

Public Information, Marketing, and Development

2017-2018 Resource Plan

The mission of the CCCC Public Relations, Marketing, and Development Department is to support the college mission by enhancing public awareness and participation in the college's many programs, services, and activities. The Department 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 the public information and marketing efforts is to highlight the high-quality education and dynamic services the college provides to its 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 of a variety of strategies, based on target audience communication styles, and constantly re-evaluate marketing methods and messages to meet our diverse student populations. The Development Department serves to engage alumni, friends, donors, parents, students, prospective students, faculty, and staff to treasure their association with the College, building relationships and partnerships with community and business leaders that strengthen their support, advancing the college. We strive to inspire those who are not directly connected with the institution to take notice of our academic reputation and contributions to the region and beyond.

This plan will identify the resources needed to address marketing requests in the 2017-2018 division plans that may or may not have been considered in the department's budget which was submitted prior to receiving division and section requests.

Focused marketing campaigns have been requested for:

Academic Affairs:

- Continuing Education
 - Inserts, advertising in media, Facebook, & marketing through ASAP
 - [Contract and Community Education budget](#)
- Distance Education
 - Implement marketing strategies adopted to increase enrollment including ad purchases in military magazines and on Goggle and Facebook
 - [PIO did not budget for these expenses](#)
 - [Distance Education may have budgeted](#)
- East Kern – Tehachapi/Mojave/California City
 - Increasing advertising to include:
 - [Facebook Advertising – Increase \\$1,200 \(\\$100 per month\)](#)
 - [Signage in Tehachapi – Increase \\$1,500](#)
 - [Tehachapi Chamber membership - \\$1,000](#)
 - [Festivals and booths - \\$850](#)
 - [Advertising on college car - \\$300](#)
 - [Tehachapi Movie Theater - \\$1,800](#)
 - [Additional increase in budget from \\$3,500 by 25% to 50%](#)

- Additional \$7,000 to meet advertising need does not include increase in overall budget
 - Increase advertising budget between \$4,375 and \$5,250
 - Not included in PIO budget
- ESCC
 - Promotional flyers for all CTE/AST/AD Programs specific to region
 - Additional \$3,000 for printing
 - Not included in CTE/PIO budgets
 - Post Card Mailings – Fall and spring
 - Additional \$9,000 needed
 - Not included in PIO budget
 - Video Camera for promotional clips and testimonials
 - Additional \$500
 - Not included in PIO budget
- Honors Program
 - Utilize all existing marketing avenues
 - PIO/Print Shop/Graphics budgets
 - Increase publicity on student success stories
 - PIO/Print Shop/Graphics budgets
- Kern River Valley
 - Signs and banners to promote programs, events, specific dates, etc.
 - Additional \$800 needed
 - Not included in PIO budget
- Kinesiology and Health Science Department
 - Brochures
 - Not included in PIO budget
- Math Department
 - AS-T Math Degree
 - PIO/Print Shop/Graphics budgets
- Prison Education
 - The use of computers not allowed requiring everything to be printed
 - Print Shop/Graphic budget may need to be adjusted to include the huge increase in printing required for these classes
- Social Sciences Department
 - Posters, flyers, brochures, etc. marketing new AA-T degrees in Psychology and Anthropology
 - PIO/Print Shop/Graphics budget
- Letters and Science
 - Brochure and other advertising venues
 - PIO/Graphic budget sufficient to meet need

Administrative Services:

- Construction projects and communications
 - PIO/Project budgets
- President's Circle
 - Foundation budget

CTE:

- Allied Health –
 - Targeted marketing to include brochures, flyers, banners, and local media advertising
 - CTE budget
- Business and Information Technology
 - Brochures, flyers, posters, banners, & social media
 - CTE budget
 - Employer Recognition program,
 - CTE budget
 - Program inquiry response process
 - No budget needed
 - Participate in community outreach activities
 - No budget needed
- Child Development –
 - Promotional and give away items
 - CTE budget
 - Online marketing through Google Ads, Facebook, Kern AEYC, California AEYC website
 - CTE budget
 - Participate in community outreach activities
- CTE
 - New CTE brochure
 - CTE budget
- Industrial Arts
 - General advertising of program: banners, flyers, posters, radio spots, videos on college website
 - CTE budget
- Paralegal Program
 - Brochures, posters, banners
 - CTE budget
- Public Service: Administration of Justice
 - Targeted marketing to include tri-fold brochure
 - CTE budget
 - Promotional items to give away
 - CTE budget

Student Services:

