



Date of Board Meeting: 8-20-2024

Subject: Reorganization of the Office of Marketing, Communications and Advancement

Recommendation: Approve the reorganization of the Office of Marketing, Communications, and Advancement.

Background and Rationale:

The proposed reorganization of the Office of Marketing, Communications and Advancement reflects the goals of the institution and considers models of other institutions, considers current staffing levels, and compensation of staff for significantly increased workloads and added responsibilities.

The responsibilities of the office have grown over the years to include the additional following responsibilities that have become permanent assignments:

- comprehensive website management
- social media management
- digital media production and advertising
- dissemination of alert communications
- alumni recognitions
- stewardship
- outreach and engagement
- legislative affairs support

The reorganization plan will focus on the following:

- Establishment of five functional areas – Media Services, Website Services, Marketing and Communications Services, Alumni Recognition, and Advancement
- Further focus on streamlining processes and enhancing and promoting brand identity
- Enhancing and maintaining an informative and user friendly website
- Increasing the college’s social media presence and traffic to the website
- Building upon alumni recognitions for enhancing publicity and donor engagement

An organizational chart and a cost differentials chart are attached.

Cost and Budgetary Support: Cost savings of \$28,124

Strategic Priority Alignment: Student Success Community Impact
 Resource Optimization Institutional Excellence

Resource Person(s): Betty McCrohan, President

Signatures:

Betty McCrohan
Originator

8-15-24
Date

Betty McCrohan
Cabinet-Level Supervisor

8-15-24
Date

President’s Approval:
Betty McCrohan
President

8-15-24
Date

Office of Marketing, Communications, and Advancement
Reorganization Plan Cost Differentials

Current	New	Cost/Savings
Marketing and Communications Coordinator (graphic design)	Eliminate Position	Decrease \$87,167 Services (Salary \$67,403 Fringe \$19,763)
In House Graphic Design	Outsourced Graphic Design	Increase \$28,000
Marketing and Communications (writer and photographer)	Director of Media Services	Increase \$8,666
Marketing, Communications, and Advancement Specialist	Media Services Specialist	No change
Webmaster	No change	No change
Senior Marketing and Communications Specialist	Senior Marketing, Communications, and Advancement Specialist	Increase \$5,150
Director of Marketing, Communications, and Advancement	Executive Director Marketing, Communications, and Advancement	Increase \$10,027
No Additional Fringe	Additional Fringe Due to Reorganization	Increase \$7,200
		Total Decreases \$87,167
		Total Increases \$59,043
		Total Savings \$28,124

Office of Marketing, Communications, and Advancement

Current Position	Current Salary	Proposed Position	Proposed Salary	Salary Increase
Director of Marketing, Communications, and Advancement	CA/15/42 \$98,736.00	Executive Director of Marketing, Communications and Advancement	CA/15/57 \$108,763.00	\$10,027.00
Marketing and Communications Coordinator	AA/1/17 \$69,403.00	Director of Media Services	CA/10/17 \$78,069.00	\$8,666.00
Senior Marketing and Communications Specialist	T/14/29 \$48,150.00	Senior Marketing, Communications and Advancement Specialist	T/14/44 \$53,300.00	\$5,150.00
Webmaster	CA/10/29 \$86,069.00	Webmaster	CA/10/29 \$0.00	\$0.00
Marketing and Communications Specialist	P/8/1 \$31,625.00	Media Services Specialist	P/8/1 \$0.00	\$0.00

Marketing Reorganization Proposal BOT 09012024

