

**State Center Community College District Integrated Planning Summary**

Function/Goal Leader	District Strategic Plan Goals/ Accreditation Standards	Districtwide and College Planning Committees, Work Groups & Task Forces	College Planning Committees, Work Groups & Task Forces Responsibilities	Districtwide Responsibilities Including Planning Committees, Work Groups & Task Forces Responsibilities	Districtwide Planning Committees, Work Groups & Task Forces Outcomes	Districtwide Planning Committees, Work Groups & Task Forces Evidence
<p><b>Communications</b> Executive Director for Public &amp; Legislative Relations</p>	<p><b>2012-2016 District Strategic Plan</b> Goal 5 Objectives 5.1-5.4</p> <p><b>Accreditation Standards</b> I, II, III, IV</p>	<p>Communications Council</p> <p>Board of Trustees Meeting</p> <p>Legislative Committee Meetings</p> <p>Public Information Office Taskforce Meetings</p>	<p><b>List college responsibilities directly related to this districtwide planning area.</b></p> <p>Provide timely accurate information to faculty, staff, students, future students and the community.</p> <p>Provide consistent messaging to bring an awareness to general community about the benefits of community colleges.</p> <p>Provide a communication plan that aligns with the District communication plan.</p>	<p><b>List District responsibilities related to this districtwide planning area.</b></p> <p>Develop a communication strategy that includes the branding of SCCC.</p> <p>Communicate with internal audiences about decision making within the District and share success stories of students, faculty and staff.</p> <p>Improve public understanding of the role that community colleges play in the economic health of the Central Valley.</p> <p>Provide internal and external audiences transparent communication about</p>	<p><b>List accomplishments that can be documented with the evidence provided in the next column.</b></p> <p>1. Increase enrollment.</p> <p>2. Increase awareness about District and Measure C Projects.</p> <p>3. Ensure outreach is inclusive.</p>	<p><b>Documentation to support outcomes.</b></p> <p>1a. Enrollment Management Data Reports.</p> <p>2a. District Measure C Informational Website. <a href="http://bondmeasures.sccd.edu/index.html">http://bondmeasures.sccd.edu/index.html</a> The website includes monthly Measure C newsletters.</p> <p>2b. Measure C&amp;E Update to BOT.</p> <p>3a. PIO agendas and minutes.</p> <p>3b. Newsletters are sent to legislators, media, chambers of commerce and</p>

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				the progress of Measure C.		various diverse community groups.
				Monitor progress of District wide communication goals and objectives.	4. Communication plan.	4a. Communication plan.
				Provide leadership with the evaluation of outcomes.		