- ACCESS –
 - Print materials
 - Brochures, flyers, posters, banners, etc.
 - Peer Mentor newsletter
 - PIO/Print Shop/Graphics budgets
 - Electronic/Social Media
 - PIO/Access budgets
- Admissions and Records – Spanish
 - Contracting out translation work
 - Not included in PIO budget
 - Process tutorials – marketing to direct students to the videos
 - Includes adjustments on existing brochures and media
 - PIO/SSSP budgets
- Athletics –
 - Presto Sports
 - Not included in PIO budget/other sources of funding: Athletic or Coyote Club
 - Ongoing reporting/brochure/Media Guides
 - PIO/Print Shop/Graphics budgets
- Counseling:
 - SSSP – Core Services
 - SSSP budget
 - Navigate –
 - PIO/SSP/Print Shop budgets
 - Equity
 - PIO/Equity budgets
 - Online Video Orientation & Instructional Videos
 - PIO/Counseling/SSSP budgets
 - CCCC Promise
 - Grant/Foundation budgets
- Financial Aid –
 - Spanish Translation of marketing material
 - Financial Aid budget/SSSP/Equity
 - FA TV and Get SAP – print, social media, website
 - Financial Aid/Print Shop/PIO budgets
- SGCC Activities and Events
 - PIO/Print Shop/Graphics /Student budgets

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 has been established allowing more input into strategies for developing coordinated communications, advertising, marketing, and publications.

The department has significantly expanded college marketing efforts over the last five years and this visibility has resulted in an increase in the demand for marketing. The department has long since reached capacity and it will be difficult to meet the increased marketing objectives of the various departments without additional staff. This department serves not only the marketing needs of all the campuses, but handles public relations, and resource development which includes the coordination of college fundraisers. The success of the resource development activities has also increased the workload substantially. There is only so much two people can do. Right now the department serves as the central point for event planning and resource coordination in addition to handling public relations and marketing activities.

A major focus for the CCCC Foundation is the development of a College Promise and a sustainable source of funding to support the program. A full-time Program Manager and Department Assistant II are needed to establish a President's Circle, Alumni Program, and Capital Campaigns to establish a sustainable source of funding for a College Promise. A grant would provide the fiscal resources needed to fund these positions for two years with the understanding that the Foundation would need to pick up the expense beyond the two years. If the grant is not funded the Foundation will implement strategies to fill the need as funds allow.

Cerro Coso graduates remain the largest untapped resource the college has in terms of expertise, internships, collaboration, volunteers, and donations and there is just no way to cultivate and increase this resource without additional assistance. An active alumni program would include fundraising campaigns and events, cultural events and activities, regular meetings, scholarships and recognition programs, benefits, career services, homecomings and reunions, networking opportunities, etc. It will require time, energy, enthusiasm, and adequate staffing to rebuild a viable alumni program at the college.

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, strategic plan 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 report, and anticipates one large scale project like the strategic plan, or Governance Model. The

- College scholarships are administered through the CCCC Foundation therefore; the Foundation assumes 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 continue to budget for a modest amount of banners that can be utilized for outreach efforts.
- Advertising (Print and Radio)
 - The Public Relations and Marketing Office budgets for college advertising for all sites. Future budget requests will increase to expand advertising efforts in California City, Tehachapi, and Kern River Valley. Advertising request was increased to accommodate an increase in the cost of print advertising and includes some color ads.
 - 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. Most of the above campaigns were not budgeted for as the needs were not known at the time the budget was submitted.
 - Facebook Advertising – this type of advertising has proven to be very effective but it is costly, and payment requires a credit card. A dollar amount commitment is required and a credit card is needed to secure purchases. The success of this type of advertising has increased the demand for more social media advertising which takes more time to implement and process but yields better results.
- 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. The marketing team will 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. The Department will consider building into future budgets a 10 hour a week student worker to increase social media engagement.
- CC Info and CC Alert target messages
 - This function is handled by existing staff. KCCD budget consideration for the future.
- Digital signage
 - This function is handled by existing staff.
- 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. Currently not anticipating any additional expenses.
- Web videos

- Developing marketing videos that can be closed captioned, and uploaded to the college website is definitely on the radar for future consideration.
- Photography
 - Minimal costs associated with photography needs are currently included in the Public Relations and Marketing supply budget.
- Press kits for outreach efforts (site specific 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 maintain these kits for the various sites. As additional brochures are developed the department will need to increase its print budget.
- 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.

Physical Resources:

Any additional staffing hired will require a physical work location with desk, filing cabinet, computer, and phone at a minimum.