

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**



2014-2015

Marketing Campaign Analytics

Board of Trustees Meeting
April 13, 2015

Coordinated by:
Public Affairs and Publications
(714) 480-7500

For more information and for marketing support services, contact Judy Iannaccone at
lannaccone_judy@rscgd.edu.

1 REACHLOCAL CAMPAIGNS

From March-June 2015, RSCCD is conducting online search, display, and Facebook campaigns utilizing the support of a search engine advertising service.

ReachSearch

ReachSearch is a search engine advertising service that puts our text ads on top search engines and directories, helping more local students find our colleges. The campaign runs on Google, Yahoo, Bing and some other Search Engines. The Click-Through Rate (CTR) is the number of times a click is made on the ad divided by the total impressions.

Search Performance Summary

<insert search performance summary screen capture here—use the one from April’s slides>

Search Activity Summary

<insert search activity summary screen capture here—use the one from April’s slides>

Overall, our search campaign is achieving a 2.95% click-through rate (CTR). According to Google, the average click-through rate on AdWords paid search ads is 2%. Accordingly, anything over 2% can be considered an [above average CTR](#).

We run a variety of key words on our search campaign. Below are some of the top performers.

<insert keyword breakdown screen capture here>

To give you an idea of what our search ads look on the page, here is a screen capture.

<insert image on April’s slides that is headed by Google>

Once prospective students click through to our websites, it’s important to see where they visit. Here is a breakdown of their web visits.

<insert web event chart on April’s slides>

ReachDisplay

Sizmek has released its [latest report](#) benchmarking performance metrics for several online ad types and formats across the world. The study finds that in North America, the average click-through rate (CTR) for standard banners slipped from 0.1% to 0.08.

<insert Engagement Activity Summary display awareness screen capture here>

Facebook

This spring, for the first time, RSCCD is engaged in Facebook advertising. Analytics are really too preliminary to make a judgement on effectiveness.

<insert Facebook Engagement screen capture here>

2 PANDORA CAMPAIGN

<insert image from Pandora here>

3 UPSNAP CAMPAIGN

UpSnap runs our banner ads on a range of third-party networks (apps) including Pandora, AccuWeather, CBS News, ABC News, eventful, The Daily Meal, Weatherbug, and many more.

Although no analytics are available on the current campaign with UpSnap, Public Affairs supported Santa Ana College with a spring enrollment campaign using UpSnap. Below are the results of that campaign:

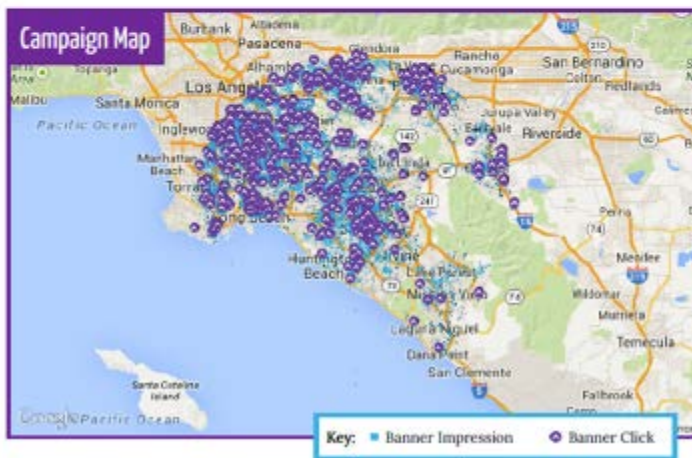


CPM Monthly Report |
Rancho Santiago Community
College
Spring Registration
Start: Jan-15 End: Feb-15



Trackable Actions

Impressions	400,035
Clicks to Landing Page	2,065
Clicks to Website/Apt	94





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CELEBRATED PAST. BOUNDLESS FUTURE.

