

## Skyline College Balanced Scorecard

### Outcome Measure Data Sheet

<b>Perspective:</b> External Stakeholders		<b>Measure Name:</b> <b>Number of Marketing and PR Events</b>		<b>Indicator:</b> Marketing and Public Relations	
<b>College Strategy:</b> 3.2 Marketing, Outreach and Connections to Business			<b>College Goal:</b> 3		
<b>Description:</b> The number of marketing and public relations events and activities open to the public that promote the college and advertised as college-wide events or activities. .					
<b>Lead/Lag:</b> Lead		<b>Frequency:</b> Annual		<b>Unit Type:</b> Counts	
<b>Polarity:</b> High values are good					
<b>Formula:</b> The total number of college-wide events annually. These events are open to the public, and may reach communities from around the Bay Area (primarily from San Jose to San Francisco). They include but are not limited to art, music, discussions, dramas and lectures, and are promoted in a variety of ways (e.g., newspapers, web sites and posters). The events are funded through a variety of budgets including President’s Innovation Fund, PR& Marketing budget, sponsors and Skyline department budgets and self-supporting.					
<b>Data Source:</b> Data for this measure are tracked and recorded in the Office of Development, Marketing and Public Information					
<b>Data Quality:</b> High –received from college Office of Development, Marketing and Public Information			<b>Data Collector:</b> PIO		
			<b>Owner:</b> Director of Development, Marketing and Public Information		
<b>Scorecard Control Limits:</b> Slightly below benchmark is 1 to 6 numerical points below benchmark. Well below benchmark is 7 or fewer points below benchmark.			<b>Benchmark:</b> Benchmark is set at 37 events per year which is the average of the number of events in 2003-04, 2004-05, and 2005-06.		
<b>Benchmark Rationale:</b> Benchmark reflects the minimum number of regularly offered events required to reach a critical mass of community members in a single year.			<b>College Initiatives Links</b>		
			1. Enrollment Management: Outreach and marketing efforts		
			2. First Year Experience		
			3. President’s Innovation Fund		