

Task 6c, 3.72

From: "Marc S. Posner" <Mposner@cypresscollege.edu>
To: Christie Diep <cdiep@cypresscollege.edu>
CC: Raul Alvarez <ralvarez@cypresscollege.edu>
Date: 5/6/2010 5:11 PM
Subject: Re: Accreditation Question

Hi Christie,

Thanks for the opportunity to weigh in on these questions.

The Cypress College Public Information office is responsible for internal and external communications, as well as the areas of public relations and marketing.

For the past decade, the office has published the @Cypress newsletter on behalf of the President. The newsletter is produced each week during the fall and spring semesters. The @Cypress newsletter is distributed to all employees, posted to the campus website, shared on Facebook and Twitter and emailed to a group of recipients that includes retirees, employees elsewhere in the District, members of the media, Foundation Board members and other constituents. In addition to the production of @Cypress in the Public Information Office, the document is reviewed for accuracy and currency by the President and the President's executive assistant. As a primary communications vehicle, @Cypress regularly contains stories on topics student achievement.

In addition to @Cypress, information about student achievement can be found in the college's annual report. Along with print distribution, this document is also shared on the college website.

In recent years, Cypress College has taken a proactive and leading role in the use of social media to communicate about the college's success, including the success of its students, faculty and alumni. During the period between accreditation visits, the college has utilized a variety of social media methods, including Facebook, Twitter, YouTube, iTunes Podcasts and MySpace. The focus of these endeavors has primarily been in conveying information that fosters student success and student participation as well as highlighting the success of students, faculty and alumni.

In the mid-2000s, the Public Information Office initiated a comprehensive communications program focused on connecting with students via email. While the primary purpose is to foster enrollment, these personalized direct email newsletters also have contained messaging related to student achievement.

Another method of providing information comes through the MyGateway portal, where students can receive both email and "personal message channel" notifications.

Finally, select stories about student achievement are also shared with members of the media via news releases.

Thanks,

Marc

Marc S. Posner
Public Information Officer, Cypress College
Direct: (714) 484-7006 • Main: (714) 484-7000
9200 Valley View Street • Cypress, CA • 90630
<http://CypressCollege.edu>

AOL IM: CypressColl PIO
<http://twitter.com/cypresscollege>

Christie Diep wrote:

> Hi Marc,
>
>
> This is Christie Diep from the English Department, and I have an
> accreditation question for you.
>
>
> Here is the direct question: "How does the institution provide
> information on student achievement to the public? is that
> information accurate? Current?"
>
>
> It seems like you have so many ways that you are doing this!
> Thanks for the information.
>
>
> Christie