



MARKETING BUDGET PLAN

2026-2027

PUBLIC INFORMATION OFFICE TEAM

	ROLE	RESPONSIBILITY
ETHEREAL	Public Information Officer	Coordinates projects and executes marketing needs for the college
YOUNG	Digital Media Specialist	Specializes in all aspects of digital media from website to social media
YUHONG	Graphic Designer	Covers all graphic design and photography necessities
TYLER	Media Specialist	Produce video short form and long form video concepts from ideation to production and post-production
MARCOS	Media Specialist	Produce video short form and long form video concepts from ideation to production and post-production

WORKFLOW PROCESS

Form Submitted

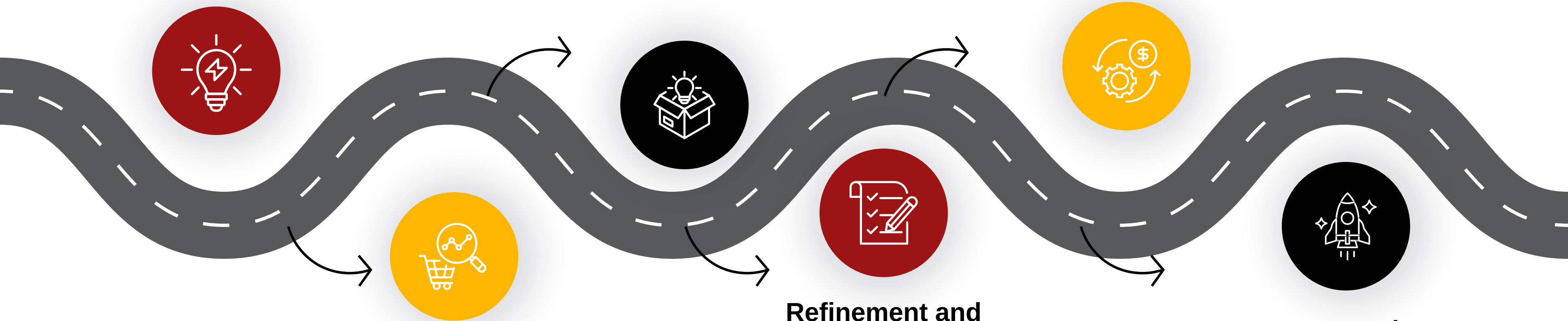
The form is submitted in clear detail, with samples and a deadline. It is confirmed that a manager, and in some cases VP of that area, is aware of the work and has approved.

Concept/Draft

First draft of the work is created and delivered to PIO.

Final Improvements

Iterate based on feedback from client.



Request Recieved

The request is received and reviewed; there will be a follow-up if details or clarity are needed.

Refinement and Edits

After initial refinement, the product is sent to the client.

Launch

The product is launched and made live to respective channels; publications request submitted, social media, marquee/monitors, etc.

