

“Process to Accreditation” COMMUNICATIONS PLAN 2010-2012

This document is intended to serve as a framework for instituting and implementing a comprehensive communication plan and related activities during El Camino College Compton Center’s “Process to Accreditation”. As activities evolve, this plan will be reviewed and updated as appropriate.

Mission:

The mission of the Accreditation Steering Committee and the five sub-committees is to research, review, and assess ECC Compton Center’s proficiency in each of the 21 eligibility criteria, and provide relevant evidence demonstrating Compton Center’s readiness to apply for accreditation eligibility.

Communications Goal:

The primary goals are to maintain communication between the Compton Community College District and community residents and leaders regarding the “Process to Accreditation” as outlined by the guidelines set forth by the Accreditation Commission for Community and Junior Colleges (ACCJC). Additionally, keeping ECC Compton Center and El Camino College students and employees informed throughout the process is an important goal.

Target Groups:

The plan is designed to reach:

- Residents of all ages in the cities served by Compton Community College District
- Current students, parents and alumni of ECC Compton Center
- Influential groups such as elected officials, civic, business, church and community leaders; print, electronic media and social networks; and elementary and high school leaders
- Employees of the Compton Community College District and the El Camino Community College District
- Residents of the El Camino Community College District

Elements of the Communications Plan:

DIRECT MAIL

“Brick by Brick” Newsletter – Mailed to CCCD community leaders and influentials
16-page newsletter featuring the “Process to Accreditation” step by step; with support letters from elected officials and leaders at ECC, CCCD and the chancellor’s office. Mailed November 2010

Additional copies distributed to CCCD employees and community groups

“Community News” Newsletter – Mailed twice per year to all CCCD residents
Two, four-color, 16-page newsletters featuring articles on successful recent graduates of Compton Center who transferred to four-year universities and/or who successfully completed career education programs and are now in the workforce; information on scholarships; updates on the ‘Process to Accreditation’; application and registration info and deadlines. One

newsletter mailed to all homes in the District fall 2010 (completed), the second will be mailed in late spring 2011, and continue this schedule until the process is completed

Additional copies distributed to CCCD employees and community groups; and by outreach staff at high schools and community events

Accreditation Newsletter – Publish accreditation newsletter each semester for internal and external communities to update on progress

PUBLICATIONS/COMMUNICATIONS

- Regular column in *Center News*
- Prepare regular information reports for the ECCCD and CCCD Boards of Trustees
- Emails to employees and community leaders and influentials for updates on progress, concerns, issues
- Coordinate presentation to El Camino and Compton Board of Trustees at least once each semester

PUBLICITY

Website

- Create an Accreditation Web page on the ECC Compton Center website (completed 12/1/10)
 - ASC and sub-committees have been charged with updating the Web page on a regular basis to include agendas, minutes, schedule of meetings, etc.
 - Keep the Web page current with ACCJC communications
 - Provide links for easy access to ACCJC information and guidelines
 - Provide info on Facebook and Twitter as appropriate

Power Point Presentations

- Develop message points for use by staff to ensure consistent message is communicated to all audiences
- Develop power point for presentations following “Process to Accreditation” general theme (completed 12/8/10)

Talking Points/Fact Sheet

- For consistent messaging and distribution to internal and external audiences

Newspaper

- Editorials and News Releases to update on progress

PUBLIC RELATIONS

Speaking Engagements – Hold open forums/town hall meetings at the ECC Compton Center for progress updates and to answer questions relative to accreditation. Internal and external audiences to be invited. ASC to review comments and feedback from the forums and delegate appropriate follow up as needed

Participate in Church, Business and Service Organizations – Coordinate Special Trustee, CEO, ASC representatives provide information at various meetings

Individual and Group Meetings – Coordinate Special Trustee, CEO, ASC representatives meet with superintendents, principals, city, county, state and congressional officials as appropriate