

2014-2015 Marketing/Outreach Update

Board of Trustees Meeting
April 13, 2015



**Santiago
Canyon
College**

Paid Marketing: Background

- Prior to the recession, RSCCD had a marketing budget of about \$400,000.
- Strategies and tactics included:
 - **Paid print advertisements in traditional media:** *Orange County Register, Orange City News, Orange Magazine, Foothills Sentry, Orange County Business Journal*
 - **Paid print advertisements in multicultural media:** *Excelsior, Contacto, Contigo, El Aviso, Hoy, La Voz de OC, Para Todos, Miniondas, Rumores, Nguoi Viet*
 - **Radio:** KROQ-FM, Latino Broadcasting System, KSSE Super Estrella, KIIS-FM, KPWR-FM, Movin 93.9
 - **Billboards**

Paid Marketing: Background

- Cable TV ads: Cox Media, KDOC-TV, Time Warner
- Advertisements on buses, in movie theaters and malls
- Advertisements in area high school athletic programs
- Career Focus Magazine mailed to homes twice a year featuring key college programs (separate magazines for SCC and SAC)
- Rancho Visions print newsletter mailed to homes districtwide twice a year highlighting new college programs and student success stories
- In 2008-2009, the RSCCD marketing budget was brought to zero and paid marketing ceased.

2013-2014: Paid Marketing Restarts

- In October 2013, the Chancellor allocated \$200,000 in **one-time money** for intersession, spring, and summer marketing
- The Marketing Collaborative was formed to consider options
- Emphasis was on online marketing to drive prospective students to our college websites
 - **Display and search campaigns:** Partnered with ReachLocal, an online marketing agency
 - **Pandora campaigns:** Ran audio and display campaigns *on* free, personalized online radio
 - **Our online campaigns consistently have performed above industry standards**



2013-2014: Paid Marketing Restarts

- Paid advertisements in mainstream and multicultural media: *Orange City News, Santa Ana Register, Orange Magazine* + advertorial, *Foothills Sentry, Miniondas, Rumores, Nguoi Viet* + advertorial, *Viet Bao*
- Online *Orange County Register* advertisements
- Online advertisements on *Nguoi Viet 2* (online English version of *Nguoi Viet*)
- Paid advertisements for intersession in college/university newspapers: *UCI, CSUF, & CSULB*
- **Direct mail:** Produced and mailed 200,000 postcards asking prospective students to enroll in our colleges (intersession, spring and summer mailings)
- **Marketing Research:** Young Company engaged for brand research study conducted at both colleges
- **Professional photographer contracted:** 2-day photo shoot at SCC
- **Total spend:** \$117,300



2014-2015: Paid Marketing Continues

- \$100,000 in one-time funds made available on September 15, 2014: *No funds available to market fall semester.*
- The Marketing Collaborative determines that the bulk of the funds should be spent on marketing from April-June and on “durable goods.”
- **Direct mail:** Postcards were mailed to 200,000 area residents in November 2014 for intersession and spring registration and in March for summer enrollment and fall applications.
- Online marketing continues and expands:
 - **Display and search campaigns:** ReachLocal campaign March-June
 - **Facebook:** ReachLocal managing ads March-June
 - **Pandora campaigns:** Audio and display campaigns March-June
 - **UpSnap:** Geo- and demographic-targeting mobile advertisements through apps April-June

2014-2015: Paid Marketing Continues

- **Paid advertisements in mainstream and multicultural media:** *Orange City News, Orange Magazine* + advertorial, *Foothills Sentry, Miniondas, Rumores, Nguoi Viet* + advertorial, *Viet Bao*
- **Online advertisements on *Nguoi Viet 2*** (online English version of *Nguoi Viet*)
- **Orange County Register:** Mobile advertisement 5/18/15-6/1/5/15
- **Radio advertisements:** KBUE Qué Buena 6/1/15-6/14/15
- **Marketing Research:** Young Company engaged to conduct two Message Hierarchy workshops
- **Professional photographer contracted:** 2-day photo shoot at SAC
- **Social media planning:** Working to secure a consultant to help with the production of a social media strategic plan



Internal Marketing

- **Flyers:** To promote class registration for GR8 Weeks classes and as needed
- **Student emails:** To nudge students to remember key registration dates
- **Marquee announcements:** To drive students to enroll
- **Flat screen announcements:** To drive students to enroll
- **Social media posts:** Colleges' Facebook and Twitter feeds
- **Class schedules**
- **Website features and enrollment landing pages**