



Peralta Community  
College District

# College and District Functional Maps - Who Does What?

**Navigating the Ebbs and Flows of  
Centralization vs Decentralization**

Presented By Mark Johnson

Executive Director

Marketing Communications & Public Relations

*April 11<sup>th</sup>, CCPRO 2024 – Hotel Paradox*



# Panelists



**Mark Johnson**  
Executive Director  
PCCD District Office



**Chanda Brewer**  
Web Content Developer  
Laney College



**Aaron Harbor**  
Web Content Developer  
PCCD District Office



**Faiza Ali**  
Visual & Digital  
Media Specialist  
PCCD District Office



**Marcus Creel**  
Graphic Design  
Specialist  
PCCD District Office

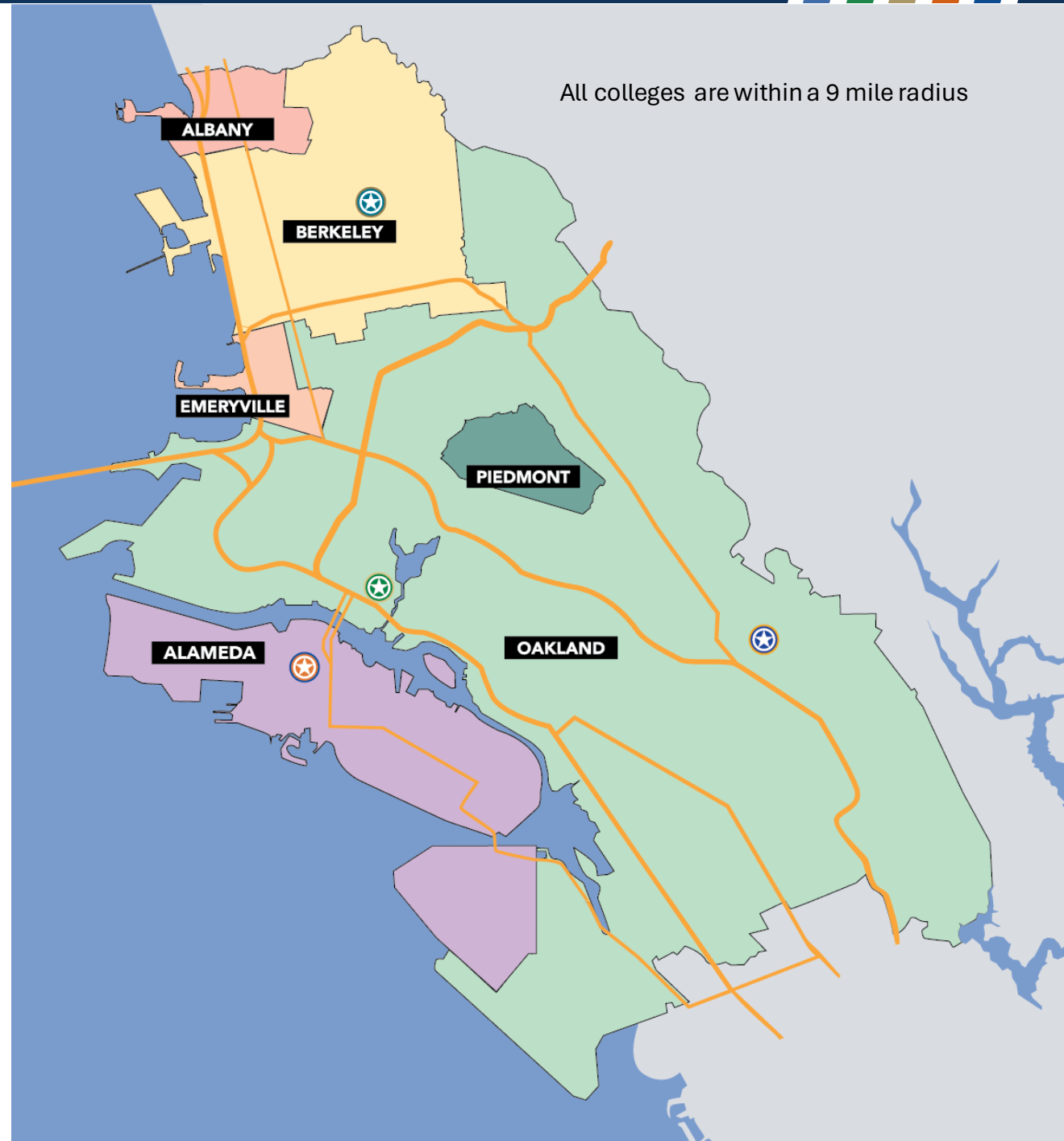
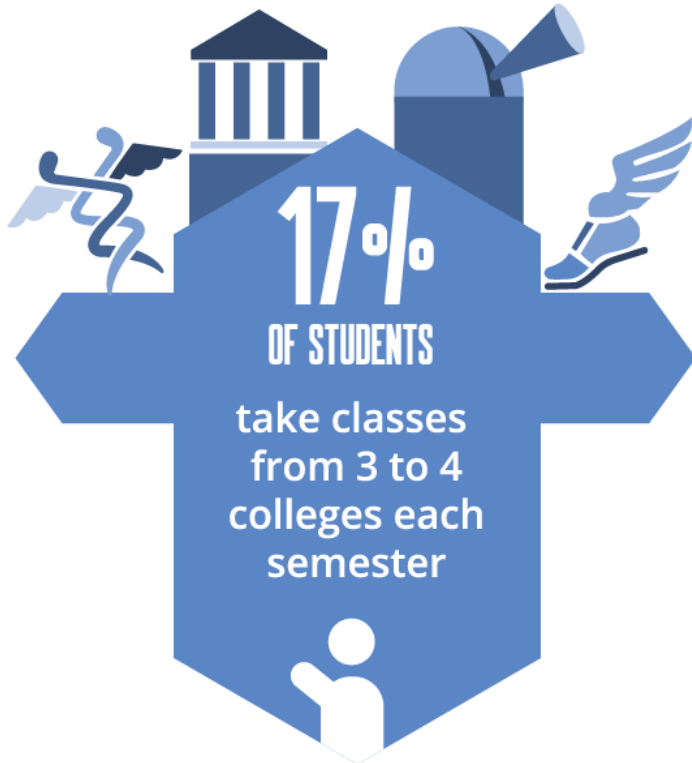




