



**South Orange County Community College District**

# **PUBLIC AFFAIRS DEPARTMENT OVERVIEW**

# DISTRICT CAMPUSES



**Saddleback College**, Mission Viejo

Students 2022-23: **29,327**

Year Founded: **1968**

Campus size: **200 acres**



**Irvine Valley College**, Irvine

Students 2022-23: **16,694**

Year Founded: **1985**

Campus size: **100 acres**



**ATEP**, Tustin

The Advanced Technology & Education Park is a new 61.4-acre campus with one completed building and two buildings starting construction in 2023.

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graph LR; A((SOCCCD PUBLIC AFFAIRS SNAPSHOT)) --- B(1 MARKETING AND DESIGN); A --- C(2 COMMUNICATIONS & PR); A --- D(3 MEDIA RELATIONS); A --- E(4 GOVERNMENT RELATIONS); A --- F(5 COMMUNITY RELATIONS);
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# SOCCCD PUBLIC AFFAIRS SNAPSHOT

**1**

## MARKETING AND DESIGN

In-house produced internal and external graphic design for print and digital platforms.

**2**

## COMMUNICATIONS & PR

Writing, editing, photography, videography, campaign development, and social media management.

**3**

## MEDIA RELATIONS

Development of paid and earned media through partnerships with journalists and print and online media outlets.

**4**

## GOVERNMENT RELATIONS

Influences public policy through strategic advocacy, relationship retention with electeds, and monitoring of pertinent legislation.

**5**

## COMMUNITY RELATIONS

Maintains strong connections with community leaders who are also SOCCCD stakeholders in the business and non-profit arenas. We also maintain consistent communication with the community as lead on all public records requests.



# SOCCCD COMMUNICATION EFFORTS

## MARKETING

The SOCCCD Public Affairs (PA) department offers an array of marketing and public relation services to promote the mission and people of SOCCCD.

Through collaborative and coordinated efforts with the college PIOs as well as local vendors, the PA team works to coordinate and produce materials and tools that can be utilized by staff, faculty, and students.

These resources aim to present SOCCCD to the community in a positive light and positions SOCCCD as a higher education leader in the county and greater southern California region.

While the District PA team generates materials for both internal and external audiences, the majority of traditional marketing efforts are budgeted for and executed through the College marketing departments to recruit and retain students.

1



### BRAND MANAGEMENT

Upholding the integrity of the SOCCCD brand is conducted through the consistent update of the online and visual presence of the District. This is achieved through the upgrading and updating of the District website, updated use of the logo, color scheme, and presentation materials utilized by staff and faculty including but not limited to PowerPoint slides, Zoom backgrounds, business cards, and photos.

2



### PROMOTIONAL PRODUCTION

There is a consistent need to promote internal and external opportunities to engage with SOCCCD. The PA team works to develop quality promotional materials for campaigns, job openings, and events to yield the highest engagement possible. This includes but is not limited to creating from conception to execution--flyers, logos, slogans, banners, and swag (cups, pens, bags).

3



### PUBLICATION AND CONTENT CREATION

A talented District PA team works to create a great deal of content in-house through graphic design, web design, writing, copy editing, and photography to create publications such as the annual report, legislative priorities, press releases, and internal documents such as the employee and chancellor newsletters and board highlights. If services cannot be created in-house, the PA team works to monitor, direct and produce products with outside videographers, photographers, and designers.

4



### SOCIAL MEDIA

The District maintains a presence on the following social media outlets: LinkedIn, Indeed, Facebook, YouTube, and Flickr through consistent posts and engagement with the business and education community. Additionally, the PA team helps to monitor and share posts from Irvine Valley College and Saddleback College.



# SOCCCD COMMUNICATION EFFORTS

5



## CRISIS COMMUNICATION

When an issue arises within SOCCCD that could impact the positive reputation of the District or Colleges, the PA team follows a crisis communication plan that involves information gathering, strategy for responses, and statement dissemination. The PA team also serves as the point of contact for media and community inquiries and conducts a comprehensive monitoring of mentions across media channels until the issue transitions from crisis mode.

6



## MEDIA RELATIONS

The PA team strives to maintain relationships with local and national journalists who cover education in print and online publications. In order to promote SOCCCD in a positive light, we handle the booking and prepping for tv, newspaper, blog, and podcast interviews with Trustees and District Administrators including the Chancellor. We also work to spend a limited budget on ad placement in targeted publications that often lead to other paid and earned media opportunities.

7



## COMMUNITY RELATIONS

Stakeholders in the SOCCCD community are as diverse as the student population we serve, and thus requires a high level of engagement. The PA team works to remain connected to leaders in the non-profit and business spaces that have the potential to serve as partners with SOCCCD on an array of endeavors. We maintain relationships by supporting and attending community events, service on boards or committees, and stewarding relationships with peers in various industries.

8



## GOVERNMENT RELATIONS

In order to influence public policy for the benefit of Irvine Valley College and Saddleback College students, the PA team manages the Federal and State lobbyists hired by the District and also works to monitor legislation, coordinate visits with elected officials on and off campus, and maintain strong relationships with the legislative representatives and their staff.

## PUBLIC AFFAIRS

The SOCCCD Public Affairs team also works to manage the work of the District that includes government relations, media communications, issue management, crisis communication, traditional marketing and advertisement, and community relations.

This is achieved through sound information dissemination and strategic communications.

We also work to influence public policy, build and maintain a strong relationships with elected officials that represent the SOCCCD service area, and find common ground with stakeholders in the business and non-profit arenas.



# PUBLIC AFFAIRS TEAM

## “HERE TO SERVE”



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# SOCccd FAST FACTS

**SOCccd WEBSITE**  
**[www.socccd.edu](http://www.socccd.edu)**

Please visit our website for information on:



## COVID-19 POLICIES

[www.socccd.edu/communications/covid-19-information](http://www.socccd.edu/communications/covid-19-information)



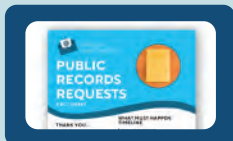
## DISTRICT NEWS RELEASES

[www.socccd.edu/communications/district-press-releases](http://www.socccd.edu/communications/district-press-releases)



## GOVERNMENT RELATIONS

[www.socccd.edu/communications/government-relations](http://www.socccd.edu/communications/government-relations)

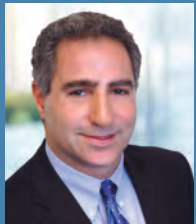


## PUBLIC RECORD REQUESTS

[www.socccd.edu/communications/public-records-request](http://www.socccd.edu/communications/public-records-request)



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Julianna Barnes



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