110+

DESIGN PROJECTS
COMPLETED

50+

PHOTO REQUESTS
FULFILLED

400+

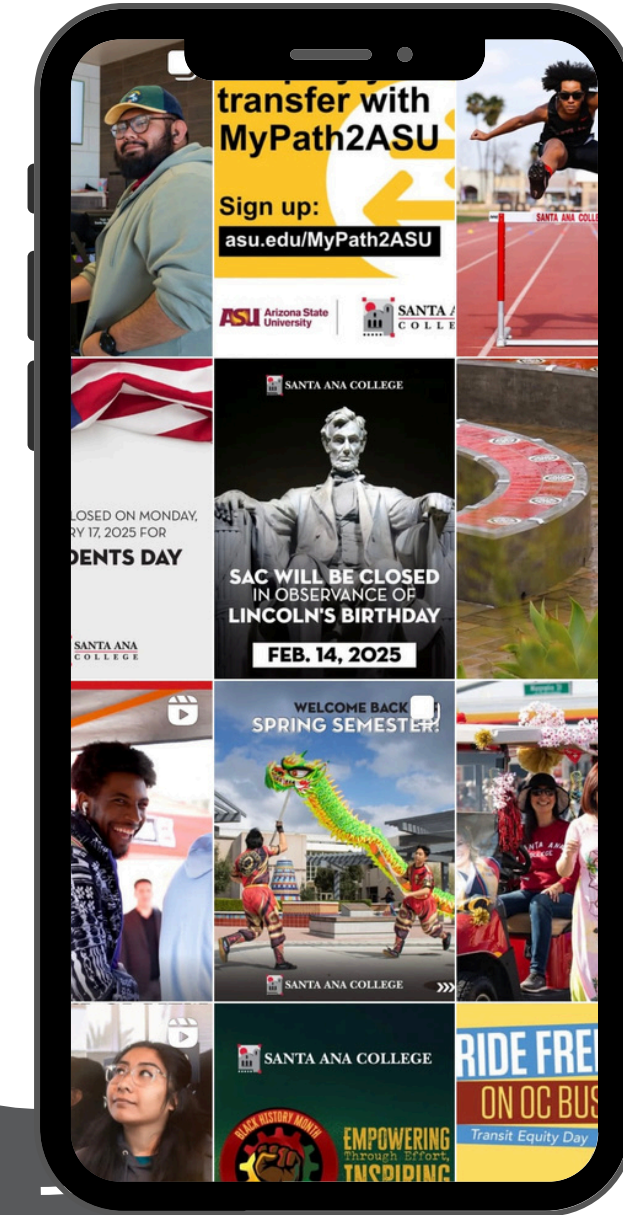