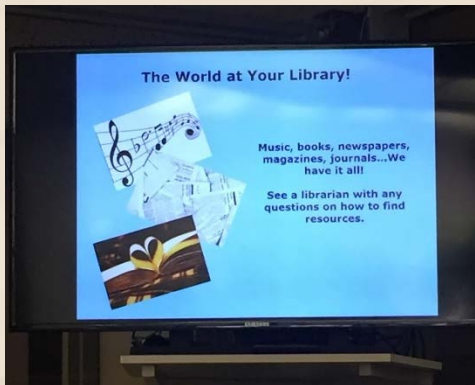
2016 Santa Ana College Marketing Update

SAC Marketing Team
Updated: 7/13/2016



Internal Marketing Initiatives

Flat Panel TV Ads



- TV screens placed around campus display slideshows of student-focused content both from marketing and from various departmental sources.
- Such screens are located in buildings S, A and L to name a few.

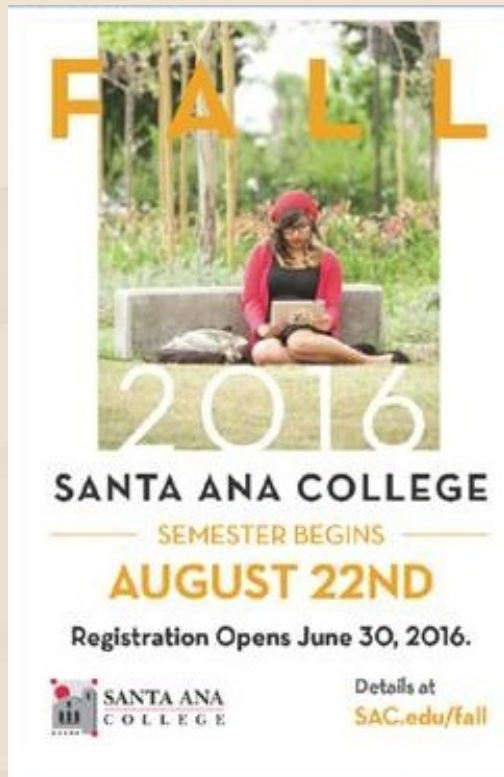


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Internal Marketing Initiatives

Digital/Physical Advertising



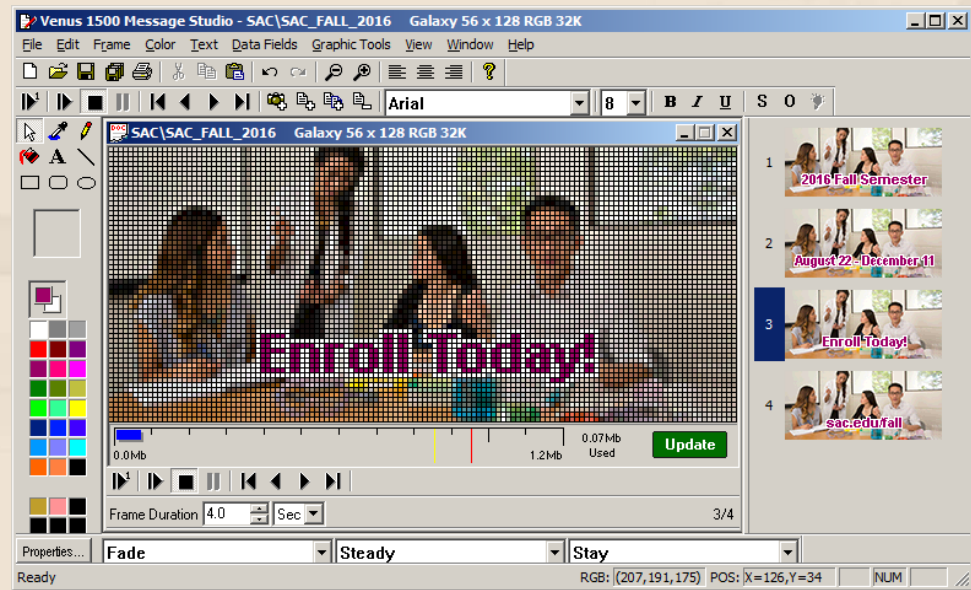
- Appears in print as postcards and posters distributed across campus.
- Also distributed digitally via Blackboard and Email by faculty.
- Print Run of 2,000 postcards, 80 posters.



