Bakersfield College Accomplishments 2018-2019
Marketing and Public Relations
Norma Rojas-Mora-Director, Communication and Community Relations

Strategic Direction #1:

Student Learning- A commitment to provide a holistic education that develops curiosity, inquiry, and empowered learners.

- Leverage Communication efforts to provide timely information to students utilizing all marketing and social media platforms available to the college.
- Establish key partnerships and identify gaps and opportunities for college initiatives and student success.
- Provide leadership and community outreach to support college initiatives and student enrollment/completion efforts.

Goal Progression:

- Expanded use of social media as a platform for student and community engagement.
- Established key partnerships with industry leaders in Health and Entrepreneurship.
- Established statewide partnerships to increase
- Provided feedback for managing community relations issues.
- Established and helped facilitate new partnerships through the Bakersfield College Foundation.

Strategic Direction #2:

Student Progression and Completion- A commitment to eliminate barriers that cause students difficulties in completing their educational goals.

- Identify opportunities to expand internal and external communications about Bakersfield College and its achievements
- Evaluate media platforms to ensure mechanisms in place are the most effective to engage students, faculty, staff and the community.
- Identify communication strategies that are most effective for the community being served with a focus on rural initiatives.

Goal Progression:

- Initiated new marketing strategies via digital campaign strategies in the community.
- Increased visibility of Bakersfield College opportunities through expanded advertising in rural communities.
- Provided media and event coordination to launch an Early College community awareness campaign.
Strategic Direction #3:

Facilities and Technology - A commitment to improve the maintenance of all facilities, technology, and infrastructure and implement Measure J funding to build a better BC.

- Provide guidance and feedback on campus communication and planning for campus construction.
- Identify and develop best practices for campus Communication and Community Relations.
- Amplify Bakersfield College presence in community events by establishing key partnerships.
- Increase Community Engagement to elevate and provide information/updates on Measure J progress.

Goal Progression:

- Reengaged the Measure J Blue Ribbon Committee to provide updates on College initiatives and construction progress.
- Measure J Ribbon Cutting events to expose the community and media to project progress.
- Established communication with the Builder’s Exchange and community partners in support of Measure J.

Strategic Direction #4:

Leadership and Engagement - A commitment to build leadership within the College and engagement with the community.

- Establish Branding Guidelines for Campus
- Establish a Communications Strategy for the College
- Increase Public/Private Partnerships to assist in meeting College and students’ goals
- Serve on President’s Cabinet/ Administrative Council to ensure campus internal and external communications are aligned.
- Provide support and increased communication through media outreach and partnerships.

Goal Progression:

- Established the Community Healthcare Initiative with community partners, administration and faculty.
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- Established the Homeless Initiative in coordination with community partners, administration and faculty.
- Initiated the process to develop Branding and Communication guideline for the department to present College wide.