

# Marketing Plan

## Updates

Initiative I – Increase outreach to populations in the twelve counties service area		
Goal	Responsibility	Deadline
A. Keep CCCC in the spotlight by sponsoring community and high school events and activities.		On-going
B. Promote CCCC and student success stories through news releases to area newspapers, radio, and television stations		On-going
C. Develop marketing strategies to partner with the local community by participating and/or sponsoring strategic local events		On-going
D. Develop marketing strategies to change the perception of parents and high school counselors by highlighting CCCC graduates and their success		May 2021

### May 2022

Goal	Update
1.A.	Work with the Director of Community Relations on sponsorship opportunities. Director of Community Relations coordinating the college having booths have several area fairs in Summer 2022.
1.B.	Always ongoing
1.C.	Work with the Director of Community Relations to identify local events to participate in
1.D.	Admissions recruitment campaign for 22-23 will again focus on students (“I Am Cloud”) to show potential students and parents that they belong to a family at Cloud. Admissions coordinating visits with counselors and high schools and working with that department for promotional materials to be displayed at schools, as well as giveaway items for counselors. Working to improve relationships with area schools.

### May 2021

Goal	Update
1.A.	Work with the Director of Community Relations on sponsorship opportunities
1.B.	Always ongoing
1.C.	Work with the Director of Community Relations to identify local events to participate in
1.D.	Plan to implement T-Bird testimonials in the 21-22 academic year to highlight student success. Admissions recruitment campaign for 21-22 will focus on students (“I Am Cloud”) to show potential students and parents that they belong to a family at Cloud.

April 2020

<b>Goal</b>	<b>Update</b>
1.A.	Always ongoing – work with the Director of Community Relations on sponsorship opportunities
1.B.	Always ongoing
1.C.	Always ongoing – currently working with radio station to have a sponsorship presence at the virtual Concordia H.S. graduation
1.D.	Ongoing – working with Business and Industry to create outreach videos highlighting women in ag, wind energy and nursing. Showcase what alumni are doing now – potential students want to know what alumni have done after graduation. Find alumni to highlight their accomplishments

**Initiative 2 – Support growth of recruitment, retention and persistence**

Goal	Responsibility	Deadline
A. Increase the awareness and use of CloudNow to all current students, new students, faculty and staff		On-going
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 diverse student population.		
E. Develop marketing strategies to support the outreach programs – concurrent and workforce development.		

**May 2022**

Goal	Update
2.A.	Work with Deb Taylor and Advising team to make incoming students aware of CloudNow
2.B.	Promotional materials for each program nearly complete, which are available to instructors and Admissions team to aid in recruitment of students to these programs. Will begin promotion of new Technical Education & Innovation Center, which will aid in recruitment of students into those technical programs. Promote high graduation rate, top student success rate, affordability, and ease of transfer.
2.C.	Work with Director of Online Services to develop a strategy to increase online participation
2.D.	Promote that at Cloud, everyone belongs. Building on the “I Am Cloud” Admissions recruitment campaign, as well as continue to increase digital advertising to reach more potential students. Utilizing the commercial produced in fall 2021 for digital marketing campaigns on both Facebook and Google.
2.E.	Working with Workforce Development & Outreach to promote upcoming programs and courses he is implementing, both on social media and college website. Work with Coordinator of Concurrent & Outreach Education to reach more high school students in fall 2022 to encourage enrolling – highlighting high GPA, available certificates, CTE courses and the benefit of taking college courses while still in high school

**May 2021**

Goal	Update
2.A.	Work with Deb Taylor and Advising team to make incoming students aware of CloudNow
2.B.	Summer 2021: Working on developing fliers for each program to be available to instructors to aid in their recruitment of students to their programs. Promote high graduation rate and ease of transfer
2.C.	Work with Director of Online Services to develop a strategy to increase online participation

2.D.	Promote that at Cloud, everyone belongs. Developing the “I Am Cloud” Admissions recruitment campaign, as well as an increase in digital advertising to reach more potential students. Also working to develop a full-length commercial to show that students will feel like a family at Cloud.
2.E.	Will begin working with new Workforce Development & Outreach to promote upcoming programs and courses he will start. Working with Coordinator of Concurrent & Outreach Education to develop materials for high school students (for end of summer 21) to encourage enrollments – highlighting high GPA, available certificates, CTE courses and the benefit of taking college courses while still in high school