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Internal Marketing Initiatives Marquee Announcement (17th and Bristol)



80,000 impressions daily.

Current loop contains 60 sec SAC intro, 60 sec enrollment ad,
120 sec ads for Community Services Programming.



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Internal Marketing Initiatives On-Campus Outdoor Signage

17th St & College Dr.
33,000 Impressions Daily



On-Campus (Johnson)



Digital Media Center
35,000 Impressions Daily

Sheriff's Academy
31,000 Impressions Daily





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Internal Marketing Initiatives On-Campus Indoor Signage



Building S



Building R



Building A



Building L



Building C



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External Marketing Initiatives

Billboard Ads



Locations:

- 22 Freeway, Garden Grove
685,577 impressions/week
- Harbor Blvd., Garden Grove
164,601 impressions/week
- 5 Freeway, Santa Ana
Electronic Billboard
Free Placement
1,000,000 impressions/week



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External Marketing Initiatives

Newspaper Ads

Niềm tự hào. Niềm đam mê. Mục đích.

Santa Ana College sẽ thay đổi cuộc đời bạn.

- Có các chương trình lấy bằng cấp và chứng chỉ giúp bạn sẵn sàng cho những ngành đang cần người như hoạt họa 3 chiều, thiết kế thời trang, kinh doanh toàn cầu, truyền hình/băng hình, âm nhạc kỹ thuật số, và nhiều ngành khác.
- Tạo dựng tương lai, chứ không phải nợ nần. Với \$46 một tín chỉ, học phí rất đáng đồng tiền. Và bắt đầu từ mùa thu này, nếu bạn tốt nghiệp từ Khu Học Chánh SAUSD và học toàn thời gian thì năm đầu miễn phí.
- Các lớp phù hợp cuộc sống của bạn --- ngày, đêm, và trên mạng.

Lớp mùa hè khai giảng
ngày 13 tháng Sáu năm 2016.
Hãy nộp đơn ngay hôm nay!

sac.edu/100

100
1916-2016
SANTA ANA COLLEGE

Ads are multilingual and generally appear 5-6 times per campaign, in addition to free advertorials and additional coverage.

Daily Periodicals

Ngươi Viet: 13,736

Viet Bao: 15,000

Weekly Periodicals

Rumores: 30,000

Excelsior: 75,000



External Marketing Initiatives

Media Coverage



SAC Events regularly receive media attention from a wide variety of sources including in print, radio, online text, and online video. Included are two features by *Nguoi Viet* and *Miniondas*. Click to play videos.



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External Marketing Initiatives

CBS Local Web Ads

100
1915-2015
SANTA ANA COLLEGE

Fall semester begins August 22, 2016.

[Apply Now](#)

Pride. Passion. Purpose.



100
1915-2015
SANTA ANA COLLEGE


Apply today and go farther!

SPRING SEMESTER BEGINS

February 8, 2016.

300 certificate and degree programs to propel your future.


[Learn More](#)



100
1915-2015
SANTA ANA COLLEGE

2016 Fall Classes
Fall semester begins August 22, 2016.

[Apply Now](#)



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1915-2015
SANTA ANA COLLEGE

Fall semester begins August 22, 2016.

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1915-2015
SANTA ANA COLLEGE

2016 Fall Classes
Fall semester begins August 22, 2016.

[Apply Now](#)

Pride. Passion. Purpose.



These ads are integrated into sites visited by users who do not click ads in CBS email to retarget prospective students by maintaining a SAC presence.