# Peralta Service Area









Draft 2



# PCCD District Functional Map

9/23/2021

## Functional Maps

In September 2021, The Peralta Community College District Function map was developed to show the delineation of functions between the district and both colleges.

The purpose of this document is to clarify shared responsibilities, authority, and functions in the District and Colleges ant to reference guiding Policies and Procedures related to those tasks.

Where applicable, relevant Board Policies (BP) and Administrative Procedures (AP) are listed with each function.

These listings are meant to serve as a quick reference and are not comprehensive to each function.

Responsible District and College positions are listed for each function.

The Peralta Community College District Function map was developed to show the delineation of functions between the district and both colleges. The purpose of this document is to clarify shared responsibilities, authority, and functions in the District and Colleges ant to reference guiding Policies and Procedures related to those tasks. Where applicable, relevant Board Policies (BP) and Administrative Procedures (AP) are listed with each function. These listings are meant to serve as a quick reference and are not comprehensive to each function. Responsible District and College positions are listed for each function.

Function	District Role	College Role	Feedback – identify inaccuracies, gaps or missing functions. Suggest needed functions and responsible parties and provide a contact email
<b>Accreditation</b> (BP 3200/ AP 3200) <b>Accreditation Standards are cited in various BPs/APs)</b>	<ul style="list-style-type: none"> <li>Act as liaison between colleges and district for accreditation functions and issues</li> <li>Address accreditation standards related to centralized district functions</li> <li>Construct data and evidence on district operations relevant to the standards</li> <li>Coordinate with college reports</li> <li>Provide reporting (ACCJC Action Letters, College Reports, and relevant accreditation updates) to the Board</li> </ul> <p>Chief of Staff VC of Academic Affairs and Student Success</p>	<ul style="list-style-type: none"> <li>Coordinate and facilitate ongoing accreditation functions, including training</li> <li>Act as primary points of contact for ACCJC College</li> <li>Produce reports and evidence for colleges</li> <li>Align reporting with District components</li> <li>Distribute reports, action letters and relevant accreditation updates to participatory governance groups</li> <li>Ensure all required ACCJC letters and documents are posted on the College website</li> </ul> <p>Presidents College Accreditation Liaison Officers</p>	
<b>Admissions, Records, and Registration</b> (BP/AP 5010 APs 5011, 5012, 5013, 5017, 5020, 5030,	<ul style="list-style-type: none"> <li>Maintain online application (CCC Apply) and automated process</li> <li>Set registration rosters and related schedules</li> <li>Establish <i>Priority Registration</i></li> <li>Implement State defined enrollment limitations &amp; student challenge processes (for example high school,</li> </ul>	<ul style="list-style-type: none"> <li>Maintain college registration processes and services,</li> <li>Maintain student records</li> <li>Designate and/or change priority registration for categorical programs and special populations</li> <li>Review external reporting (MIS, NSC, IPEDS) for accuracy related to</li> </ul>	<ul style="list-style-type: none"> <li>Gap: Lack of Registrars on campuses and the District</li> <li>Gap: Residency requirements missing some criteria that other nearby districts include</li> </ul>