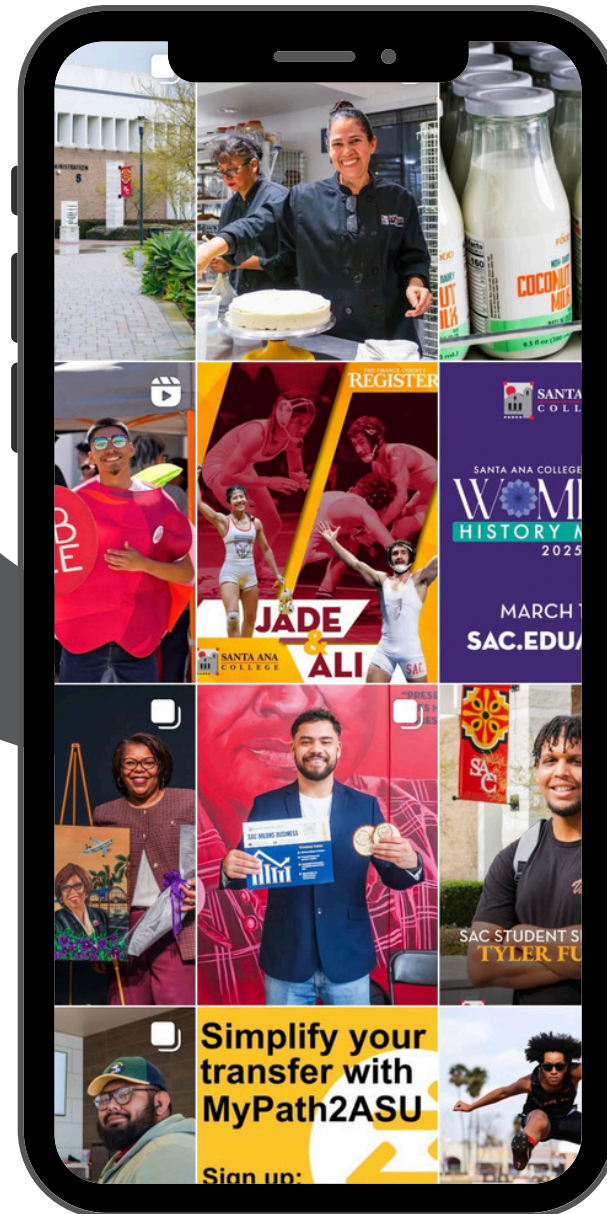
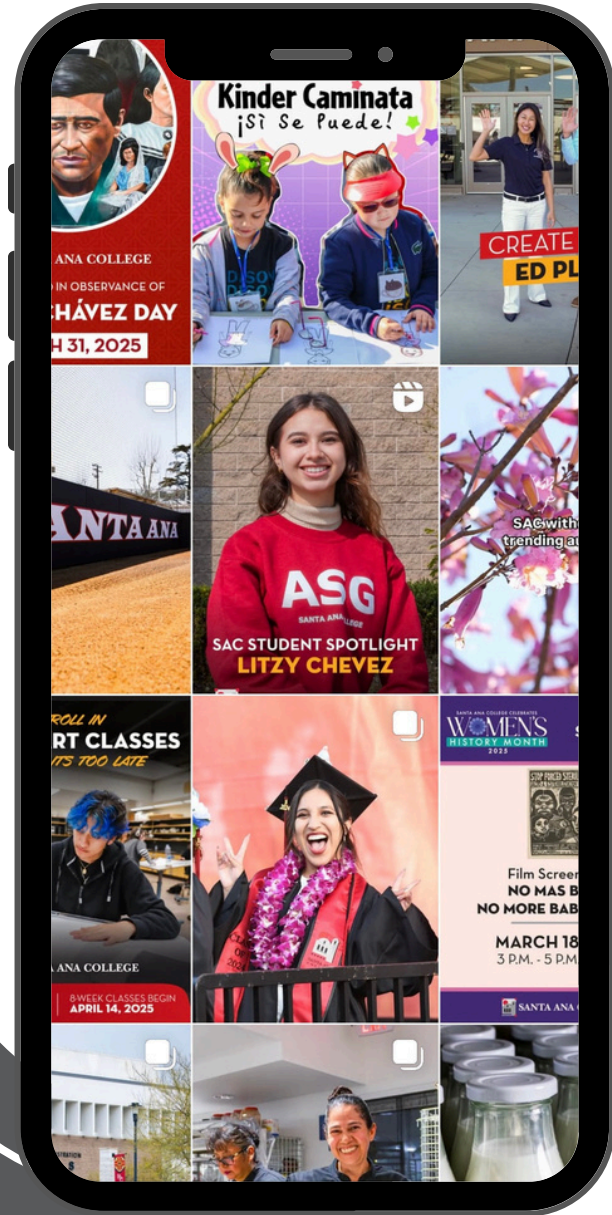
TOTAL PROJECTS
PROJECTED (ANNUAL)