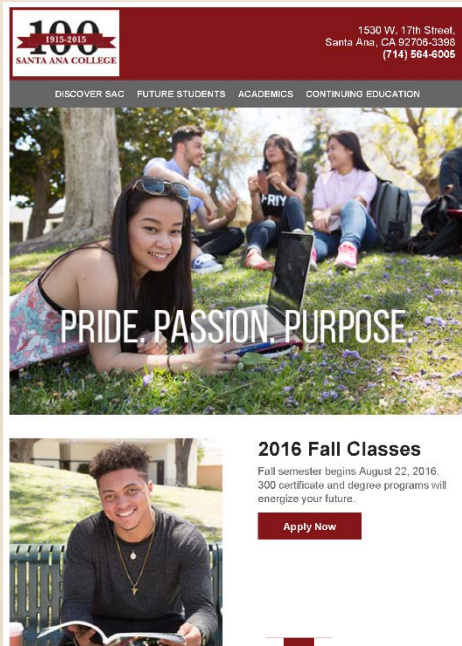


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External Marketing Initiatives

CBS Local Email Blasts



It starts at Santa Ana College.

- 97% of SAC students rate their educational experience positively.
- Build your future. Not your debt. Keep more money in your pocket by starting your educational journey at SAC.
- Classes to fit your busy life — day, evening, weekend, 8-week, accelerated, and online classes.
- Enrolling at SAC will transform your life! Achieve your academic goals and your dreams!
- The SAC Foundation awards over \$500,000 in scholarships and student support every year and all students who just graduated from SAUSD can attend college for FREE in their first year.
- The choice is yours. Earn an associate degree and go to work, or transfer to a university, or enter the fast track to high-demand, well-paying professions.
- SAC offers certificates, degrees, and classes to prepare for cool jobs in 3-D animation, fashion design, global entrepreneurship, TV/video, digital music, sustainable facilities management, and more.

Academic Programs

Santa Ana College offers a strong commitment to high-quality, affordable, lower division undergraduate education over a wide range of subjects.

[Discover More](#)



- 50,000 Circulated per Eblast
- Targeted to ages 18-30, interested in Continuing Education in OC.
- 1.22% Clicks to Impressions (Industry Average: 0.15%)



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External Marketing Initiatives

Internal Email Blast

100
1915-2015
SANTA ANA COLLEGE

Dear ,

We noticed that you dropped your Fall 2015 class. To see a list of Spring Intercession 2016 classes will begin on January 4th. You are also continue to check back on this site, as new classes

The SAC Admission Team is prepared to answer your questions. If you have any questions that are not answered, please contact the Admissions Office at 714-564-6005 or email us at admissions@santaana.edu. In person, we are on the SAC Main Campus in Santa Ana, CA.

Thank you,

Mark C. Liang, J.D.
Dean of Enrollment Services
Santa Ana College
1530 West 17th Street
Santa Ana, Ca. 92706-3398

INTERSESSION 2016
GO FARTHER
Earn full semester credit in just one month!
Intercession runs **JANUARY 4-31, 2016.**
Enroll Today!

100
1915-2015
SANTA ANA COLLEGE

www.sac.edu/intercession

[@SantaAnaCollege](https://twitter.com/SantaAnaCollege) [f/SantaAnaCollege](https://www.facebook.com/SantaAnaCollege) [@SantaAnaCollege](https://www.instagram.com/SantaAnaCollege)

- Email blasts target students to notify them of upcoming enrollment and related deadlines.
- Blasts also target students who have dropped classes or are not currently attending, in order to encourage them to come back to campus.
- These marketing efforts are generally made by the office of Admissions & Records.



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External Marketing Initiatives

CBS Local Radio Ads

15 second spots airing on the following:



37 plays



81 plays



91 plays



24 plays



Birthday Party Ad



Fall Enrollment Ad



External Marketing Initiatives

Upcoming Street Banner Mockups



- 6 total banner designs.
- Will incorporate material from recent photoshoots.
- Will replace current Centennial banners on 17th & Bristol.
- In process of finding further placement opportunities .
in downtown Santa Ana area.



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External Marketing Initiatives

OCTA Partnership



- Launch of OCTA Bravo! 560 held at SAC celebrating Orange County's Latino and Vietnamese communities.
- Bus wrap ad currently displayed on Rte. 60 buses (CSULB -> Garden Grove -> SAC -> South Coast Mall).

NOW PREMIERING, OUR LATEST
BRAVO!
Less stop. More go.

Celebrate the sleek, streamlined efficiency of our latest top performer at an exclusive gathering.

