your Program in 10 years?

9. What are the over-arching themes coming out of your Program Review? (for example: economy impact, student preparedness, customer service)
   customer service

10. How is your Program perceived by the external community?
    as a complaint center

11. How is your Program perceived by the college community?
    as a place where they can discuss issues and possibly illicit a resolution

12. How is your Program perceived by the competitors?

13. How does your Program want to be perceived by the external community, college community, and competitors?
    as a place to discuss and resolve issues to make their tenure at LATTC more pleasant

**Module B.2: Matriculation Plan:**

1. What current matriculation services are being utilized by your Program?

2. How can current matriculation services be improved and/or be better utilized by your Program?

3. What additional matriculation services would you like to see in the future?

**Section C. Annual Program Review Analysis Modules**

**Module C.1: Reflection**

1. Describe the improvements in the Program practice that you have implemented as a result of Program Review.
   I am becoming more informed on ADA issues

2. What are the positive and negative external factors that influenced the Program?

3. What are the positive and negative internal factors that influenced the Program?
   reduced budget issues; lack of steady clerical assistance
4. What plans need to be implemented in order to address the Program's external and internal factors?

write a grant to fund permanent clerical assistance

Module C.2: Service Area Outcomes (SAO) and Student Learning Outcomes (SLO)

1. Does the Program have Service Area Outcomes (SAOs)?
2. Does the Program have Student Learning Outcomes (SLOs)?
3. List all Service Area Outcomes (SAOs).
4. List all Student Learning Outcomes (SLOs).
5. Does the Program SAOs align with LATTC Core Competencies?
6. How do the Program SAOs align with LATTC Core Competencies?
7. Does the Program SLOs align with LATTC Core Competencies?
8. How do the Program SLOs align with LATTC Core Competencies?
9. Is there a formal assessment plan for SAOs and SLOs?
10. How many SAOs have been assessed?
11. How many SLOs have been assessed?
12. What were the most important findings from the assessments of SAOs & SLOs?
13. What changes will be made to address these findings? (e.g. changes to the program, services, instructional methods, or facility)?
14. Will these planned changes necessitate a resource request? If yes, give a brief explanation.

Module C.4: External Accreditation/Review/Audit Analysis

1. Is this Program subject to external accreditation /review /audit?
2. If Yes, who is the accrediting/review /audit body? What is the outcome of external accrediting/review /audit?
3. Advisory board, meeting information (time, date, & attendees).
4. Advisory board recommendations.
5. What plans need to be implemented in order to address the identified issues/recommendations?

6. Please provide additional comments and suggestions for this module.
Section A. Mission

Module A.1: Program Mission

1. Describe the mission of the Unit/Program/Discipline.
   The Foundation shall endeavor to secure financial support and resources for the promotion of Los Angeles Trade-Technical College as a unique educational center focused on creativity, critical thinking and experiential curricula. Such support shall provide scholarships, faculty grants, capital improvements, and other development deemed vital to the spirit, purpose, obligations and aspirations of the College and its community. The Foundation shall assist in promoting and continuously improving the College as a valuable community resource for students seeking vocational and technical education, career advancement and life-long learning opportunities. The Foundation believes that the fulfillment of its mission will greatly aid the College in fostering a self-perpetuating environment of opportunity and industry for Downtown Los Angeles and throughout the rest of the city and region.

2. Describe the purpose of the Unit/Program/Discipline.
   The Foundation shall assist in promoting and continuously improving the College as a valuable community resource for students seeking vocational and technical education, career advancement and life-long learning opportunities. The Foundation believes that the fulfillment of its mission will greatly aid the College in fostering a self-perpetuating environment of opportunity and industry for Downtown Los Angeles and throughout the rest of the city and region.

3. Describe the alignment of the Unit/Program/Discipline mission statement with the College’s mission statement.
   The Foundation shall assist in promoting and continuously improving the College as a valuable community resource for students seeking vocational and technical education, career advancement and life-long learning opportunities. The Foundation believes that the fulfillment of its mission will greatly aid the College in fostering a self-perpetuating environment of opportunity and industry for Downtown Los Angeles and throughout the rest of the city and region.

