

Public Information, Marketing, and Development

2018-2019 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. 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 2018-2019 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

o Distance Education

The Distance Education Department would like to adopt several marketing strategies to increase online course enrollment in academic year 2018-19, including ad purchases in military magazines and on Google and Facebook.

- *PIO did not budget for these expenses. Military magazine ads are quite expensive.*
- *Distance Education may have budgeted for these expenses.*

o East Kern – Cal City/Tehachapi/Edwards/Mojave

Increase advertising to include:

- Facebook Advertising - \$1,200 (\$100 per month)
- Greater Tehachapi Chamber of Commerce Bronze Membership - \$1,000
- Mountain Festival Booth - \$450
- Fall Business Showcase Exhibitor Booth - \$400
- Advertising budget increase by 50%) essential to growth and expansion.

- *PIO did not budget for these expenses*
- East Kern – Lake Isabella
 - Outdated sign replacement - \$1,000
 - *PIO did not budget for this expense*
- Eastern Sierra College Center
 - ESCC requests \$5,000/year for annual registration post card mailings - \$5,000
 - *PIO did not budget for this expense*
- Letters & Science
 - Targeted brochure that combines LAS degrees with information about the honors program specifically include English, Kinesiology, Math, Social Science, and Honors.
 - *PIO budget sufficient to support this request*
 - Honors
 - Ideas needed about reaching high school students and parents directly or indirectly.
 - *PIO budget sufficient to support this request*
 - Kinesiology and Health Science
 - Targeted marketing program for KINS majors in both IWV and ESCC is requested.
 - An online campaign with the PIO and webmaster to promote the major is our next step.
 - *PIO budget sufficient to support this request*
- Visual and Performing Arts
 - A printed schedule or list of classes to go out to the community. Targeted marketing.
 - *PIO did not budget for this request*
- Continuing Education
 - Targeted marketing using social media, direct marketing, events and traditional advertising (newspapers, catalogs, and brochures) will be beneficial and aid the progress of the program.
 - *Continuing Education budget*
- Career Technical Education
 - Allied Health
 - CTE Liason - \$30/hr x 3 hrs/wk x 32 weeks
 - Tri-fold brochures (LVN, MA, HMSV, EMT) ESCC/IWV/KRV - \$2,100
 - Stand up banners (LVN, MA, HMSV, EMT) for ESCC- \$600
 - Acrylic sign (Allied Health) for lobby at ESCC - \$600
 - Tri-fold brochures (MA, EMT) for Tehachapi - \$300
 - *CTE budget*

Business and Information Technology

- CIS/Cyber – Brochure & Stand Up Banner
- Business Administration/Management
- Paralegal
- BSOT – New marketing material needed
 - *CTE budget*

Child Development

Brochure, online marketing ads on early childhood websites.

- *CTE budget*

Industrial Arts

Brochure, banner, ads in swap sheet and local newspapers, videos on college website.

- *CTE budget*

Public Service: Administration of Justice

Targeted marketing, tri-fold brochures, magnets, badges, and other giveaways.

- *CTE budget*

Student Services

○ VP Of Student Services

Faculty Resource Guide to Student Services, Guided Pathways, getting students to use their college assigned emails are a few of the known campaigns to be addressed by the VP of SS Department.

- *There are a variety of funding sources available for the various campaigns need by the Student Services Departments*

○ Access Programs

Print brochures and information and complete website updates at IWV, KRV, Tehachapi, and ESCC sites. Materials for outreach activities.

- *PIO/Access/Print Shop budgets*

○ Admissions and Records

Marketing material for Degree Works. Brochures, banners, fact sheets.

- *PIO/Print Shop budgets*

○ Athletics

Print brochures, flyers, posters, stand-up banners, media guides, etc.

- *PIO/Print Shop/Coyote Boosters budgets*
- Child Development Center
 - Print brochures, flyers, posters, stand-up banner, fact sheets
 - *PIO/Print Shop/Coyote Boosters budgets*
- Counseling
 - Print brochures; web site; digital, email, text messaging; posters; flyers; banners, etc.
 - Online Orientation
 - Navigate
 - Communication
 - Dual/Concurrent Enrollment Handbook and other outreach materials
 - *PIO/Print Shop/SSSP/Equity budgets*
- Equity
 - Print brochures; web site; digital, email, text messaging; posters; flyers; banners, etc.
 - Student activities/trips
 - Professional Development Opportunities for faculty and staff
 - *PIO/Print Shop/Equity budgets*

Administrative Services

Marketing needs for Administrative Services will be dependent on the construction projects that are in progress during AY19.

Promotion of activities identified in annual safety calendar.

With the relocation back to the main building at the Ridgecrest campus, there will be specific marketing needs to promote the move to our students and community.

- *PIO/Print Shop budgets*

President's Office

Improve signage at the various campuses; develop marketing kits to include small hand held video cameras for each campus, and acquiring two new College Easy Ups for KRV and Tehachapi for the campus events and activities. This provides equitable services across our sites and consistent branding.

- *PIO budgeted for these expenses*

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

○ Public Information Office

- 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 demand on print services due to the increase in classes and the need to print all materials utilized by incarcerated individuals is substantially affecting the Print/Graphics Department slowing the turnaround time substantially. This may need to be evaluated for assistance even a part-time student could be a substantial help.
- 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.
 - Linked In Advertising – this is new and currently we are utilizing a small portion of allocated advertising funds to test this market.
 - Google Ads – The Director is shifting some of the funds previously used to purchase print ads to Google and social media ads. The demand for these kinds of ads has increased substantially.

- 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.
- CC Info and CC Alert target messages
 - This function is handled by existing staff.
- 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. The District is currently talking about all new websites for the colleges. The InsideCC options continue to be a problem and a long-term solution needs to be found. This is in the hands of the District IT department.
- 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.
- Giveaways (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.