Final Draft

**Standard 2.A.6.c**

Section: The institution represents itself clearly, accurately, and consistently to prospective and current students, the public, and its personnel through its catalogs, statements, and publications, including those presented in electronic formats. It regularly reviews institutional policies, procedures, and publications to assure integrity in all representations about its mission, programs, and services.

**Self-Study Questions**

- How does the institution conduct regular reviews of its policies and practices regarding publications to ensure their integrity? Are electronic representations of the institution regularly reviewed?
- Does the institution provide information on student achievement to the public? Is that information accurate? Current?

City College of San Francisco utilizes both print and electronic media to inform prospective and current students, the public, and its personnel. City College of San Francisco’s award-winning Catalog is produced under the supervision of the Office of Instruction. The catalog serves as the primary source of regulations and policies for students and staff. The Catalog may be purchase in all branches of the College Book store and is available in print, CD Rom format and on-line. The Catalog is updated and reprinted annually. The Website version of the catalog is updated throughout the academic calendar. The catalog includes information regarding both credit and non-credit programs. The college employs a full time editor for the catalog. This individual ensures the precision, accuracy and consistency of the information contained in the catalog. There is also an employee designated to maintain the Website version. (WASC Report 2000)

The Class Schedule is printed three times a year by the College Publications Department. The Class Schedule contains all mandated information regarding programs and services. It includes a complete list of both credit and non-credit classes. In addition, each campus publishes its own schedule of classes. The campuses often translate these schedules in order to reflect the languages spoken by the residents served by that particular campus.

The Fall and Spring Class Schedules are mailed to each San Francisco residence. 334,874 copies of the Spring 2005 Schedule will be mailed to San Francisco residences, 6,000 copies to the SF Public Libraries and 80,000 copies will be sent to CCSF bookstores. The Class Schedule is also distributed to SF Public High Schools through the Outreach Office. In addition the Schedule is also available at counseling offices, departmental offices and online. (Conversation with Dean Terry Hall)

The San Francisco Community College District Policy Manual and CCSF Faculty Handbook apprise the faculty of policies, rules, regulations and other information essential to the proper functioning of the District. The Policy Manual is being reviewed and is updated as needed. An ethics policy for all constituent groups is being considered as part of this review as is a statement on academic freedom. The Rules of Students
Conduct have been revised to include a clear statement of academic honesty and appropriate student behavior. The College’s policies and procedures regarding equity and diversity are also regularly reviewed, revised and publicized. (Midterm report to WASC 2002 pg. 10)

The Office of Public Information was established in 1997 with the primary mission of providing accurate information to the community regarding the entire College District. In 1999, Chancellor Day expanded the name of the office to include Marketing as well as Public Information. The Office of Public Information and Marketing (OPIM) handles all press inquiries relating to the College, oversees the accuracy of publications of individual departments, campuses and neighborhood sites. The OPIM is also responsible for distributing press releases regarding CCSF programs, happenings, and the achievement of its faculty, staff and students. When disseminating information to the press the OPIM maintains accurate records and accountability by utilizing the News Release Distribution Form. This form requires dates as to when a news release was proofed by the source of the information whether it be CCSF faculty, staff, or administrators. (conversation with Martha Lucy, Dean)

In collaboration with other college departments the OPIM produces a variety of promotional and informational brochures and videos about the college. In an effort to establish a recognizable CCSF ‘identity’ there has been a concerted effort on the part of the OPIM to standardize the format used in the production of departmental brochures. These promotional materials are produced in several different languages to better serve the diverse population of San Francisco. The CCSF Graphic Arts Department also assists in the college’s effort to provide information to current and prospective students, the public and its personnel. Faculty and staff may request the assistance of the Graphic Arts Department in the production of promotional material. Students enrolled in the Graphic Design class collaborate with faculty and staff in the development of program and departmental brochures, posters, fliers and event announcements.

The OPIM is also responsible for the preparation of internal and external publications such as City Currents and the Chancellor's Annual Report to the Community. The weekly in-house newsletter, City Currents features detailed coverage of departmental activities and employee achievements. Official announcements and essential District information are disseminated through City Currents. The newsletter is distributed campus wide and is available on-line. The Chancellor’s Annual Report to the Community is mailed in October to all San Francisco residents.

Individual departments also produce publications e.g. The ESLetter in the ESL department. These publications address department specific issues. They are distributed to department members and are available on-line.

In compliance with Board Policy Manual (5.11) CCSF ensures that information regarding student achievement is available to the public. The District monitors the extent to which its students attain their education goals attain their educational goals related to completion of programs and graduation from the district. In compliance with Partnership
for Excellence state goals, Federal Title 4 Programs and Federal Student Right to Know requirements, the District makes its completion or graduation rates available to all enrolled and prospective students. (SFCCD Policy Manual)

**Electronic Format**

Electronic Billboards are used to convey information regarding academic deadlines, course availability and event schedules to CCSF students, faculty, staff and the general public. These billboards are located at the Downtown and Ocean Campuses. The CCSF Student Association maintains the billboard located in Smith Hall on the Ocean Campus. The OPIM maintains the billboards located at the corner of Phelan and Ocean Ave. and at the Downtown campus.

The CCSF website was developed by individuals in different programs and at different campuses. This allows individual departments and programs to tailor the content and the presentation of material to their constituents. An excellent example is the Office of Vocational Education’s Career and Technical Education Program Guide. The Guide is available on line and in print form. The Guide is comprised of over 100 credit and noncredit, certificate, Award of Achievement, and degree programs offered at CCSF. The on-line guide also includes an Occupational Interest Survey. The survey helps potential students match their interests with corresponding CCSF occupational programs. It includes extensive information regarding enrollment requirements, course work, time, potential cost and an estimate of future earnings. A grant funded web developer is employed to develop and maintain the Vocational Education web pages.

The downside of developing the CCSF website by individuals is that there has been no oversight or plan for its growth. As a result there is no central or cohesive identity. In the words of Martha Lucy “The website belongs to no one.” The college has hired a Webmaster who is responsible for the technical upkeep of the site but there is no direct oversight of the site’s content. As a result there is no consistent oversight of the information posted regarding its accuracy or appropriateness. (Conversation with Martha Lucy, Dean)

The Communication Committee is addressing the issue of CCSF’s website. A RFP will be issued to identify a consultant who will work with the college. The consultant will be retained for one year. The consultant will work directly with the International Program and Chinatown North Beach campus. The goal will be to create a template that will be used on a pilot bases with the rest of the college. (conversation with Joanne Low, Dean)

**Rating**

**Satisfactory**

I think the OPIM and different CCSF departments make a tremendous effort to disseminate information to the college community and the residents of San Francisco. However, this has been conducted primarily though printed documents. The web is the
most commonly used means of information retrieval, especially by the constituency served by CCSF. The CCSF website has a lot of room for improvement. In particular, the website’s search engine is cumbersome and is an ineffective research tool. The Communication Committee is addressing this issue and action is being taken. Also a workgroup is being formed with members from the Communication Committee and the Board Communications Planning Group. They will explore ways CCSF can improve the way in which it communicates with its internal and external constituents. (City Currents-Vol. XIX Issue 12).

Sources
CCSF Website
CCSF Course Catalog
CCSF Accreditation Self Study 2000
CCSF Midterm Report to WASC 2002
City Currents Vol. XIX Issue Twelve Nov. 1-7,2004
Interviews/ conversations with
Martha Lucy, Dean Office of Marketing and Public Information
Joanne Low, Dean
Terry Hall, Dean