



**CLOUD COUNTY**  
Community College



# **MARKETING PLAN**

**2019-2024**



## Purpose

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Guide the administration, faculty and staff of Cloud County Community College (CCCC) to effectively market the college and its services to the local, state, national, and international populations.

## Thematic Goals<sup>1</sup>

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1. Foster Student Success
2. Encourage Employee Success
3. Enhance Institutional Effectiveness
4. Promote Community Education

## Strategic Priorities<sup>1</sup>

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1. Meet the goals of Foresight 2020 (as set by KBOR)
  - a. Increase awareness of academic support resources to support first to second year retention rates of “college ready” and “non-college ready” students
  - b. Increase awareness of credentials, certificates, and degrees offered to support an increase in achievement
  - c. Increase awareness of high-demand job areas to support the workforce needs in our service area and the state of Kansas
  - d. Increase awareness and promotion of the diverse student population to support our guiding value of Diversity
2. Increase visibility of CCCC in the community and state
  - a. Increase community awareness of students
  - b. Engage in community discussions
  - c. Establish comprehensive marketing plan
  - d. Produce student feature stories
3. Address workforce needs
  - a. Increase partnerships
  - b. Promote technical programs
  - c. Promote business and workforce partnerships
4. Address issues of poverty/income gaps
  - a. Promote adult education throughout service area
  - b. Provide student access to food and meet other needs
  - c. Promote financial literacy

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<sup>1</sup> Based on the outcomes from the Board planning retreat “Developing the Framework for a Long-Term Strategic Plan for the College” held on November, 2018.

5. Enhance institutional and financial sustainability
  - a. Promote college offerings in a cost-effective manner while still maximizing the reach of the message
  - b. Encourage and reward innovation through promotion and grant writing
  - c. Broaden scope of Foundation: fundraising, plan, alumni relations
  - d. Support enrollment and growth efforts
  - e. Focus on employee recruitment and retention
  
6. Intentional recruiting
  - a. Stellar programs
  - b. Business needs/workforce
  - c. Regional student population/service area/concurrent

### Mapping Marketing Plan Initiatives to Strategic Priorities

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Initiatives	Strategic Priorities					
	1	2	3	4	5	6
1. Increase outreach to populations in the twelve counties service area.		✓	✓	✓	✓	✓
2. Support growth of recruitment, retention and persistence.	✓				✓	
3. Create strategic communications that expand engagement and develop connections with our internal and external stakeholders.		✓		✓		
4. Evaluate the effectiveness of marketing initiatives through data-informed assessment.	✓					

## Target Audience

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- Alumni
- Current Parents
- Current Students
- Donors
- Employers
- Faculty and Staff
- Foundations
- Legislators
- Media
- Prospective Parents
- Prospective Students

## Evaluation and Control

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1. Performance Standards and Financial Control
  - a. Activities and spending will be monitored by the individual departments as specified in the plan outline. Expenses will be documented by event/activity to ensure funds are being spent appropriately according to the marketing plan.
2. Monitoring Procedures
  - a. The Marketing Committee will meet on a quarterly basis to monitor activities.
  - b. Spending and activities will be reviewed and documented by the marketing committee on an annual basis to evaluate and analyze effectiveness of activities and to formulate new activities for the coming year.

## Marketing Initiatives Goals

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1. Increase outreach to populations in the twelve counties service area.
  - A. Keep CCCC in the spotlight by sponsoring community and high school events and activities.
  - B. Promote CCCC and student success stories through news releases to area newspapers, radio, and television stations.
  - C. Develop marketing strategies to partner with the local community by participating and/or sponsoring strategic local events.
  - D. Develop marketing strategies to change the perception of parents and high school counselors by highlighting CCCC graduates and their success.
  
2. Support growth of recruitment, retention and persistence.
  - A. Increase the awareness and use of CloudNow to all current students, new students, faculty and staff.
  - B. Develop marketing strategies to attract/increase the number of quality applicants to all degree programs.
  - C. Develop marketing strategies to attract students that could benefit from online programs.
  - D. Develop marketing strategies focused on adult students, veterans, and minority students.
  - E. Develop marketing strategies to support the outreach programs – concurrent and workforce development.
  - F. Develop a campaign for current students to stay “on track for graduation.”
  
3. Create strategic communications that expand engagement and develop connections with our internal and external stakeholders.
  - A. Redesign website to target potential students and the community at large.
  - B. Produce faculty video bios to be used during recruitment events and website.
  - C. Produce student video testimonies to be used during recruitment events and website.
  - D. Produce student feature stories based on the annual recruitment campaign.
  - E. Develop marketing strategies to encourage and increase connection with alumni.
  - F. Create awareness in the business community about CCCC degree and certificate programs and non-credit courses.
  
4. Evaluate the effectiveness of marketing initiatives through data-informed assessment.
  - A. Develop a five-year Marketing Plan.
  - B. Appoint a Marketing Committee to oversee and report on the execution of the Marketing Plan.
  - C. Increase digital advertising and analyze campaign performance through data and adjust accordingly to optimize effectiveness.
  - D. Measure Plan’s effectiveness through the incorporation of metrics and cost-benefit analysis.