THURSDAY, JUNE 9, 2016
11:00AM - NOON
SANTA ANA COLLEGE
1570 W. 17TH STREET | SANTA ANA
EVENT HELD IN PARKING LOT 1 IN FRONT OF GYM
(PARKING AVAILABLE IN ADJACENT LOT)

Entertainment and refreshments will be provided.
A short ride on Bravo! 560 will be offered after the event.

RSVP

ROUTE 560 BRAVO! LONG BEACH → SANTA ANA
OCBUS OCTA
PARTNERED WITH
SANTA ANA COLLEGE



SANTA ANA COLLEGE

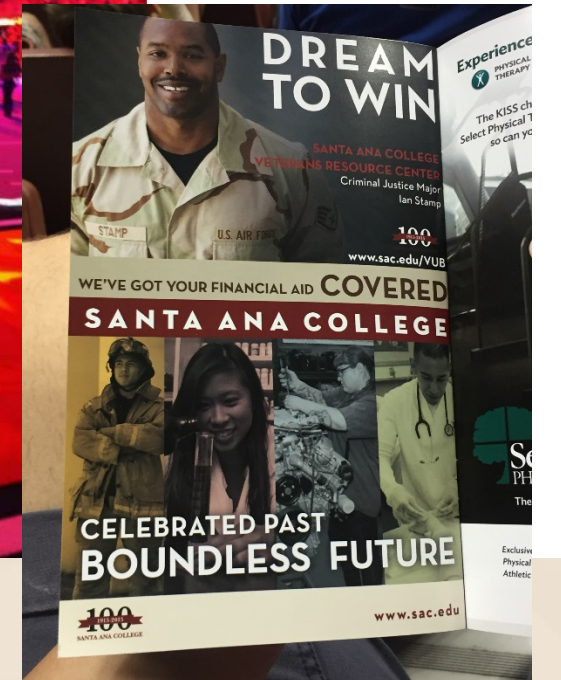
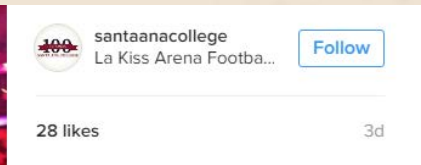
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External Marketing Initiatives

LA KISS Partnership

- SAC Table Presence at KISS games.
- Social Media Re-sharing across multiple platforms.
- Ad placement in game programs.
- Free Tickets for SAC students/faculty.
- SAC's Football Field used as official LA KISS Practice Field.

- 128,000 combined social media followers!
 - 7,000 attendees per game!





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External Marketing Initiatives

Anaheim Angels Partnership

- SAC Night at Angels Stadium on 5/21.
- Social Media Re-sharing.
- SAC Mural Team participation in event.
- SAC President threw ceremonial pitch.
- SAC/Angels branded merchandise.
- Ad placement in game programs.

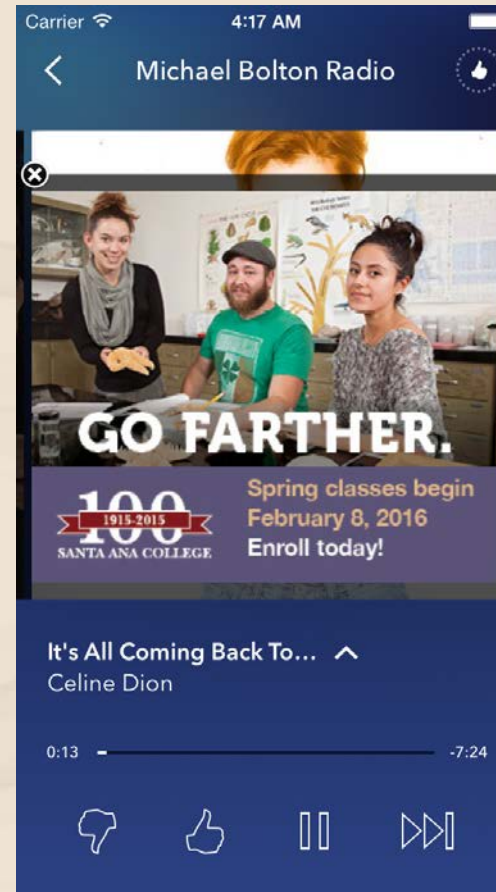




External Marketing Initiatives

Pandora Ads

- Last campaign (Oct.-Feb.) netted over 2.8 million impressions, 7,000 engagements.
- Consists of both audio and visual ads.
- Targets users 16-29 in Orange County.
- 16-18 demographic responded particularly well.



