



CELEBRATED PAST. BOUNDLESS FUTURE.

Santa Ana College Marketing Plan

2015-16 Academic Year

Key Messaging

- SAC is the community's asset
- SAC drives our local economy and economic development
- SAC faculty and staff are high quality and committed to student success
- Great value
- Safe Campus
- The "NETWORK"

Marketing Campaign Themes

Goals

1. Maintain current students
2. Attract new students, and retain the students we attract
3. Build connections between the community and the college through strategic communication
4. Grow FTES generation to State funded max

Situational Analysis

- SAC is the community and City's asset and resource
- SAC offers academic opportunities for students and play an important role in the local economy
- SAC is a State leader in student success initiatives and a premier provider of workforce training, and operate an extensive School of Continuing Education
- SAC will celebrate its Centennial anniversary in the 2015-16 academic year. Marketing and communication efforts will bring the community together to celebrate the history and success of SAC during the past 100 years

Situational Analysis

- While the State's economy continues to improve, SAC's enrollment has failed to thrive as our potential students enter the workforce rather than pursue their education. This trend is common during times of economic recovery, and the State's community colleges face similar challenges along with a potential limit on enrollment growth imposed upon our district by the State
- While SAC adapts to decreased demand for our services, marketing efforts will focus heavily on student recruitment and retention as well as building relationships and partnerships with community, business, and governmental leaders

Situational Analysis

- Strategic communication efforts will focus on reaching target audiences with our key messages
- In Spring 2015, the SAC Marketing Team is engaged in a comprehensive marketing project to develop and implement a marketing plan in support of the college's Enrollment Management Plan.

GOALS

1. Maintain current enrollment and FTES generation.

Potential Strategies

- SAC will focus on internal marketing activities to engage current SAC students.
 - Increase SAC awareness at SCE/CEC (push to bridge students to SAC)
 - Market AAT/pathways
 - ASG communication, incentives, social marketing techniques
- SAC will market its premier student support services to retain current students and strongly encourage them to persist.
 - Drive awareness through Student Services/SSSP/Equity opportunities
 - Messaging that helps guide students towards access and support

GOALS

2. Attract new students, and retain the students we attract.

Potential Strategies

- SAC will focus on increasing outreach to high school students, teachers and counselors, recent high school graduates, and parents. We will utilize a variety of strategies, media and materials to accomplish this goal.
 - What are we doing now? Coordinate.
 - Piggyback on the “coolness” of Santa Ana, “transformation”
- Increase enrollment in WSCH, transfer, and career technical programs. (Academies, network with industry partners)
- Key messages for recruitment encompass **value, robust student support services, dedicated degree pathways, strong industry connections in CTE programs**, and the **high-quality faculty** that SAC is known for.

GOALS

2. Attract new students, and retain the students we attract.

Potential Strategies

- An **effective website** is the primary tool for recruitment and retention and is also one of the first points of contact a prospective student has with SAC. We will continue to augment the website by developing content and navigation cues designed specifically to reach prospective students and their parents.
- **Social media** also plays an important role in recruitment efforts. Through targeted advertising, engaging content, and creative messaging, social media allows us to supplement campaign messaging in a form that is relevant to high school students, recent graduates, and other prospective students.

GOALS

2. Attract new students, and retain the students we attract.

Potential Strategies

- Retention efforts will focus on **increasing student engagement**. Students to take ownership of their commitment to SAC and invest (time, word of mouth) in the success of “their” SAC.
 - SAC will deepen our **involvement in social media platforms** with a strong emphasis on developing engaging content that generates conversations.
 - **Online advertising with strong calls to action** will be used to communicate about important deadlines critical to retaining current students.
- **Campus branding elements, on and off campus events, and branded giveaways** help generate student engagement.

GOALS

3. Build connections between the community and the college through strategic communications.

Potential Strategies

- “**Engagement First**” approach to strategic communications, focus on incorporating and repeating the college’s key messages at every opportunity using a variety of communication tools and channels. More emphasis will be placed upon identifying the correct target audience for each type of communication and reaching that audience through the most effective means.
- **Listening** is an important piece of the communications model, we will seek to engage the community through events designed to solicit input and feedback.

GOALS

3. Build connections between the community and the college through strategic communications.

Potential Strategies

- Social media will also be an outlet for listening, starting conversations, and strengthening engagement with target audiences.
 - Student initiated and supported?
 - Peer to peer communication
- SAC's Marketing Team will continue to build relationships with both traditional and nontraditional media. Establishing consistent and more frequent connections with media will enhance SAC's ability to promote our stories and key messages within the broader community.

GOALS

3. Build connections between the community and the college through strategic communications.

Potential Strategies

- We will assess/measure our activities and outcomes to determine which communication channels may be most effective for delivering key messages and stories.
- This assessment will also help us refine our calendar for media outreach and identify opportunities for media that directly support marketing efforts to increase enrollment and retention.

Next Steps: LAUNCH TO CAPTURE FTES NOW!

- Evaluate potential marketing vehicles and opportunities in order to meet our SAC marketing goals and related strategies, NOW!
- Establish a working budget (one time funds, SSSP/Equity, GF) that will enable the college to move forward with implementation of the SAC Marketing Plan...NOW!
- Engage marketing professionals that will activate the SAC Marketing Plan and identify marketing opportunities and “buys” that will meet our established goals and intended outcomes...NOW!
- Incorporate the Social Media analysis work that hopefully be delivered soon to the District into the Goals and Strategies as outlined in the SAC Marketing Plan
- Regain traction in our local service area related to FTES production and produce a coordinated effort to spread our “key messages” to our service area AND BEYOND

SAC Marketing Team

- Madeline Grant, Interim Dean of Business/Faculty
- Lilia Tanakeyowma, Dean of Student Affairs
- Christina Romero, Executive Dir., SAC Foundation
- Teresa Mercado-Cota, Student Services
- Julio Serratos, SAC SCE High School and Community Outreach
- Miranda Medrano, SAC Graphic Designer
- Jason Kehler, SAC Sports Information
- Geoff Jones, SAC Faculty and head football coach
- Geni Lusk, Administrative Services
- Bart Hoffman, Dean Human Services & Technology
- Judy Iannaccone, District Public Affairs
- Oscar Cortez, SAC student- ASG President
- Jimmy Nguyen, Fine and Performing Arts
- George Sweeny, SAC Faculty and Equity Coordinator
- Michael Collins, SAC VP of Admin Services
- Dean Hopkins, District Public Affairs