

**Los Angeles Valley College
Service Outcomes – President’s Office**

Department Name: Public Relations Office

Department Description: (Provide a brief description of the department.)
The LAVC Office of Public Relations performs public relations, marketing and community relations for the college. In addition, it maintains the college Web site, the weekly faculty/staff College Bulletin newsletter, and the college's official MySpace and Facebook Web sites.

Service Outcome	Evaluation Strategies
Communicating college information to the faculty and staff, students and stakeholders	Number of College Bulletins disseminated each year; Number of Monarch News newsletters disseminated annually. Surveys of faculty/staff.
Communicate college news to the public via the local media	Number of stories generated by press releases
Promote enrollment for the college through advertisements and public relations	Conduct a survey of new students with the Office of Research and Planning to evaluate the impact of advertising tactics
Maintain communication with students via MySpace and Facebook sites	Number of "fans/friends" signed into MySpace and Facebook

President's Office SLO Acknowledgements:

Department Head

Date

SLO Coordinator

Date

College President

Date