Audio Ad

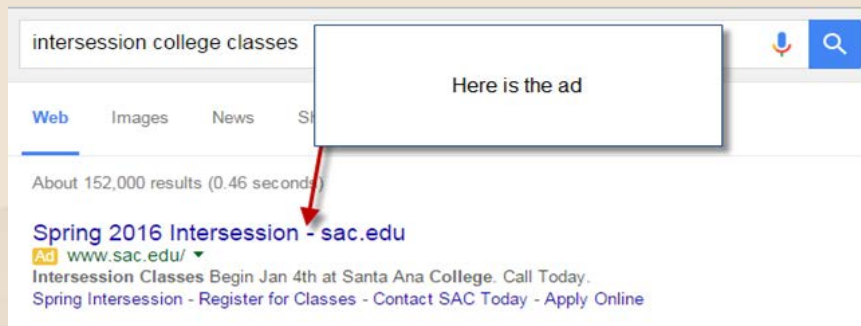


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External Marketing Initiatives

ReachLocal Digital Marketing



- Targeted Facebook Ads
- ReachSearch: Search Engine Result Ads
- ReachRetargeting: Retargeting to recapture potential lost users.

550,000+ total impressions/monthly



Example Facebook Ad



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External Marketing Initiatives

Mainplace Mall Kiosk



- Mall Kiosk staffed with Student Ambassadors.
- Distribution point for printed promotional materials.
- Establishes positive face-to-face contact with key younger demographic.
- Focused on enrollment, offering information on a wide variety of SAC programs.
- Over 800 potential students have had informal meetings with Student Ambassadors at kiosk.

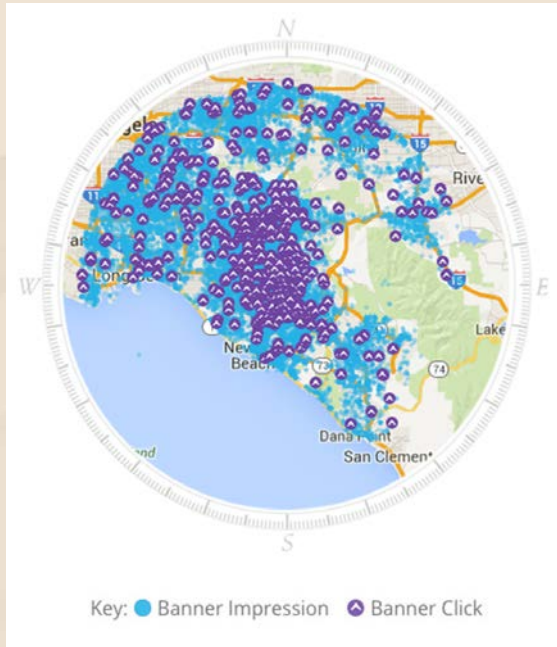


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External Marketing Initiatives

UpSnap Digital Marketing



- 673,000 Impressions July-Sep.
- Ads targeted mobile users (mobile users represent largest segment of SAC website visitors).
- 15% conversion rate

GO FARTHER AT SANTA ANA COLLEGE

ENROLL NOW

Interession Runs January 4-31

100

GO FARTHER AT SANTA ANA COLLEGE

ENROLL NOW

Interession Runs January 4-31

100

GO FARTHER AT SANTA ANA COLLEGE

ENROLL NOW

Interession Runs January 4-31

100

Coverage Area



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External Marketing Initiatives

Social Media Marketing

- Combined following: 17,544
- Facebook Post Reach: 34,802
- Instagram following up 233% since February



78 likes 2w

santaanacollege ●●One of the Utility Boxes completed by the Santa Ana Mural Team. Glad to be in this all the fun projects they do. Bristol and 17th. Murals follow them! Also follow college to see what new coming this summer and fall. #santaanacollege#santaanacommunity#outreach#painters#nia#makingchange#streets#ts#



Linda D. Rose, Ed.D.



