twenty
fifth
hour

Association of California Community
College Administrators

**2024 Mid--Year Board of Directors
Progress Report**

Twenty Fifth Hour
Communications

Options for Ongoing Support Services
25th Hour Communications proposes to implement the communications plan and provide support services on an ongoing basis.

DELIVERABLE 1: Data and Message Segmentation: COMPLETED
Recommend a model for segmentation of member data within the database by job code and demographic data and a process for segmenting messaging at the point of distribution. ACCCA Team will implement the plan that 25th Hour creates.

- **Progress Update:** ACCCA membership reports now include segmentation data: Job Code, Area, Region, College, District, and Years of Membership. In addition, as programs are created and offered, they will go through an intake process where a designation will be added to the member profile to further segment audience. Member reports are regularly reviewed and further segmentation recommendations are ongoing.

DELIVERABLE 2: Recruitment & Retention Processes: IN PROGRESS
Establish a communications outline to support the network of Regional Membership Directors in their new elevated roles as managers of the Campus Reps. A standard communication plan and a C-Rep recruitment pathway will need to be in place to support their work including frequency and nature of regular contacts to their reps and tools/templates for conveying information for campus distribution.

- **Progress Update:** 25th Hour has engaged with the RMC group, playing a key role in marketing upcoming regional meetings and events. 25th Hour has initiated an information request to advance the ongoing review and recommendations for recruitment collateral. Moreover, a comprehensive audit of Campus Rep collateral, Member Pitch, and RMC Onboarding documents has started and the reporting deadline is January 31.

DELIVERABLE 3: Recruitment Collateral: IN PROGRESS
Using new branding that coordinates with the revised PD branding, 25th Hour will review and replace existing member recruitment and benefit collateral pieces and create new collateral for recruitment purposes. Team 25th Hour will work with staff to link all recruitment tools to the website for easy access by recruiters, and final products will include both print, electronic and social media formats.

- **Progress Update:** As the recruitment and retention processes are being analyzed, 25th Hour is additionally making recommendations to update design and content. Moreover, a comprehensive audit of Campus Rep collateral, Member Pitch, and RMC Onboarding documents has started and the reporting deadline is January 31.

DELIVERABLE 4: Communicate DEIA Work in ACCCA: ONGOING
Ensure that the Communication Plan reflects ACCCA's brand integrated into ongoing DEIA efforts as outlined in the approved Equity Statement, and that sufficient continuous oversight processes exist to maintain that standard in member/external communications.

- **Progress Update:** Program Narratives, Branding, and Naming were reviewed for more inclusive language opportunities. As SJCA ramps up, a crucial review of proposed program content will be initiated, emphasizing the necessity for intentional messaging and planning as the institute is created.

DELIVERABLE 5: Member Enrollment/Payment Process: COMPLETED
Review and assess the current workflow and templates related to the intake and transition of new membership including activating a 1st year communication plan.
- **Progress Update:** Work underway by ACCCA staff, review with Comms team at October meeting. ACCCA documented the 1st Year Experience and proposed communication frequency to new members in the first year.

DELIVERABLE 6: Volunteer Recruitment/Onboarding: IN PROGRESS
Review, assess and formalize the onboarding of new volunteers from the point of entry, to vetting/selection for assignments and ongoing connection. Focus on communications and templates.
- **Progress Update:** Once the ACCCA Member Pitch and Campus Rep materials are completed., Volunteer and Onboarding documents will be optimized to align with association-wide outreach and recruitment.

DELIVERABLE 7: NOT YET STARTED (see last page of report)

DELIVERABLE 8: Program Application/Selection Process: IN PROGRESS
Review and assess existing processes related to the application process for ACCCA programs. This includes assessing existing templates [application forms, acceptance or denial and follow up communications], as well as a standardization of vetting and selection criteria and processes.
- **Progress Update:** In the coming weeks, a comprehensive review will be undertaken, spanning from 12/15 to 1/31, with a targeted focus on evaluating existing processes related to the application process for ACCCA programs. This will include an assessment of existing templates, including application forms, acceptance or denial communications, and follow-up correspondence. 25th Hour will also be reviewing the standardization of vetting and selection criteria and processes.

