

**ANNUAL REPORT**  
**OFFICE OF COLLEGE MARKETING**  
**2000 - 2001**

**Completed By:**  
**Kathy Luria, Director**  
**Office of College Marketing**  
**June 29, 2001**

**Attachments:**

1. Goals & Objectives 2000-2001
2. Goals & Objectives 2001-2002
3. Catalog/Schedule Tracking – Fall/Spring/Summer
4. WebTrends Report - May
5. Marketing Services Tracking - Full Report by Division
6. Examples of Advertising and Promotional Materials

**Office of College Marketing Staff**

Janice Battista (filled June 15, 2001)	Coordinator, Public Relations
Lisa Foschini	Advertising Assistant
Rob Henderson	Coordinator, Graphic Services
Kathy Luria	Director, Office of College Marketing
Sabrina O'Brien	Direct Mail Assistant
Vacant	Web Designer
Lynne Wilkens	Secretary

## **SNAPSHOT FOR CECED ANNUAL REPORT:**

The Office of College Marketing continued to refine its operation this year by strengthening the college branding and positioning language on all publications and advertising. Of particular note, OCM designed and produced Foundation collateral materials for use by the Board. An expo-style tradeshow booth was designed and purchased highlighting a mix of student success stories. The OCM hosted a system-wide professional day, for a nationally recognized marketing consulting group, Stamats Communications, Inc. All twelve colleges participated with a strong endorsement for integrated marketing by the Chancellor. A redesigned college home page and the supporting links behind that was initiated with an unveiling planned for mid-summer. The marketing staff continued to output high quality materials and sound marketing strategies with indicators that they were on track through student feedback and increased FTE. In addition, OCM received a National Merit Award for the Career Choices billboard in the Sixteenth Annual Admissions Advertising Awards via the national newspaper, Admissions Marketing Report.

## **INTRODUCTION**

The Office of College Marketing (OCM) provided high quality marketing services by developing a team approach on advertising related graphic output and strategic media placement, delivering consistent visual presentation and a broadening of the marketing mix. The OCM was guided by a new Marketing Plan as well as by the FY 00/01 Goals and Objectives set forth in response to the College Strategic Plan.

Our focus throughout the year can be captured in the following department mission statement:

The Office of College Marketing provides the **tools** necessary to orchestrate, communicate and disseminate accurate, timely information to all customers. OCM promotes the college's programs and services through a multitude of marketing media.

OCM embraced the college positioning statements that continue to include:

- Quality Programs
- Affordable Tuition
- Transferable Credits
- Convenient Location
- Career Exploration & Job Skills

Our advertising, press releases, success stories, and all outgoing materials reinforced our image as an organization that is dedicated to excellence in learning and a commitment to student success.

## **DEPARTMENT HIGHLIGHTS - MARKETING INITIATIVES**

This year OCM continued to focus on enhancing the college's image and increasing new inquiries into the college's programs and services. OCM conducted promotional campaigns for specific semester activities and also engaged in emotive campaigning. New this year, OCM engaged in a program specific advertising campaign. Working with each Division Director, the Associate Degree and Credit Certificates were presented in print advertising for a 6-week ad campaign. Each ad was coded for the collection of response rates. In addition, notable activities included the following:

- Designed a new expo-style trade show booth for use by Admissions and others on campus.
- Received National Merit Award for the Career Choices billboard in the Sixteenth Annual Admissions Advertising Awards via the national newspaper, Admissions Marketing Report.

- With the finalization of the college name, the college logo was redesigned. New college stationary was approved for use by the college and foundation.
- Developed and executed an ad campaign with a method of tracking response rates for each of our six credit divisions.
- Conducted college/advertising awareness survey through sampling of students during three registration periods.
- A student from Endicott College was hired for a one-month internship in the graphic arts
- Continued to mix billboard placements to upgrade to new locations entering the Waterbury area.
- Maintained presence at Hoyts and Loews Theatres.
- Area high schools were targeted this year in an effort to support their yearbook advertising. Four new high schools were added to the mix.
- Participation in the system-wide “We’ll Surprise You” ad campaign reflected a notable faculty member in a series of ads throughout the service region.
- OCM hosted Stamats Communications, Inc., a nationally recognized marketing consulting group, in June. Supported by the System Office, the Chancellor spoke and a full day program was presented to statewide marketing professionals from all 12 colleges.

Credit and Credit-free programs for summer 2000, fall 2000, and spring 2001 semesters were supported by a direct mail distribution of over 195,000 schedules to residential addresses in towns throughout the service region. This number was a reduction of 16,000 catalogs from past semesters due to increased printing prices. In order to pick up towns dropped from distribution, a direct mail campaign of postcards was mailed to those towns. All catalogs and schedules were tracked for use and future use in ordering – see attached. Overall there was much less waste than in past semesters. With over 80 direct mail campaigns encompassing credit and credit free programs and services, the direct mail function was essential to the success of all campaigns. Targeted brochures, flyers, and postcards were used to support programs.