34 likes 3w

santaanacollege Congratulations to Dr. Linda D. Rose who has been named #SantaAnaCollege's next president. Dr. Rose will succeed Erlinda J. Martinez, Ed.D. as president and will assume her new duties on July 18. Check out the "Top Stories" section on the SAC website to learn more. #sac100

Log in to like or comment. ○○○



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Social Media Growth from Centennial to Present

• April 2015

May-June 2016

Instagram

- 6 followers
- 16 likes per post (avg.)

Instagram

- 1,100 followers
- 199 likes per post (avg.)

Facebook

- 9,900 Likes
- 16 Reactions/Shares per day

Facebook

- 12,700 Likes
- 118 Reactions/Shares per day

Twitter

- Impressions: 10.4k

Twitter

- May 2016 Impressions: 40.3k



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External Marketing Initiatives

Direct Mail

- 90,000 printed.
- 86,000 for direct mail.
- 4,000 for internal marketing.
- Sent Quarterly.



PRIDE. PASSION. PURPOSE.

**ENERGIZE YOUR FUTURE AT
SANTA ANA COLLEGE**

**SUMMER SEMESTER BEGINS
JUNE 13, 2016**

**FALL CLASSES GET UNDERWAY
AUGUST 22, 2016.**

Apply Today!

Enroll today at www.sac.edu/summer.
Apply for fall semester at www.sac.edu/fall.



IT BEGINS AT SANTA ANA COLLEGE. Visit www.sac.edu/summer.

FLEXIBLE CLASS SCHEDULES
SAC offers day, evening, weekend, online, 8-week, and accelerated classes. Students may enroll full- or part-time.

BUILD YOUR FUTURE. NOT YOUR DEBT.
Keep more money in your pocket by starting your educational journey at SAC. At \$46 per credit unit, full-time enrollment runs as little as \$1,104 a year. And beginning this fall, if you just graduated from SAUSD, you can attend college for FREE your first year. If you're already attending a four-year university, join us for a summer class at a much lower cost.

THE CHOICE IS YOURS
Earn an associate degree and go to work, or transfer to a university, or enter the fast track to high-demand, well-paying professions. SAC offers certificates, degrees and classes to prepare you for cool jobs in 3-D animation, fashion design, global entrepreneurship, TV/video, digital music, sustainable facilities management, and more.

For more information, please call Santa Ana College at (714) 564-6005.

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
® A I D
PERMIT NO. 134
SANTA ANA, CA

ECRWSS
RESIDENTIAL CUSTOMER

Enrolling at SAC will transform your life!



SANTA ANA COLLEGE

www.sac.edu

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External Marketing Initiatives Neighborhood Association Outreach Project



UPDATE

SANTA ANA COLLEGE

Greetings from your neighbors at Santa Ana College! We are extremely proud to announce Dr. Linda Rose as Santa Ana College's next president. Former LASC president Rose is no stranger to SAC's unique and exciting community of learners, having served as SAC's VP of Academic Affairs from 2011-2014. RSCCD Board of Trustees President Claudia Alvarez "is thrilled to have Dr. Rose lead Santa Ana College on its continued path to excellence."

It's not too late to start or continue your own path of excellence, either! Fall Enrollment is well under way. With our flexible scheduling, students both part- and full-time have a myriad of options to jumpstart their futures in an affordable way. We are also very excited to offer free first-year tuition for SAUSD graduates! There's never been a better time to get that ball rolling! Fall starts on August 22nd, 2016!

The ball's already been rolling quite some time on our massive campus overhaul! We'd like to express our tremendous gratitude to our neighbors for bearing with us while we undergo a much-needed facelift. We look forward to our hard work culminating in an even more beautiful, functional campus built to serve our community as well as humanly possible. For more info, or to enroll, please visit www.sac.edu, call 714-564-6005, or connect with us on Facebook!