DELIVERABLE 9: Program Evaluations: IN PROGRESS
Review and assess the current program evaluation process to track program/event engagement and effectiveness data on a year to year basis.
- **Progress Update:** The review of the current program evaluation process will run from 12/15 to 1/31. This review involves tracking program satisfaction, methods of communication, event engagement, and assessing overall effectiveness.

DELIVERABLE 10: P.D. Branding and Program Narratives: COMPLETED
Create original branding and revise program profile narratives for ACCCA PD and each of the core programs within the current portfolio.
- Progress Update: Mid-September, the Program Narrative (program one-pagers) design template was delivered to ACCCA followed by a newly branded deck for Professional Development presentations. On November 13th, a comprehensive branding package, including the updated Program Guide and Program Narrative, Program Lead social templates, and Brand guide, was delivered, featuring crucial 002 naming updates.

DELIVERABLE 11: NOT YET STARTED (see last page of report)

DELIVERABLE 12: NOT YET STARTED (see last page of report)

DELIVERABLE 13: Calendar Alignment and Establishing/documenting a 12-month Communications Calendar: COMPLETED
Based on a review of the timing of key communications for events, campaigns and program promotion patterns, the 25th Hour Team will compare ACCCA communications with the typical college administrators calendar [both traditional and compressed calendars] and those of other major organizations; to align ACCCA communications appropriately.
- **Project Update:** 25th Hour worked to compile a calendar of system-wide key dates for CCCs to better position ACCCA programming and communications for optimized attendance. 25th Hour presented a comprehensive review to the team on 11/16, solidifying a well-structured and accurate calendar by mid-December.

DELIVERABLE 14: NOT YET STARTED (see last page of report)

DELIVERABLE 15: NOT YET STARTED (see last page of report)

DELIVERABLE 16: Contract Management:
Calendar a recurring check-in meeting between the ED and 25th Hour primary contact to chart progress. Establish a shared timeline and task tracking tool that indicates leads from both teams [ACCCA and 25th Hour] for each task, and an estimated date for delivery. Establish a reporting protocol or template that can be updated and delivered to the ED in advance of Exec and Board meetings.
- **Project Update:**
  - ACCCA and 25th Hour meet weekly.
  - 25th Hour serves on CMC and RMC committees
  - 25th Hour presents as needed to committees, groups, and the board.
  - 25th Hour is committed to SJCA branding and promotion and communications as it is created and grows.

NOT YET STARTED:

DELIVERABLE 7: Annual Report to the Members:
Design a template for the Annual Report of the Association including a timeline and messaging for segmented distribution across stakeholders.

DELIVERABLE 11: Promote/Market ACCCA Regional Events:
Once established by the RMC, create branding promotions for 4 campus-based events [Regional Events] in 2023-24 as member recruitment/celebration/networking and learning opportunities.

DELIVERABLE 12: Communications for ACCCA-PAC Relaunch:
Following the work of the CFLA to restructure ACCCA's PAC, and depending on that outcome, if warranted the Team will create promotions and marketing related to a relaunch of ACCCA-PAC.

DELIVERABLE 14: Raise visibility of ACCCA on Social Media:
Develop a schedule and related processes to integrate regular ACCCA website updates with social media posts, emails and press releases to ensure online information is continuously curated. Conduct an information campaign to get ACCCA members following ACCCA on LinkedIn.

DELIVERABLE 15: Promote On-Demand Training & Info Videos:
Develop a micro-campaign focused on the launch of on-demand PD and informational content when it becomes available to members. Following the work of the MDC, CFLA and others to produce video training, informational features etc. establish space on the website for housing this content and an information campaign to ensure Members are aware of it.

pd accca Professional Development

pd accca Professional Development

Admin 101:
Nuts and Bolts of Administration

Admin 201:
Transformational Leadership

Admin 001:
So, You Want to be an Administrator?

Admin 002:
Dive Into Administration

ACCCA Mentor Program

ACCCA Great Deans Program

ACCCA
Management Essentials

ACCCA
Regional Events

ACCCA
Online Resources

ACCCA
Annual Conference

ACCCA Webinar Series

Admin 001:
So, You Want to be an Administrator?