WITHIN THE GRAPHIC DESIGN DEPT. ALONE

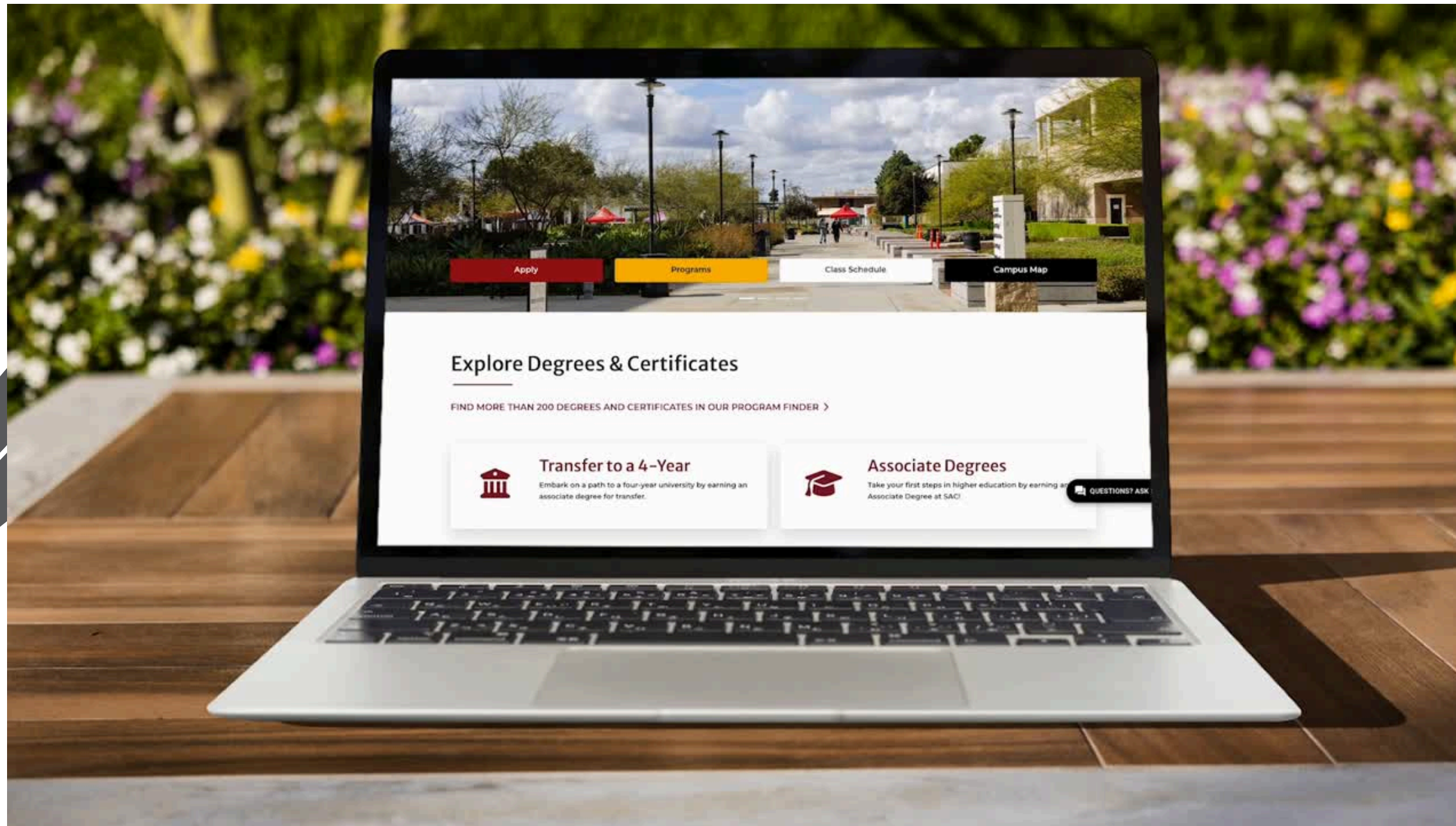
SOCIAL MEDIA

2025-2026: 10.2K FOLLOWERS

CURRENT: 11.5K FOLLOWERS



NEW WEBSITE HAS LAUNCHED



PRIORITY GOALS

The Public Information Office has marketing goals that revolve around the following:

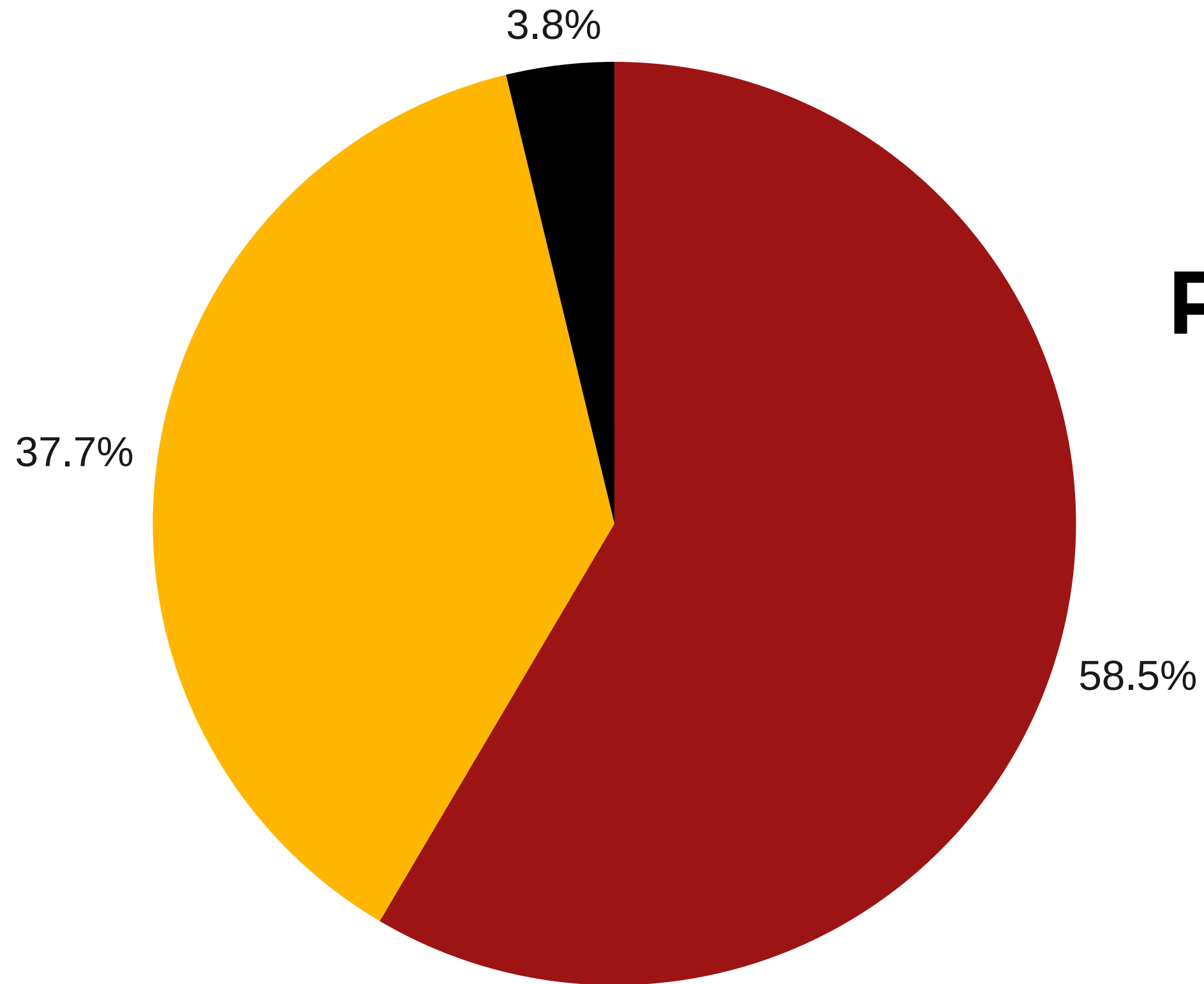


Increase Increase Completion Rates with Brand Awareness and Improve Brand Perception



Communicate and Foster Environment for Retention

FISCAL BREAKDOWN



**TOTAL NEEDED
FUNDING: \$670,000**

- Digital Marketing
- Physical Marketing (OOH)
- Miscellaneous

VENDORS DIGITAL VS. PHYSICAL

	WHAT DO THEY DO?	WHAT TYPE?
BLUE OUTDOOR	Marketing Spots Inside Mainplace Mall	Out-of-Home Advertising (Physical)
CAMPUS ELEMENTS	Video Deliverables from SAC Students and Alumni	Digital Marketing
ENTRAVISION	Targeted advertisements to service area via streaming services and media platforms	Digital Marketing
CLOUDPANO	3D Map of Santa Ana College hosted on SAC.EDU Website	Miscellaneous
MIND ENCHANCE	Translation Services	Miscellaneous



**THANK YOU
FOR YOUR TIME!**

**SANTA ANA COLLEGE
PUBLIC INFORMATION OFFICE**