

# #14

**COMPLETE**

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Page 1: For Annual Planning/Program Review Requests AND Off-Cycle Requests

**Q1 Technology Plan Year** **2020-2021**

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**Q2 Title of Request**  
Campus Wide Social Media Tool

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**Q3 Location of Request**  
Online

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**Q4 Department**  
College & Community Relations

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**Q5 Contact Person**

Name	Christianne Penunuri
Email Address	christianne.penunuri@gcccd.edu

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**Q6 Description** Please provide a brief description of the technology/software or technology project and its core goal(s).  
Need exists for a campus-wide tool that will enable staff responsible for social media to share content, schedule content on individual platforms, and assess impact of channels. Goals include the ability to assess reach and engagement in social platforms by targeted audience type.

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Page 2: Proposal Justification

**Q7** Please explain how the technology or enhancement supports the strategic plan. Include information on how students will be impacted and/or employees or the college or district overall. Consider whether this would be a district-wide implementation. Which Strategic Plan priority (or priorities) are supported by this request? To access the Strategic Plan, please click here.

**Student Validation and Engagement,  
Organizational Health**

**Q8** How does the request support the above priorities?

Tools will enable college social media staff to target students and assess ability to reach/interact with specific communities. Further, these tools will enable staff to assess impact of social media engagement.

**Q9** Who would this impact? Please select all that apply.

**Students,  
Employees,  
College**

**Q10** What is the number of students or employees impacted per semester?

1000

**Q11** How would this impact the above group(s)?

Campus social media platforms need to be curated to target current and future students. This platform is a key tool for student communication, the ability to engage in an efficient and effective manner will minimize staff workload, more appropriately support students, and may serve to better engage students in the Cuyamaca campus community.

**Q12** Does the technology support a state-wide initiative or is it a legal mandate or in support of a legal mandate?

**Yes**

**Q13** If yes, please explain how the technology supports a state-wide initiative or is it a legal mandate or in support of a legal mandate?

Will be able to better assess outreach to targeted communities identified via Vision for Success.

**Q14** Please be aware that projects, once approved, are typically scheduled 6 months to a year in advance. Consider the consequences if the technology/software is not implemented, upgraded or renewed. What are the consequences if the technology/software is not implemented/upgraded, or renewed? Examples: Security concerns, loss of FTES, mandates, accreditation, etc.

Lack of communication portals for students

**Q15** What is your preferred time for implementation?

Immediate

**Q16** Tell us how the data you have supports the implementation of the technology. This can be qualitative or quantitative in the form of surveys, observations, SLO or other assessment data, institutional research data or other reports and data.

The state chancellors office of communication conducted a survey of current students and they identified the top three preferred communication tools: Email. Web. Social Media. Additionally, this same survey identified the top three messages students wished to know more about: Financial Aid, Transfer information and Jobs/CE.

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**Q17** How critical is this need in terms of supporting curriculum and services? **3**

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**Q18** Please attach any supporting data/documentation using the "Upload" button below. **Respondent skipped this question**

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Page 3: COST ANALYSIS

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**Q19** Is the request for hardware or software? **Software**

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**Q20** Is the request for new or an upgrade to existing technology? **New (new to the campus)**

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**Q21** Total initial cost of request: This includes hardware and software maintenance, licence, taxes, fees, shipping, storage, etc. Contact Sherri Braaksma for assistance.

\$1200/year

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**Q22** Funding Source: **General Fund**

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**Q23** Please attach quote using the "Upload" button below.

**Sprout Social Pricing.png (49KB)**

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Page 4: Grant Funding Source

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**Q24** Please specify the grant that will fund the technology you are requesting. **Respondent skipped this question**

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Page 5: Evaluation Plan

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**Q25** Evaluationi. How do you plan to evaluate the technology after implementation?

Usage, monthly engagement/reach reports

Page 6: Type of Request

**Q26** Is this an Off-Cycle Request (e.g., not part of the annual planning/program review process)? **No**

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Page 7: Off-Cycle Requests Only

**Q27** What are the exigent circumstances and/or contributing factors that would qualify this request to be eligible for Off-cycle consideration? Please explain why this request cannot wait until the next annual planning cycle. **Respondent skipped this question**

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Page 8: Ready to Submit

**Q28** Are you ready to submit your technology request? **Yes**

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