Function	District Role	College Role	Feedback – identify inaccuracies, gaps or missing functions. Suggest needed functions and responsible parties and provide a contact email
<b>Marketing, Communication and Public Relations</b>	<ul style="list-style-type: none"> <li>Provide the marketing &amp; communication platform for email to students, employees, and community members (currently HubSpot).</li> <li>Send email to students at all four colleges regarding special situations and emergencies (e.g. COVID testing policy, earthquake, air quality, power shutdowns, etc.)</li> <li>Provide the platform for SMS texting to students, employees, and community members (currently SMS Zap, integrated with HubSpot). Messages provided by Colleges are sent by district staff.</li> <li>Host, develop content and design District-branded websites including <a href="http://www.peralta.edu">www.peralta.edu</a>; <a href="https://safe.peralta.edu">https://safe.peralta.edu</a>; <a href="https://build.peralta.edu">https://build.peralta.edu</a>; and <a href="https://gems.peralta.edu">https://gems.peralta.edu</a>.</li> <li>Provide technical support for the colleges' WordPress websites</li> <li>Manage district-branded social media accounts.</li> <li>Produce district-wide advertising and promotions.</li> </ul>	<ul style="list-style-type: none"> <li>Provide the content and use the system for emailing students.</li> <li>Provide the content for SMS texting to students.</li> <li>Host, develop content, and design of the college-branded websites.</li> <li>Manage college-branded social media accounts</li> <li>Produce college-branded advertising and promotions</li> </ul> <p><b>President</b></p>	
	<ul style="list-style-type: none"> <li>Assist colleges with college-branded advertising upon request.</li> <li>Provide District “talking points” for College-level communication with employees, students, and community members</li> <li>Assist with formatting and publish college catalogs (web and/or print)</li> <li>Verify accuracy of public information</li> </ul> <p><b>Executive Director of Marketing, Public Relations &amp; Communications</b></p>		

# Functional Map for Marketing, Communication & Public Relations -- 2021

District responsible for:

- Email platform
- District-wide email messages
- SMS platform
- District website properties
- Website technical support
- District branded social media
- District advertising & promotions (and help / support for college-branded advertising upon request)
- Talking points for college messaging
- Publishing of semester schedules and catalogs



Function	District Role	College Role	Feedback – identify inaccuracies, gaps or missing functions. Suggest needed functions and responsible parties and provide a contact email
<b>Marketing, Communication and Public Relations</b>	<ul style="list-style-type: none"> <li>Provide the marketing &amp; communication platform for email to students, employees, and community members (currently HubSpot).</li> <li>Send email to students at all four colleges regarding special situations and emergencies (e.g. COVID testing policy, earthquake, air quality, power shutdowns, etc.)</li> <li>Provide the platform for SMS texting to students, employees, and community members (currently SMS Zap, integrated with HubSpot). Messages provided by Colleges are sent by district staff.</li> <li>Host, develop content and design District-branded websites including <a href="http://www.peralta.edu">www.peralta.edu</a>; <a href="https://safe.peralta.edu">https://safe.peralta.edu</a>; <a href="https://build.peralta.edu">https://build.peralta.edu</a>; and <a href="https://gems.peralta.edu">https://gems.peralta.edu</a>.</li> <li>Provide technical support for the colleges' WordPress websites</li> <li>Manage district-branded social media accounts.</li> <li>Produce district-wide advertising and promotions.</li> </ul>	Provide the content and use the system for emailing students. Provide the content for SMS texting to students. Host, develop content, and design of the college-branded websites. Manage college-branded social media accounts Produce college-branded advertising and promotions <b>President</b>	
	<ul style="list-style-type: none"> <li>Assist colleges with college-branded advertising upon request.</li> <li>Provide District “talking points” for College-level communication with employees, students, and community members</li> <li>Assist with formatting and publish college catalogs (web and/or print)</li> <li>Verify accuracy of public information</li> </ul> <b>Executive Director of Marketing, Public Relations &amp; Communications</b>		

# Functional Map for Marketing, Communication & Public Relations -- 2021

College responsible for:

- Content for emailing students
- Content for SMS/texting students
- Design, host, and manage college-branded websites
- College-branded social media
- College-branded advertising & promotions