Section B. Comprehensive Program Review Modules

Module B.1: Strategic Master Plan

1. Include one key word you would like to see in the College Mission Statement.
   high-quality

2. Include one key word you would like to see in the College Vision Statement.
   Growth

3. How does your Program support LATTC Core Competencies?
   By providing the much-needed resources for our students through building endowment and scholarships, our students will be able to attain their educational goals at LATTC.
4. How does your Program support the college’s Strategic initiatives? (Appendix A)

Growth - Foundation & Alumni Support.

5. What priorities came out of your Program Review that should be addressed in the new SMP?

1. Building Endowment
2. Building Alumni Base
3. Outreach

6. Where do you see your Program in 3 years?

With established infrastructure of 4 staff members under a leadership of a Vice President of External Relations, the Foundation is thriving with 30 board members, well-established Alumni Relations Office, completing our first Capital Campaign successfully and launching our next campaign and embracing with more strategic marketing and outreach goals.

Transitioning from Foundation model to Institutional Advancement model that includes Community Services, Globalization and Government Affairs

7. Where do you see your Program in 5 years?

Continuing with our progress

8. Where do you see your Program in 10 years?

Becoming a model for other community colleges with our Advancement efforts including a successful Foundation, Alumni Association, Community Outreach and Globalization

9. What are the over-arching themes coming out of your Program Review? (for example: economy impact, student preparedness, customer service)

Economy Impact
Student Preparedness

10. How is your Program perceived by the external community?

As a “revitalized” organization that is making a name in our community, we are perceived as a positive force in the Greater Los Angeles area specifically the Downtown Los Angeles community.

11. How is your Program perceived by the college community?

The college community is gradually recognizing the success and impact of the Foundation which has been dormant for the last 26 years of its existence

12. How is your Program perceived by the competitors?

The LATTC Foundation is the new kid on the block but making a lot of waves - our successful event in 2010 certainly placed us on the map among our competitors. We are becoming a force to be reckoned with.

13. How does your Program want to be perceived by the external community, college community, and competitors?

The LATTC Foundation is a vital part of this community as we are the bridge between the college and the community we serve through our advancement, community outreach efforts.

Module B.2: Matriculation Plan:
1. What current matriculation services are being utilized by your Program?

2. How can current matriculation services be improved and/or be better utilized by your Program?

3. What additional matriculation services would you like to see in the future?

**Section C. Annual Program Review Analysis Modules**

**Module C.1: Reflection**

1. Describe the improvements in the Program practice that you have implemented as a result of Program Review.
   - Building Infrastructure by hiring appropriate staff
   - Building Alumni database using search engine / tracking tools

2. What are the positive and negative external factors that influenced the Program?
   - 1. Budget
   - 2. Lack of understanding about the Foundation and its role in supporting the College

3. What are the positive and negative internal factors that influenced the Program?
   - The history of a dormant Foundation with no leadership in place for the last 26 years added by the board that was composed of mostly retired faculty and staff
   - There were no proven success in endowment building or alumni relations in the past 26 years

4. What plans need to be implemented in order to address the Program's external and internal factors?
   - Proven successes (i.e. our successful fundraiser gala raising over $500,000) need to continue
   - More communications both internally and externally

**Module C.2: Service Area Outcomes (SAO) and Student Learning Outcomes (SLO)**

**Learning Outcomes (SLO)**

1. Does the Program have Service Area Outcomes (SAOs)?  Yes  No

2. Does the Program have Student Learning Outcomes (SLOs)?

3. List all Service Area Outcomes (SAOs).
   - 1. Endowment
   - 2. Scholarships
   - 3. Outreach

4. List all Student Learning Outcomes (SLOs).

5. Does the Program SAOs align with LATTC Core Competencies?  Yes

6. How do the Program SAOs align with LATTC Core Competencies?
   - Through securing endowment and scholarships, the Foundation will be able to provide the resources needed for our students to successfully attain their education at LATTC.
7. Does the Program SLOs align with LATTC Core Competencies?  
   Yes

8. How do the Program SLOs align with LATTC Core Competencies? 
   Through securing endowment, grants, and scholarships, the Foundation will be able to provide the resources needed for our students to successfully attain their education at LATTC.