**April 2020**

<b>Goal</b>	<b>Update</b>
2.A.	Ongoing
2.B.	Promote our high graduation rate and success of transfer students at a fraction of the cost of attending a 4-year university. By promoting a high graduation rate, it also promotes our stellar departments and instructors.
2.C.	Developed an online piece to distribute to current and past students, as well as to concurrent students to encourage online/summer courses during this uncertain time. Still waiting to hear back about potential “special offers” for summer before moving forward.
2.D.	Promote larger population of adult learners (especially at GCC). That can be encouraging to other adults looking to return to school. Show that we value them and take strides to treat them equally, especially given the potential for a recession – more adults return to school, especially community colleges, at this time. Use current students as “ambassadors” on social media to highlight our diversity. Always working with GCC to increase our visibility on Fort Riley (billboards, sponsorships, attending events).
2.E.	Working with Business and Industry to promote outreach programs – especially at GCC
2.F.	Have worked with Advising to develop checklists that students need to follow to graduate. Ideas – develop “academic maps” to efficiently lead students to graduation. Work with other departments to identify roadblocks students may have and develop communication to help them succeed. Create pathway maps for first-year students who are unsure what path they want to take (career, transfer, courses, etc.)

**Initiative 3 – Create strategic communications that expand engagement and develop connections with our internal and external stakeholders**

Goal	Responsibility	Deadline
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 feature stories based on the annual recruitment campaign.		
D. Develop marketing strategies to encourage and increase connection with alumni.		
E. Create awareness in the business community about CCCC degree and certificate programs and non-credit courses.		

**May 2022**

Goal	Update
3.A.	Done
3.B.	
3.C.	Work beginning on 22-23 recruitment materials, which will again highlight students. Reach out to students in the fall to gather testimonials and distribute on social media. Reach out to new students to feature them as “New Birds” on social media.
3.D.	Always working with Foundation and the Director of Community & Alumni Relations to stay connected.
3.E.	Work with Workforce Development & Outreach to increase awareness of these courses. When there are needs identified and solutions, will market that information. Formulate plan to market courses offered in the new Technical Education and Innovation Center, as well as industry partnerships and training potentials.

**May 2021**

Goal	Update
3.A.	Done
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3.C.	Work beginning on 21-22 recruitment materials, which will highlight students. Reach out to students in the fall to gather testimonials and distribute on social media

3.D.	Work closely with Foundation and the Director of Community & Alumni Relations to stay connected.
3.E.	Work with Workforce Development & Outreach to increase awareness of these courses. As soon as there are needs identified and solutions, will market that information.

**April 2020**

<b>Goal</b>	<b>Update</b>
3.A.	Done
3.B.	Had started working with Tasha Riggins to do video work. Once faculty and students are back on campus, will resume work on that. Produced several videos using staff and faculty to post to social media during the pandemic. Currently gathering student videos to do the same thing
3.C.	---- see above ----
3.D.	Design is complete. Will reach out to students when they return to campus. Have developed a “scholarship thank you” piece for Foundation that highlights scholarship recipients and allows them to thank the donors. Plan to post those on social media as well. Showcase what alumni are doing now – potential students want to know what alumni have done after graduation. Find alumni to highlight their accomplishments
3.E.	Work closely with Foundation and the Director of Community & Alumni Relations to stay connected. Also in the process of moving the Foundation webpages to the Cloud site.
3.F.	Ongoing. Work with Business and Industry to highlight these types of courses in Junction City. Need to also focus on Concordia area.

**Initiative 4 – Evaluate the effectiveness of marketing initiatives through data-informed assessment**

Goal	Responsibility	Deadline
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.		

**May 2022**

Goal	Update
4.A.	
4.B.	
4.C.	
4.D.	

**May 2021**

Goal	Update
4.A.	Work with Pedro to develop
4.B.	Work with Pedro to develop
4.C.	Ongoing – working with Tom. Had set up a committee to review website changes, but COVID put a halt to that
4.D.	Work with Pedro to develop

**April 2020**

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