# Functional Map for Marketing, Communication & Public Relations – 2024

## District

- Provide the marketing & communication platform for email to students, employees, and community members (currently HubSpot).
- Send email to students at all four colleges regarding special situations and emergencies (e.g. COVID testing policy, earthquake, air quality, power shutdowns, etc.)
- Provide the platform for SMS texting to students, employees, and community members (Now using Ocelot for current students and HubSpot for prospective students and RAVE for emergencies).
- Host, develop content and design District-branded websites including [www.peralta.edu](http://www.peralta.edu); <https://safe.peralta.edu>; <https://build.peralta.edu/>; and <https://gems.peralta.edu/>.
- Provide technical support for the colleges' WordPress and HubSpot websites
- Manage district-branded social media accounts.
- Produce district-wide advertising and promotions.
- Manage college-branded advertising enrollment campaigns.
- Provide District “talking points” for College-level communication with employees, students, and community members
- Produce college-branded semester schedules
- Verify accuracy of public information

## Colleges

- Provide the content and use the system for emailing students.
- Provide the content for SMS texting to students. Messages now sent by college staff to current students.
- Host, develop content, and design of the college-branded websites in collaboration with the district web content development team
- Manage college-branded social media accounts
- Produce college-branded advertising and promotions for specific programs or classes
- Produce college-branded catalogs via CurrlQunet

Responsibilities that have changed since 2021





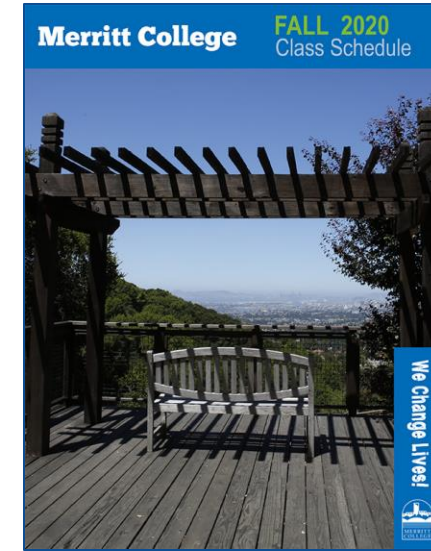
# Marketing Staff Resources

	District	Alameda	Berkeley	Laney	Merritt
Graphic Designer	*				
Photographer	*				
Public Information Officer	*	Part time	*		
Social Media Specialist	*				
Video Production	*				
Web Content Developer	*	*	Part time	*	Part time
Radio / Audio Production	*				



# Semester Schedule Family Resemblance

Fall  
2020



Summer  
& Fall  
2024





NAV CITY COLLEGE

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Summer begins June 17th & Fall begins August 19th. More info >>>

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Explore Laney's learning & career pathways. More info >>>

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Classes are **FREE** at Merritt!

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- 14-Week Sessions Feb 12 - May 25
- 10-Week Session March 11 - May 25
- 8-Week Session March 18 - May 18

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- [EMERGENCY AID GRANTS](#)
- [FREE ONLINE TUTORING](#)
- [UPCOMING](#)



# Social Media (Instagram)

peraltacolleges 6,555 posts 3,169 followers 2,744 following

**Peralta Colleges**  
peraltacolleges

The Peralta Community College District operates: Berkeley City College, Laney College and Merritt College in Oakland, and College of Alameda. 333 E 8th St, Oakland, California  
home.peralta.edu/links

Followed by marcus\_creel, yudycoco and 1 other

Following Message Contact

SPRING '24 SHORT TERM CLASSES | SPRING '24 CLASSES | SPRING '24 IS FREE | LATE START CLASSES | FALL '23 FREE

collegealameda 1,455 posts 1,541 followers 181 following

**College of Alameda**  
College of Alameda is the proud home of the Cougars' volleyball & basketball teams! One of the fine institutions of the Peralta Community Colleges. 555 Ralph Appezato Memorial Pkwy, Alameda, California  
alameda.edu

Followed by merritt.bnc

Following Message Contact

berkeleycitycollege 536 posts 2,761 followers 1,580 following

**Berkeley City College**  
College & university  
Official Instagram page for Berkeley City College, part of the Peralta Community College District.  
linktr.ee/berkeleycitycollege

Following Message Email

Followed by oaklandroots

Following Message Contact

laneycollege 1,380 posts 4,684 followers 1,567 following

**Laney College**  
Community College  
Empowering our community by promoting student success & social justice by providing certificates, degrees, transfer pathways & career education. 900 Fallon St, Oakland, California  
linktr.ee/LaneyCollege and 1 more

Following Message Contact

Followed by oaklandroots

Following Message Contact

merrittcollegeofficial 553 posts 1,728 followers 144 following

**Merritt College**  
Home of the Black Panthers & the Official Instagram Page for Merritt College  
12500 Campus Dr, Oakland, California  
linktr.ee/MerrittCollege

Followed by merritt.bnc and angelhighpie

Follow Message Call

Free Classes



# Question & Answers





Peralta Community  
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