Marketing and Communications
7 years ago, we looked like this...
33,715 Student Headcount for Fall Semester 2012

UHCC headcount increased 34%, since the start of our collaborative marketing.
Total “Entering Students”

- First-Time
- Transfer
- Returning

<table>
<thead>
<tr>
<th>Year</th>
<th>First-Time</th>
<th>Transfer</th>
<th>Returning</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>11,283</td>
<td>3808</td>
<td>5469</td>
<td>15,630</td>
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<tr>
<td>2007</td>
<td>11,903</td>
<td>3925</td>
<td>5713</td>
<td>17,241</td>
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<td>2008</td>
<td>13,836</td>
<td>4826</td>
<td>6800</td>
<td>21,562</td>
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<tr>
<td>2009</td>
<td></td>
<td>5725</td>
<td>7120</td>
<td>15,390</td>
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<tr>
<td>2010</td>
<td></td>
<td>5753</td>
<td>7341</td>
<td>15,263</td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td>5462</td>
<td>7133</td>
<td>14,799</td>
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<td>2012</td>
<td></td>
<td>5524</td>
<td>6978</td>
<td>14,730</td>
</tr>
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</table>
Spent $861,110 on media, and received approximately $1.58 million in additional value.
Return on Investment

Fall 2010 to Fall 2012: 44,792 new students entered the community colleges

Spent approximately $18.83 on advertising for every new student that came to the community colleges.
Pooled resources gave us an advantage in media buys, media mix and placements.

FY 2012-2013

- Television, 40%
- Print Ads, 8.7%
- Cable TV, 1.4%
- Printed materials, 1.6%
- Direct Mail, 4.7%
- Web, 11%
- Special Events, 3.3%
- In-theatre Ads, 19.2%
- Radio, 10.2%
Redesigned websites to adapt to mobile users and new trends.

Although our current stats indicate majority of visitors use a desktop or laptop to visit our websites. There is an upward trend of visitors using mobile devices.

• 5.6% are using mobile phones
• 3.7% are using iPads
• 3.5% are using other mobile devices

Popular pages rising to the top are:
• Nontraditional webpages
• “Top Ten Reasons...” (promo site via mobile ads)
• Financial aid info
• Videos
Go Forward!
Three-Year Strategic Plan

- FY15 to FY17

- $345,000 per year (same as the last three years)

- Preliminary rollout of new tagline and themes will begin this fiscal year, FY14, starting now.

- All seven colleges will coordinate and implement an internal, awareness building campaign at the start of the school year.

- Strategies and tactics will begin Fall 2013 and Spring 2014.
Key Strategies

- Integrate new technologies, new media and the internet into our traditional mix of advertising and marketing.

- Improve the perception of the CCs as quality institutions by effectively using various communication channels to build awareness of events, programs, services, resources, accomplishments and achievements of the colleges.

- Develop creative marketing campaigns that convey the quality, strengths and value of the community colleges.
Go Forward!

Creates a strong sense of purpose, of identity and of expectation with our students and college stakeholders.
Trends that might impact marketing strategies

- Millennial or the “Y” Generation
  - Largest generation since the Baby Boomers
  - Demands new ways of learning and communicating
  - Plugged into technology since a baby
  - More than 75% have a profile on social

- Mobile phones are being used to do EVERYTHING!
  - 91% of American adults have a cell phone
  - 56% have smartphones

- Social Media
From within, we go forward!

Internal marketing and communications

- Pledge initiative “Go Forward — Agree to Degree”
  - Builds momentum for the overall marketing strategy.
  - Builds awareness of each college’s services, programs and resources that offer students the help they need to graduate.
The goal of this pledge initiative is to bring all the different graduation strategies under one unified message and a single, strong call-to-action —

**Agree to Degree**

- Do it in 2
- 15 to Finish
- Degree in 3
- Star
- New Student Orientation
- Prior Learning Credits
- Learning Centers
The Brand: Graduates or graduation graphics in all promotional and collateral materials.
Go Forward! Agree to Degree

Pledge your commitment to earning your associate's degree or certificate.
Join hundreds of other students who've made that choice. Apply today!
- **Single point of access** on college websites for info and weblinks to all support services, resources and graduation strategies.
Rollout: Introduce pledge initiative to faculty/staff prior to Fall semester. Offer faculty/staff opportunity to pledge their support in helping students succeed.
Pledge Day:
A one-day event to draw attention to the pledge initiative and get students to pledge their commitment to achieving a degree or certificate.
Maintaining Momentum

- Social Media: Use social media strategies throughout the year to keep “Agree to Degree” at the top of minds for students.

- High Schools: Introduce pledge initiative in the high schools.

- Renew Pledge: Conduct activities to provide opportunities for people to renew their pledges for the new academic year.
Go Forward!

Follow Your Passion
Go Forward! Follow Your Passion.

External Marketing Campaign

To enhance the image of the community colleges as places where people are passionate about what they study, what they teach and what they learn.

It’s about loving what you do and sharing that knowledge with others.

It’s about lifting spirits and allowing them to soar.
UHCC Go Forward Commercial
Come Back to Go Forward!

Target audience:  
Students who've stopped out of college

Key tactics:  
Direct mail campaign  
Print and web advertising
Go Forward. Go Places!

"Sky's the limit, anything is possible."
"Optimism to see yourself in a better place."
"Encouragement to enjoy the journey."
"Going to the top—be somebody."
"Getting somewhere in life—a good future."

Print and web ads will feature:
Students who are on their way to amazing futures—"going places."
Former students who are in great careers or have accomplished amazing things.