9. Is there a formal assessment plan for SAOs and SLOs?  
   Yes

10. How many SAOs have been assessed?  
    3

11. How many SLOs have been assessed? 

12. What were the most important findings from the assessments of SAOs & SLOs? 
    The need to increase the awareness of the needs of our students - not only to the external community but to the internal campus community as well
    The need to increase the awareness of the importance of fundraising and outreach efforts

13. What changes will be made to address these findings? (e.g. changes to the program, services, instructional methods, or facility)? 
    More aggressive communication efforts to both internal and external community

14. Will these planned changes necessitate a resource request? If yes, give a brief explanation. 
    Yes
    The infrastructure we need to build requires proper staffing and to build our alumni database for our outreach efforts require database management tool.

Module C.4: External Accreditation/Review/Audit Analysis

1. Is this Program subject to external accreditation /review /audit?  
   Yes

2. If Yes, who is the accrediting/review /audit body? What is the outcome of external accrediting/review /audit? 
   ACCJC

3. Advisory board, meeting information (time, date, & attendees). 
   Board of Directors meetings are held every 4th Friday of the Month at 12:00 pm on campus at LATTC.

4. Advisory board recommendations.

5. What plans need to be implemented in order to address the identified issues/recommendations? 
   Hire appropriate Staffing
   Start building the alumni database
   Implement a more active communication strategy for internal and external community

6. Please provide additional comments and suggestions for this module.
Section A. Mission
Module A.1: Program Mission

1. Describe the mission of the Unit/Program/Discipline.

   The mission of the Office of Institutional Effectiveness (OIE) is to enhance and support teaching & learning by providing information, expertise, leadership, and serving as liaison to the college community.

2. Describe the purpose of the Unit/Program/Discipline.

   The Office of Institutional Effectiveness serves the institution through its internal and formative approach for the evaluation and improvement of college policies and procedures. At the same time it also meets its external and summative reporting responsibilities ensuring college accountability.

   OIE as Information Resource.
   The OIE provides systematic reports to the college community on institutional key indicators in a timely and comprehensive manner. The OIE provides timely and accurate information to outside entities, including statutory and regulatory reports and surveys.

   OIE as Policy Resource.
   OIE provides leadership and support for the process of enrollment management, program review, institutional planning, and accreditation processes, as well as student learning and service area outcomes development & assessment processes.

   OIE as Researcher Resource.
   The office works with all instructional, administrative, and student services division requests for summative information and support their research needs ensuring that the requests receive appropriate and accurate information in a timely and efficient manner.

3. Describe the alignment of the Unit/Program/Discipline mission statement with the College’s mission statement.

   The Office of Institutional Effectiveness supports the mission of the college by providing information necessary for decision and policy making, as well as, providing resources to fulfill a variety of academic functions to serve students and the needs of the community.

Section B. Comprehensive Program Review Modules
Module B.1: Strategic Master Plan

1. Include one key word you would like to see in the College Mission Statement.

   high-quality technical and professional educational
2. Include one key word you would like to see in the College Vision Statement.
   industrial training center

3. How does your Program support LATTC Core Competencies?
   OIE by providing information supports SLO A, B, C, and D

4. How does your Program support the college's Strategic initiatives? (Appendix A)
   The OIE enables and promote data driven decision in support of college's Strategic Initiatives.

5. What priorities came out of your Program Review that should be addressed in the new SMP?
   Promote institutional culture that is evidence base and data driven.

6. Where do you see your Program in 3 years?
   Providing services to the campus community in more effective and efficient way:
   - High utilization of the office web side which should become the main data/information source on the campus.
   - Automate the update and delivery of frequently used reports - streamlining report generation process.
   - The full utilization of the District Institutional Effectiveness System by campus - OIE will spend less time on Program Review and SLO process administration.