Did you know that in the US, over 30 million adults high school diploma? Reports have found that adult economic imperative not just for individuals, but for whole. For the past 17 weeks, a team of OCCHC/S interns and volunteers visited three community site hands-on, individualized workshops in the areas of development, financial literacy and computer skills



The Adult Education Project, which served OCCHC as community members, recently wrapped up its last season and reported many successes. We would like to take a moment to highlight a few examples:

New effort to reach out to our neighbors through neighborhood association newsletters and other Relevant publications.

Primary goals are to keep neighbors abreast of construction, enrollment and events at SAC.

Currently in a small number of neighborhood association newsletters and expanding rapidly.



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External Marketing Initiatives Community Organization Outreach Project

To build upon partnerships established during the SAC Centennial, the SAC Marketing Team now provides updates for various community organizations for inclusion in their external communications.

[Home](#) > [Chamber Info](#) > [CityLine News](#)

CityLine News

New Semester Ahead at Santa Ana College
Date: 7/7/2016
ArticleType: Member News

Santa Ana College is 100 years young and looking fantastic. We're excited to kick off our second century as part of our community with a bang! There's no better time to start your future at SAC! Fall enrollment is well under way. With our flexible scheduling, students part- or full-time have a ton of options to get the ball rolling!

Did someone say free tuition? If you graduated from an SAUSD high school this year, you're eligible to get your entire first year's tuition completely free! Not to mention the free laptop program coming to campus in the fall. With resources like these, you'll be all set to succeed! If you'd like more information, or to enroll today, please visit www.sac.edu, call 714-564-6005 or connect with us on Facebook!



SANTA ANA COLLEGE
SEMESTER BEGINS
AUGUST 22ND
Registration Opens June 30, 2016.

 Details at SAC.edu/fall
 [@SantaAnaCollege](#)  [SantaAnaCollege](#)  [santanaCollege](#)

ARTICLE

Santa Ana Chamber of Commerce's
CityLine News



SANTA ANA COLLEGE

CELEBRATED PAST. BOUNDLESS FUTURE.

External Marketing Initiatives

StayConnectedOC

Working with Ruben Alvarez of StayConnectedOC, SAC is able to distribute a wide variety of messages to over 20,000 dedicated readers, including enrollment info, summer programs, and other campus happenings.

Summer is here!
Classes still enrolling

College for Kids
(Ages 5-17)
Dive into Summer

For more information call
(714) 564-6594
Monday - Thursday
9:00am - 4:30pm

Arts & Crafts •
Cooking • Eng
Photography • Reading & Writing • SAT Prep • Space, Science & Robotics
Spanish • Study Skills • Basketball • Swimming • And More

StayConnectedOC
Emerging Markets Network

SANTA ANA COLLEGE
Santa Ana College, Community Services Program
1530 W. 17th St., #5-203 Santa Ana, CA 92706



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External Marketing Initiatives

On-Campus Direct Marketing



Tabling, distribution of information at events such as:

- Cinco de Mayo Celebrations
- Resource Fairs
- Fourth of July Celebrations
- Fiestas Patrias
- Community Meetings
- Sporting Events
- Festivals



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External Marketing Initiatives

On-Campus Direct Marketing

In addition to tabling at events, various informational displays are positioned around campus in strategic high-traffic areas. Pictured here, an internship display in Building A.





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External Marketing Initiatives

SAC Outreach



In addition to operating the Mainplace Mall Kiosk, and other tabling events, SAC Outreach's dedicated staff also conducts:

- School presentations (pictured)
- Campus tours
- College prep workshops
- Pre-orientation assistance
- Distributing assessment info
- Admission support



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SAC Marketing Structure





Next Steps

- Establish periodical newsletter.
- “Welcome Back to SAC” community movie night.
- SAC Student Discount initiative.
- Monitor current campaigns.
- Analyze responses and results.
- Enhance current efforts with new and creative ideas.



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**Thank you &
Questions!**