The direct mail campaign was backed-up by advertising and press campaigns, as well as by radio spots that provided information and stimulated participation. In addition to the course schedules, targeted brochures, flyers, and promotional materials were developed to support outreach efforts of faculty and staff. Ongoing planning sessions occurred with program coordinators to support new programs and certificates.

Multiple and overlapping timelines create a complex series of production, printing and implementation of advertising activities. Consistent and constant visibility to promote our products and services was the goal.

- The first collateral materials for the Office of Resource Development were created using a new aerial photograph of the campus along with student scholarship recipient success stories.
- Outlook was used to continue to build on the media contact list. An email distribution listing was begun for more specific press placement.
- Use of the fax distribution listing of most broad-based press releases saved time and effort.
- All press and events were added to the web site along with all college publications.
- National Web Advertising was purchased through AOL Digital City.
- Web-Worx, a Web Design consulting group was hired for general maintenance of the web site. WebTrends software was used to track click-through activity.

- Recommendation and implementation of the Emergency and Weather-related Cancellation link off of the college homepage to be redirected to CTweather.
- The beginning stages of the redesign of the college home page and supporting pages was initiated with plans for completion in late July.
- Direct Mailings were simplified utilizing post card mailings. Dollars were saved by utilizing electronic files versus labels – both on printing, file purchases, and postage.
- Standard mailings of catalogs/schedules were continued – see attached.

### Notable Numbers

As stated in the Marketing Plan, the Office of College Marketing endorses active engagement whereby all faculty and staff, full-time and part-time, provide customer service and participate in marketing efforts. Many offices throughout the college worked at new levels this year, assisting OCM with the collection of information and providing feedback as needed. More and more individuals contacted us for PR assistance as reflected in the tracking data. The full report is attached. Tracking systems from 98/99 reflected an approximation and was therefore not compared with 99/00 statistics.

<b>Marketing Services</b>	<b>00/01</b>	<b>99/00</b>	<b>98/99</b>
<b>Advertising</b>			
<b>Credit Semester Campaigns</b>			
newspaper inserts	167	129	-
radio spots (number of days on radio)	114	326	-
<b>Credit-Free Semester Campaigns</b>			
newspaper inserts	152	216	-
radio spots (number of days on radio)	41	84	-
All other requests	88	39	-
<b>Total Advertising</b>	562	794	320
<b>Graphic Services</b>	269	273	330
<b>Direct Mail</b>	99	131	200
<b>Press Release</b>	88	102	90
<b>Publications</b>	18	9	8
<b>Research/Planning</b>	25	2	3
<b>Success Stories</b>	5	19	28
<b>Web Design</b>	144	69	no data avail.
<b>Total Services Provided</b>	<b>1210</b>	<b>1399</b>	<b>979</b>

### **Community Linkages**

Ongoing interaction with business leaders via area Chambers of Commerce including Greater Waterbury, Valley, Northwest, and Danbury is fueled by direct mail, advertising and submission of press releases to newsletters. With an active staff member on the board of SKYE Cable – materials are submitted and support provided for easy access to functions at the college. A consistent and continued effort will need to occur to reap the benefits of this opportunity.

A number of memberships and subscriptions provide the OCM with a variety of information sources that contain trend analysis and new marketing information. Active memberships include: American Association of Community Colleges, National Council of Marketing and Public Relations, American Marketing Association. Publications include: LERN, Stamats, PR Week, Marketing News, American Demographics. Subscriptions to area newspapers include Naugatuck Daily and Waterbury Republican/American.

### **Administrative Efficiencies**

Customer services continued to be a priority and were enhanced by creating a strong working relationship with essential offices from throughout the college. Systems were established that included the following:

- Converted the access tracking database to Windows 2000 for continued growth in output capability.
- Upgraded the Advertising Coordinator computer platform from MacIntosh to PC creating a more efficient administration system.
- The Procedures Notebook containing OCM and college procedures was updated and refined.
- Guidelines were produced and distributed to key leaders on campus providing an Overview of Services, Standard Services, and Ways We Can Help – see attached. A new OCM web page was created providing all planning documents to internal and external customers.
- A continued effort to verify billing from newspapers and area media reps was made to reduce overcharges and errors.

## **ON THE HORIZON**

### **Emerging Trends**

The Office of College Marketing will continue to evaluate emerging trends through a broad review of industry publications, attendance at area workshops, and evaluation of current systems. Direct Mail and Web Design positions will be essential to fill in order to continue to refine strategies and grow.

### **Next Steps**

As submitted in the Goals & Objectives for 2000/01 (see attached), the OCM will continue to build strong ties with the Directors and Coordinators of all programs, provide tools to Admissions and others for use in outreach, and identify areas of improvement in order to continuously upgrade our daily systems. A sample of specific items include:

- Continue to support fundraising activities using the collateral materials as the base
- Fine tune targeted mailing lists for distribution of college materials
- Develop visibility and reporting plan to internal customers
- Review the marketing mix against industry standards – best practices study
- Continue to refine and develop new college web pages