7. Where do you see your Program in 5 years?
   Leading role in the internal and formative processes regarding institutional planning and more research projects and analysis contributing to improvements in student success

8. Where do you see your Program in 10 years?
   Central in the coordination of campus efforts related to in Accreditation, Planning, SLO, Program Review, and Institutional Research and Development

9. What are the over-arching themes coming out of your Program Review? (for example: economy impact, student preparedness, customer service)
   Allocate more time and resources for the projects directed to student success

10. How is your Program perceived by the external community?
    The main source of information related the institution.

11. How is your Program perceived by the college community?
    Helpful. The office was recognized by the ACCJC Accreditation Team, for its ability to produce and distribute reports to the campus community. The Office was also cited for its support of matriculation, enrollment, class scheduling, and answering unique requests for open and closed classes, and reports organizing class scheduling data by time, day and building & room.

12. How is your Program perceived by the competitors?
    Inclusive. Within the LACCD; the notion of competition between offices of OIE, may not fit; perhaps individual OIE's might be better judged on innovation or service to their constituency. From that perspective, the OIE office at LATTC is seen as innovative and inclusive in developing campus and District wide solutions.

13. How does your Program want to be perceived by the external community, college community, and competitors?
    Reliable, Professional, Innovative, Helpful, and Supportive
Module B.2: Matriculation Plan:

1. What current matriculation services are being utilized by your Program?
   
   The OIE supports matriculation services, through providing summative student & course enrollment semester reports.

2. How can current matriculation services be improved and/or be better utilized by your Program?
   
   Better data collection mechanisms need to be utilized in order to better assess the effectiveness of the matriculation services.

3. What additional matriculation services would you like to see in the future?
   
   Tighter connection between the student education plan, Counseling and Enrollment Management Committee. More rigorous monitoring of student progress vis a vis their Education Plans needs to become a more attentive process.

Section C. Annual Program Review Analysis Modules

Module C.1: Reflection

1. Describe the improvements in the Program practice that you have implemented as a result of Program Review.
   
   The OIE, provided leadership in the Program Review process; through providing the initial information required by the departments/programs to begin the Program Review process. This information provided comparative enrollment data by semester, by year. It also graphed enrollment trends and identified at least initially those programs that required a more intensive review. A large number of one on one and small group trainings on Program Review took place.
   
   The data and information on enrollment management was provided on a regular bases.
   
   ARCC report was brought campus-wide data discussion.
   
   A large number of ad-hock requests were fulfilled.
   
   The OIE assisted in ACCJC follow-up report preparation.

2. What are the positive and negative external factors that influenced the Program?
   
   Due to the strengthening Accreditation requirements in Program Review, Planning, and SLO development more emphases was devoted to these topics which required a major time commitment from the OIE.

3. What are the positive and negative internal factors that influenced the Program?
   
   The office capacity is very limited in order to meet the ever growing information needs of the campus community.
   
   Staff with high technical skills are needed to develop and deliver reliable reports in a timely manner.
   
   To support SLO and Program Review processes a research professional with assessment and evaluation knowledge is needed.

4. What plans need to be implemented in order to address the Program’s external and internal factors?
   
   Higher a part time graduate student to assist in the work of the OIE.
Module C.2: Service Area Outcomes (SAO) and Student Learning Outcomes (SLO)

1. Does the Program have Service Area Outcomes (SAOs)?
   Yes
   No

2. Does the Program have Student Learning Outcomes (SLOs)?

3. List all Service Area Outcomes (SAOs):
   1: Develop and maintain research calendar to increase the efficiency of the OIE
   2: Publish and Present Fact Book 2010-11 to increase the data competence and usage of the college community
   3: Increase the campus community involvement, knowledge, and proficiency in the Program Review process of the college.

4. List all Student Learning Outcomes (SLOs).
   N/A

5. Does the Program SAOs align with LATTC Core Competencies?
   Yes

6. How do the Program SAOs align with LATTC Core Competencies?
   The OIE, supports, "Student Success," through the development and monitoring of the Program Review process which functions in support of curriculum revision, development of Student Learning objectives, and ultimately the continuous quality improvement of instruction.