If you are a faculty member or classified professional who is currently in the "consideration" phase, The Association of California Community College Administrators Professional Development offers a program designed to help you learn about the role of a community college administrator and determine if this is a suitable path for your professional future. This program is rooted in ACCCA's leadership principles and is based on the competencies outlined by the American Association of Community Colleges (AACC) for Community College Leaders.

Program Overview

Explore key organizational elements unique to California's community colleges, inquire and seek clarification about various administrative duties and responsibilities, and ask newly minted administrators about their journey in the transition to administration.

- Application required to be accepted into this program.
  - If accepted into the program, the cost is $200 – which includes a 1-year ACCCA Associate membership.
- Comprehensive 2-day virtual program.
- Explores key duties and responsibilities of California community college administrators.
- Learn from seasoned panels of top administrators in a cohort or community learning environment.

Who should consider this program?

- FUTURE ADMINISTRATOR - Faculty, classified professionals, or anyone considering an administrative role in their professional future.
- NEWER ADMINISTRATORS (LESS THAN 5 YEARS) - New administrators, eager to learn, make an impact, and excel while navigating the California CC System.
- SEASONED ADMINISTRATORS (5 YEARS OR MORE) - Seasoned administrators seeking opportunities for further growth and career advancement.

Learning Outcomes

- 1
- 2
- 3
- 4

How To Apply
Steps to apply here

"Quote from former attendee goes here. Quote from former attendee goes here.Quote from former attendee goes here.

accca.org
Let's Connect on Linkedin

accca Professional Development

Professional Development PROGRAM GUIDE

APPLICATION REQUIRED	FUTURE ADMINISTRATOR Faculty, classified professionals, or anyone considering an administrative role in their professional future.	NEWER ADMINISTRATORS LESS THAN 5 YEARS New administrators, eager to learn, make an impact, and excel while navigating the California CC System.	SEASONED ADMINISTRATORS 5 YEARS OR MORE Seasoned administrators seeking opportunities for further growth and career advancement.
Admin 001: So, You Want to be an Administrator?	✓		
Admin 002: Step Into Administration	✓		
Admin 101: Nuts and Bolts of Administration		✓	
Admin 201: Transformational Leadership			✓
ACCCA Great Deans Program		✓	✓
ACCCA Mentor Program		✓	

SOMETHING FOR EVERYBODY
ACCCA offers a wide array of programs and events tailored to those entering the field of administration and seasoned professionals seeking opportunities for further growth.

🛈 REGISTRATION REQUIRED

- ACCCA **Annual Conference**
- ACCCA **Budget Workshop**
- ACCCA **Management Essentials**
- ACCCA **Regional Events**
- ACCCA **Online Resources**
- ACCCA **Webinar Series**

Programs do not have to be taken in a particular order.
We encourage each individual to connect with us at events@accca.org to discuss their career pathway.
Visit accca.org/ event-and-programs for more information.

ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGE ADMINISTRATORS

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

ACCCA
ASSOCIATION OF CALIFORNIA
COMMUNITY COLLEGE ADMINISTRATORS

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

SAVE THE DATE
February 21-23, 2024
Orange County, California

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

I AM A SPONSOR

February 21-23, 2024
Orange County, California

ACCCA
ASSOCIATION OF CALIFORNIA
COMMUNITY COLLEGE ADMINISTRATORS

ACCCA
ASSOCIATION OF CALIFORNIA
COMMUNITY COLLEGE ADMINISTRATORS

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

SAVE THE DATE
February 21-23, 2024
Orange County, California

ACCCA LEVEL`24 UP CHALLENGE ACCEPTED
48th ANNUAL CONFERENCE

I AM A SPEAKER

February 21-23, 2024
Orange County, California

ACCCA
ASSOCIATION OF CALIFORNIA
COMMUNITY COLLEGE ADMINISTRATORS

25

twenty
fifth
hour

When time isn't on your side, we are.
25comm.com

in **25-Hour-Comm**

f **/25thHourComm**

@25thHourComm

@25thHourCommunications