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RP Group Announces New Website and More

SACRAMENTO, CA, November 29, 2016 – The RP Group, a research and education-focused non-profit, today announced the launch of a newly designed website, designed to allow institutional researchers and planners, college faculty, and students the ability to more easily and quickly find the resources they need to discover and implement best practices and transform the lives of community college students in California and beyond.

The new website is just one of several elements of a larger Repositioning effort to both engage a wider audience and deepen conversations with its current constituents, in order to fully leverage the beneficial impact of its offerings.

In fact, over the last 18 months, the RP Group has been in the process of ushering in a new era of communications, which has included:

- Creation of a strategic communications plan
- Hiring a Director of Communications
- Hiring five additional staff members
- Refreshed logo and collateral
- New look and feel of *Perspectives* and RP Super Brief newsletters
- Expanded outreach across a variety of channels, both online and off

About the RP Group

The RP Group is a non-profit, membership-driven organization that strives to build a community college culture that views planning, evidence-based decision-making, and institutional effectiveness as integral, collaborative strategies that work together to promote student success, increase equitable outcomes, improve college operations, and inform policymakers. It does this primarily through research, planning, professional development, evaluation, and technical assistance for California Community Colleges. The RP Group also recognizes excellence through its Lifetime Achievement Award and RP Group Award offerings. Visit www.rpgroup.org for more information.

Mission Statement

Through professional and leadership development, technical assistance, research, and evaluation services, the RP Group strengthens the ability of California Community Colleges to discover and undertake high quality research, planning, and assessments that improve evidence-based decision-making, institutional effectiveness, and success for all students.

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