7. Does the Program SLOs align with LATTC Core Competencies?
   No

8. How do the Program SLOs align with LATTC Core Competencies?
   N/A

9. Is there a formal assessment plan for SAOs and SLOs?
   Yes

10. How many SAOs have been assessed?
    0

11. How many SLOs have been assessed?
    Not applicable

12. What were the most important findings from the assessments of SAOs & SLOs?
    N/A

13. What changes will be made to address these findings? (e.g. changes to the program, services, instructional methods, or facility)?
    N/A

14. Will these planned changes necessitate a resource request? If yes, give a brief explanation.
    n/a

Module C.4: External Accreditation/Review/Audit Analysis

1. Is this Program subject to external accreditation /review /audit?
   No

2. If Yes, who is the accrediting/review /audit body? What is the outcome of external accrediting/review /audit?
   n/a
3. Advisory board, meeting information (time, date, & attendees).

| There is not an official advisory board, but all OIE offices in the District belong to a District wide Research Committee (DRC). This committee meets regularly to discuss colleges issues related to reporting, responding to external requests for information, and generally agree on definition of terms and a standard for data presentation. |

4. Advisory board recommendations.

| The DRC recommendations were: |
| Create a district wide automated reporting tool with dashboard delivery |
| Develop a district wide application, Institutional Effectiveness System (IES) for Program Review, Planning, and SLO |

5. What plans need to be implemented in order to address the identified issues/recommendations?

| Both projects are in the development stage with the support of the district funds and high involvement from campus researchers |

6. Please provide additional comments and suggestions for this module.

| N/A |
Program: Public Relations

Faculty & Staff: David P. Ysais
Manager. Public Relations

Section A. Mission

Module A.1: Program Mission

1. Describe the mission of the Unit/Program/Discipline.

   To help insure the growth and reputation of Los Angeles Trade-Technical College and to enhance
   communication both internally and externally, in order to secure the best learning environment
   possible for students.

2. Describe the purpose of the Unit/Program/Discipline.

   To provide communication, planning, public relations and marketing strategies for the college and
   its programs.

3. Describe the alignment of the Unit/Program/Discipline mission statement with the
   College’s mission statement.

   The Public Relations Department supports the climate of life-long learning through the pursuit of
   college growth and proper communication and has a key role in outreach to our educational,
   governmental, community and business partners.

Section B. Comprehensive Program Review Modules

Module B.1: Strategic Master Plan

1. Include one key word you would like to see in the College Mission Statement.

   Communication

2. Include one key word you would like to see in the College Vision Statement.

   Outreach

3. How does your Program support LATTC Core Competencies?

   Public Relations has provided the means to focus industry, governmental and community attention
   to our educational environment and student population, allowing for critical engagement with
   government and industry leaders in this socio-economic environment.

4. How does your Program support the college’s Strategic initiatives? (Appendix A)

   Public Relations creates and environment of success for students, promoting student success in
   tangible, media-based formats.

5. What priorities came out of your Program Review that should be addressed in the new SMP?

   There is a greater need for Public Relations resources to provide appropriate engagement with
   students and subsequent growth in reputation and enrollment.
6. Where do you see your Program in 3 years?
   More personnel and a much more interactive and technology-based approach to information and outreach.

7. Where do you see your Program in 5 years?
   Competitive with the public relations and marketing programs of four-year institutions where our outreach is aggressive and cutting-edge.

8. Where do you see your Program in 10 years?
   With a complete multi-media format of marketing and outreach, including a staff that provides immediate information in a very dynamic environment.

9. What are the over-arching themes coming out of your Program Review? (for example: economy impact, student preparedness, customer service)
   Growth in reputation, campus confidence and enrollment through communication.

10. How is your Program perceived by the external community?
    As one of the best among community colleges, and certainly top shelf when it comes to events and their logistics.

11. How is your Program perceived by the college community?
    Clearly a supportive and creative department. Virtually all comments are positive and many have said this department has made a clear difference in changing internal and external perceptions of Trade Tech. Very student-centered and student-supportive.

