

Program Building: Marketing and Recruitment

Presenter

Sarah Lawler
Coordinator of Marketing & PR
American Association of Community Colleges, Washington, DC

202-728-0200 x.208
slawler@aacc.nche.edu

SAME-TEC
July 28, 2005
San Jose, Calif.



SESSION OVERVIEW

- Marketing
- Advertising
- Public Relations
- Q & A



RULES OF THE SESSION

- There are no silly questions
- No one dominates
- Get comfortable, relax
- Participate & share



INTEGRATED MARKETING COMPONENTS

- Marketing
- Advertising
- Public Relations

Printed pieces, news stories, Internet, face-to-face



DEFINITION OF MARKETING

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

-American Marketing Association



10 STEPS TO EFFECTIVE MARKETING

- Define the problem/issue
- Determine goals/results to achieve
- Define the benefit you offer
- Identify/target your audience
- Do market research
- Develop your message
- Identify 'tools'
- Build a plan w/specific deadlines/accountability
- Develop collaterals/match to budget/execute
- Measure, evaluate, refine



THE MARKETING MIX

- **Collateral materials** (brochures, newsletters, fax cover sheets, postcards)
- **Direct Mail**
- **Face-to-face**
- **Internet**

Everyone plays a role



BENEFITS OF E-MAIL MARKETING

- **Direct communication with prospects**
If targeted properly, can reach core audience right where they live
- **Interactivity**
Facilitates direct and immediate responses
- **Lower costs**
In addition, costs go down as you acquire additional lists
- **Target leads on a one-to-one basis**
The internet spans a variety of categories and industries



MARKETING ON A SHOESTRING

- CD vs. print
- Put high-ticket print online
- Use print-on-demand
- Adapt other's ideas
- Internet
- Use expertise on your campus



ADVERTISING OUTLETS

- Print (newspapers, magazines, etc.)
- Collaterals (brochures, inserts)
- Radio & TV
- Outdoor, mass transit, site signage
- Internet/electronic

AACC ADS – FREE ON THE WEB

You decide...

Nearly 80% of firefighters and other first-responders are educated by community colleges.

Community colleges serve the majority of African American, Hispanic and Native American undergraduates.

50% of community college students are women, many seeking a second chance at education and new careers.

Community colleges educate 85% of entry-level health care professionals—from radiologists to ER to surgical technicians.

who gets to go to college?

Everyone deserves the opportunity for a good job and a better future.

Today, getting and keeping that job depends on education. And the health, safety, and prosperity of our communities and businesses depend on **well-educated workers**.

For millions, community colleges are the **best and most affordable path** to higher education. But rising enrollment and limited resources threaten the essential access community colleges provide.

Ensuring **equal educational opportunity** for all Americans requires the commitment of state, federal and local governments, and support from businesses hiring community college graduates.

Many futures are riding on community colleges, including our nation's.

AACC
American Association of Community Colleges

Community Colleges: The Face of America. The Future of America.
www.aacc.nche.edu

You decide...

Community colleges meet the needs of businesses and communities who see new progress with no compromise: cybersecurity, cybermedicine, and genomic medicine.

The need for skilled IT workers can't wait. Many IT companies employ 85% of IT workers.

Industry leaders hire in community colleges for robotics and more, high-tech workers.

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Newspaper Ads:

- Health Care
- Information Technology
- Responders
- Adult Learners
- Traditional Age Students
- Composite

Access on the AACC Web site

1. Go to www.aacc.nche.edu
2. Hold cursor over "Resource Center"
3. Choose **Info Planning Tools**
4. Choose **Promotional Campaigns**



PUBLIC RELATIONS

- Media placements (articles, op eds, features, letters to editor, talk news, interviews)
- Special events
- Experts
- Presentations & programs



PR ESSENTIALS

- Overall communications plan
- Fact sheets
- CURRENT Press list
- Dissemination process
- Experts contact list
- Bios



How Do YOU Become the News?

- Timing is everything
- Pitch your story from the consumer's perspective
- Be aware of perennial stories
- Editorial calendars
- Build relationships
- Tell it by the numbers



CONTACTING THE MEDIA

Newspapers

Contact “beat” reporters, but don’t overlook lifestyle and editorial sections.

For events, send to Day Book Editor (AP, UPI, Reuters)

Television

Send news releases to Assignment Editor(s)

Get to know “beat” reporters

Send PSAs to Public Service or Community Affairs Director

Contact producer for special segments/programs

Radio

Contact Assignment Editor or News Director

Contact Producer for interview shows, etc.



TOOLS & STRATEGIES

- News release/media advisory
- Fact sheets
- PSAs
- Electronic distribution
- Work with the communications people at your college (public information office, marketing)



THE CARDINAL RULE:

LEVERAGE EVERYTHING YOU DO.



MEASURE YOUR EFFECTIVENESS

- Code responses
- Review usage logs, feedback, and community support
- Evaluations
- Paid services to monitor and place ads
- Track news stories



EFFECTIVE MESSAGES

- Affordable
- Convenient
- Flexible
- Stepping stone to 4-year degrees & jobs



MESSAGES TO AVOID

- General benefit to community/economy writ large
- “Anyone” vs. “everyone” can attend
- Adult literacy, immigrants, specialized groups
- Comparison to 4-year institutions



RESOURCES

- AACCC (www.aacc.nche.edu)
- Nat'l Council for Marketing & PR (www.ncmpr.org)
- Council for Resource Development (www.crdnet.org)
- American Marketing Association
(www.marketingpower.com)
- Public Relations Society of America + local chapters (www.prsa.org)