

# Public Information, Marketing, and Development

## 2013-2014 Resource Plan

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The mission of the CCCC Public Relations, Marketing, and Development Office is to support the college mission by enhancing public awareness and participation in the college's many programs, services, and activities. The office seeks to increase the overall visibility of the college and reinforce its brand and reputation within its diverse communities. Cerro Coso offers academic excellence, responsive student services, advanced technology, community and industry partnerships, and workforce and economic development. The goal of all publicity and marketing efforts is to highlight the high-quality education and dynamic services the college provides to our unique rural communities resulting in the college's growth. To effectively communicate and market to existing and prospective students, Cerro Coso Community College must use a variety of strategies based on target audience communication styles, and constantly re-evaluate marketing methods and messages to meet the needs of our diverse populations.

This plan will address the resources needed to address marketing requests in the 2013-2014 division plans.

Focused marketing campaigns have been requested for:

- Transfer degrees
- CTE Programs at all sites
- ASCC card sales
- Student activities and engagement opportunities
- Athletics
- Financial Aid
- Scholarships
- Student Employment Opportunities
- Veterans Affairs
- Access Programs
- Matriculation

*A variety of resources are needed to meet the above campaign needs:*

### **Human Resources:**

Everyone plays a key role in marketing at Cerro Coso Community College. The college has one Marketing Manager who works closely with the Web Content Editor, Graphic Designer and various site and program leaders to address the many promotional and marketing needs of the college. A marketing task force would benefit the college by allowing more input into strategies for developing coordinated communications, advertising, marketing, and publications.

Marketing Task Force – part of the marketing strategy for the next year is to establish a marketing task force to address the college branding, promotional and marketing efforts, and develop key messages that strengthen the reputation of CCCC and enhance visibility. This team

needs to include the Marketing Manager, Web Content Editor, Graphic Designer, site representative, counseling representative and any other area of representation deemed appropriate to ensure quality and consistent messaging and strong branding campaigns.

### **Fiscal Resources:**

- Graphic designs for better visual communication and presentation
  - No additional resources are anticipated. This is a function that can be handled by existing personnel and a marketing task force.
- Printing services. On campus printing services for smaller projects is available. Outsourcing may be required on larger scaled color print jobs. (Brochures, pamphlets, posters, post cards, bookmarks, flyers, community reports, etc.)
  - The print shop currently budgets for paper and ink to be utilized for smaller scaled projects. Programs and departments wanting large scale projects should budget printing costs into their annual budgets so actual program and department costs can be tracked. The Marketing Office currently budgets printing costs for the college annual reports at all sites.
  - College scholarships are administered through the CCCC Foundation therefore; the Foundation should assume responsibility for printing costs associated with a scholarship campaign.
- Banners
  - Banners needed for specific campaigns should be budgeted into the program/department annual budgets to track actual program/department costs.
  - The Public Relations and Marketing Office and ESCC have budgeted for some general banners to be used in press kits for outreach efforts.
- Advertising (Print and Radio)
  - The Public Relations and Marketing Office budgets for college advertising for all sites.
  - Advertising for specific program/department campaigns should be budgeted for by those programs/departments or let the PR/Marketing Office know in advance so they can be included in their annual budget.
- News releases and public service announcements
  - The costs for news releases and public service announcements and features stories are minimal and are budgeted for by the Public Relations and Marketing Office.
- Social media
  - This function is currently handled by existing staff. A marketing team could develop a more aggressive social media campaign that may incur some minimal costs that will be budgeted for in the future by the Public Relations and Marketing Office.
- CC Info and CC Alert target messages
  - This function is handled by existing staff. A newer version of the Blackboard Connect is out and there will be a need to upgrade to the newest version. Not sure if this is an IT or KCCD budget consideration for the future.
- Internal list serves
  - This function is handled by existing staff. No additional costs anticipated.

- Web site
  - The College website is currently maintained by existing staff. A new site will roll out this spring. Currently not anticipating any additional expenses.
- Web videos
  - Developing marketing videos that can be closed captioned, subtitled, and uploaded to the college website is definitely on the radar for future consideration. A complete assessment of existing equipment, training, and software must be evaluated to move forward and detail resource needs.
- Photography
  - Minimal costs associated with photography needs are currently included in the Public Relations and Marketing supply budget.
- Press kits for outreach efforts (includes: table clothes, stand up banners, glossy brochures, brochure holders, display screens for iPads, sign holders, pamphlets, hanging banners, and giveaways).
  - The Public Relations and Marketing Office currently budgets \$1,000 a year to establish these kits for the various sites. ESCC budgeted \$2,500 in their budget for two kits this year.
- Give aways (pens, stickers, magnets, etc.)
  - In the past these items have been purchased by the various groups and departments i.e., Financial Aid, CTE, etc. The Public Relations and Marketing Office will budget for smaller quantities of these items every year.
  - The CCCC Foundation could also assist with these kinds of items to be given out at fairs, orientations, and other outreach events.