12. How is your Program perceived by the competitors?
    Aggressive, splashy and supported by the administration.

13. How does your Program want to be perceived by the external community, college community, and competitors?
    As a very engaging, knowledgeable and creative team, which has changed the landscape of Trade Tech and is open to any event or idea.

**Module B.2: Matriculation Plan:**

1. What current matriculation services are being utilized by your Program?
   We have focused on Outreach.

2. How can current matriculation services be improved and/or be better utilized by your Program?
   Matriculation needs to work closely with PR to develop proper messaging.

3. What additional matriculation services would you like to see in the future?
   More support of Trade Tech Days.

**Section C. Annual Program Review Analysis Modules**
Module C.1: Reflection

1. Describe the improvements in the Program practice that you have implemented as a result of Program Review.

We have adjusted the marketing focus to include more internal efforts including communication, accreditation and matriculation and have supported virtually ALL departments in their missions. Before the department was created, no such support existed. Communication internally has completely changed since the Public Relations Department was created. There was no central marketplace for information and the Public Relations Department has single-handedly upgraded the distribution of information and its frequency, changing the entire perception of this college internally and externally.

2. What are the positive and negative external factors that influenced the Program?

Positive---
More attention from the district because of the aggressive VIP and outreach events
Aggressive media attention has been remarkably positive for the campus

Negative---
Initial advertising outreach efforts have slowed due to budget constraints
Unable to secure enough technology to support proper multi-media communication
No single contact portal for students

3. What are the positive and negative internal factors that influenced the Program?

Positive
Integration in accreditation report showed department's real value.
Number of high-profile visitors changes morale.

Negative
Loss and sharing of staffing.
Lack of technology.
No single means of student access for information

4. What plans need to be implemented in order to address the Program's external and internal factors?

A small increase in staffing with the appropriate technology.
A change in how we matriculate students to make sure we have a single point of contact.

Module C.2: Service Area Outcomes (SAO) and Student Learning Outcomes (SLO)

Learning Outcomes (SLO)

1. Does the Program have Service Area Outcomes (SAOs)? Yes
2. Does the Program have Student Learning Outcomes (SLOs)? No
3. List all Service Area Outcomes (SAOs).
   Students need to use the campus area website as a true educational and informational resource

4. List all Student Learning Outcomes (SLOs).

5. Does the Program SAOs align with LATTC Core Competencies? Yes
6. How do the Program SAOs align with LATTC Core Competencies?

The Public Relations Department believes a greater use of the campus website by students will help them demonstrate effective communication and comprehension skills.

7. Does the Program SLOs align with LATTC Core Competencies?

No

8. How do the Program SLOs align with LATTC Core Competencies?

N/A

9. Is there a formal assessment plan for SAOs and SLOs?

Yes

10. How many SAOs have been assessed?

1

11. How many SLOs have been assessed?

N/A

12. What were the most important findings from the assessments of SAOs & SLOs?

More students need to visit the website and that needs to be supported by accessible computer labs. We will clearly measure all increases in the number of visits to our website.

13. What changes will be made to address these findings? (e.g. changes to the program, services, instructional methods, or facility)?

Increase computer labs, wireless capability and attractiveness of the resource.

14. Will these planned changes necessitate a resource request? If yes, give a brief explanation.

We need a full-time graphic designer and a videographer/photographer immediately with the appropriate computer and software.

Module C.4: External Accreditation/Review/Audit Analysis

1. Is this Program subject to external accreditation /review /audit?

No

2. If Yes, who is the accrediting/review /audit body? What is the outcome of external accrediting/review /audit?

3. Advisory board, meeting information (time, date, & attendees).

While there isn’t an accrediting panel for Public Relations, there are standards that are being assessed and reviewed which establish a level of excellence for all public relations professionals. The Public Relations manager is a member of both the National Council for Marketing and Public Relations as well as the Community College Public Relations Organization to access these professional standards on an ongoing basis.

4. Advisory board recommendations.

5. What plans need to be implemented in order to address the identified issues/recommendations?

A strategic marketing plan needs to be in place within the next two years to address issues of digital signage and web development.

6. Please provide additional comments and suggestions for this module.

1/24/2011