



OFFICE OF COLLEGE MARKETING

ANNUAL REPORT 2001-2002

Completed By: Kathy Luria, Director, July 25, 2002

Where Are
YOU
Going?

It's Your Choice!

Quality Programs Affordable Tuition Convenient Location Transferable Credit Lifelong Learning

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Attachments:

- Goals & Objectives 2001-2002
- Goals & Objectives 2002-2003
- Catalog/Schedule Tracking – Fall/Spring/Summer
- Professional Staff Meeting Web Highlights
- WebTrends Report – May
- Marketing Services Tracking - Full Report by Division

Note: Examples of Advertising and Promotional Materials are available for view in the Marketing Office located in K406.

Office of College Marketing Staff

Janice Battista	Public Relations
Lisa Foschini	Advertising
Rob Henderson	Graphic Services
Kathy Luria	Director
Dan Wallace	Web Design
Lynne Wilkens	Secretary
Sharon Zavodjanick	Direct Mail

SNAPSHOT FOR CECECED ANNUAL REPORT:

The Office of College Marketing continued to shine in the college marketing industry by receiving its second design award. The National Council for Marketing and Public Relations selected the Fall 2001 non-credit catalog for a Medallion Award and the Director was recognized as the Region I Communicator of the Year. The team continues to do great things as acknowledged by these awards. Working in concert with the President's Office, OCM coordinated the first of a series of Public Relations Initiatives (PRIs) inviting area Superintendent of Schools to a half-day program highlighting the array of opportunities available to their students and staff. By all accounts it was a great success. The new website, live in October 2001, received kudos from experts in the field for ease of use and functionality. The marketing staff continued to output high quality materials and sound marketing strategies with indicators that they were on track through student feedback, increased FTE, and increased services to internal college customers..

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 01/02 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
- Lifelong Learning

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

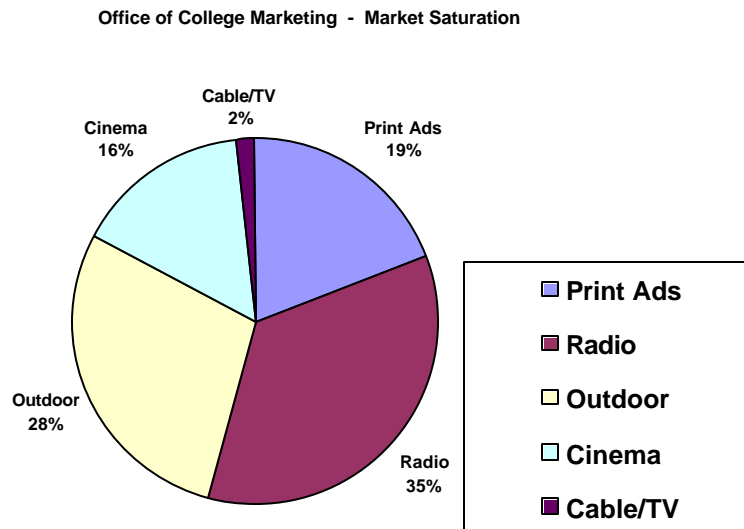
DEPARTMENT HIGHLIGHTS

Marketing Initiatives

Credit and non-credit programs for Summer 2001, Fall 2001, and Spring 2002 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 and a review of buyer behaviors. In order to pick up towns dropped from distribution, a direct mail campaign of postcards was mailed specifically to those towns. All catalogs and schedules were tracked for use and future use in ordering – see attached catalog/schedule tracking tables. Overall there was much less waste than in past semesters. With over 100 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.

This year OCM continued to focus on enhancing the college's image and increasing inquiries into the college's programs and services. OCM conducted promotional campaigns for specific semester activities and also engaged in emotive campaigning. The following Market Saturation data shows the breadth of advertising medias used throughout the year to accomplish this goal:



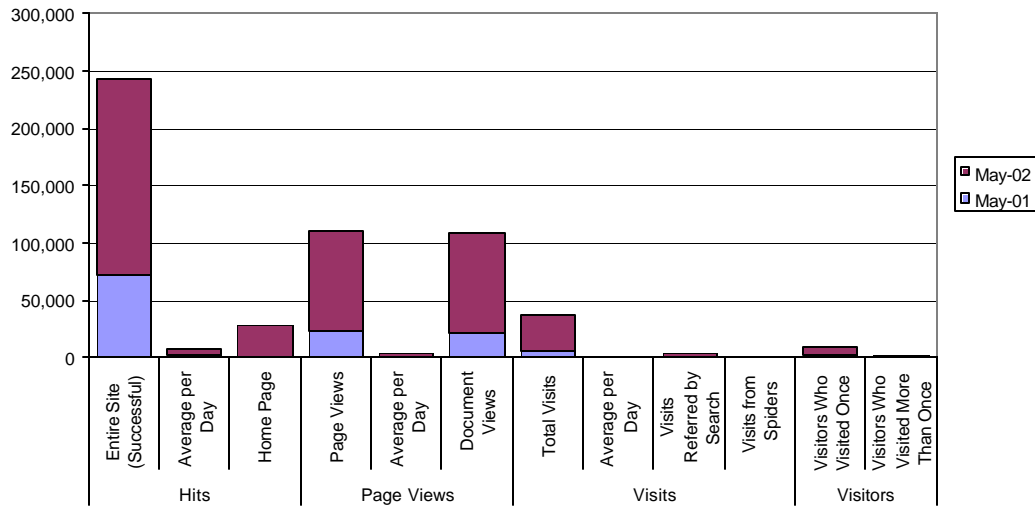
In addition to the advertising mix charted above, press releases, printed publications, direct mail, program specific initiatives supported the campaigns.

On the Web

In October 2001, a new homepage and landing pages went live with an exciting new design. *I am* pages that highlight key target markets as well as a news area on the home page are just two of the items of note. A presentation was made to the professional staff to unveil the new product. As a result of requests and best practices, a search engine by Atomz (free from the Internet) was placed on the homepage. Search engine usability reports will be available in the coming months.

The new college website provided an incredible resource for increasing college inquiries. Template and usability guidelines were created as well as a whole host of page upgrades made that included linking programs of study pages, adding new success stories to all of the *I am* pages, creating landing pages for sites that are not kept up-to-date, working in partnership with the Information Technology Department to identify problem areas and then brainstorming solutions. As you can see from the May01 to May02 comparison, activity and responses to the web increased dramatically.

Website Utilization May01 to May02



		May-01	May-02
Hits	Entire Site (Successful)	72,784	169,402
	Average per Day	2,347	5,464
	Home Page	N/A	28,768
Page Views	Page Views	23,610	87,152
	Average per Day	761	2,811
	Document Views	21,297	86,594
Visits	Total Visits	6,120	31,687
	Average per Day	197	1,022
	Visits Referred by Search Engines	0	4,640
	Visits from Spiders	0	1,005
Visitors	Visitors Who Visited Once	2,641	6,433
	Visitors Who Visited More Than Once	437	2,430

Other notable highlights for year include:

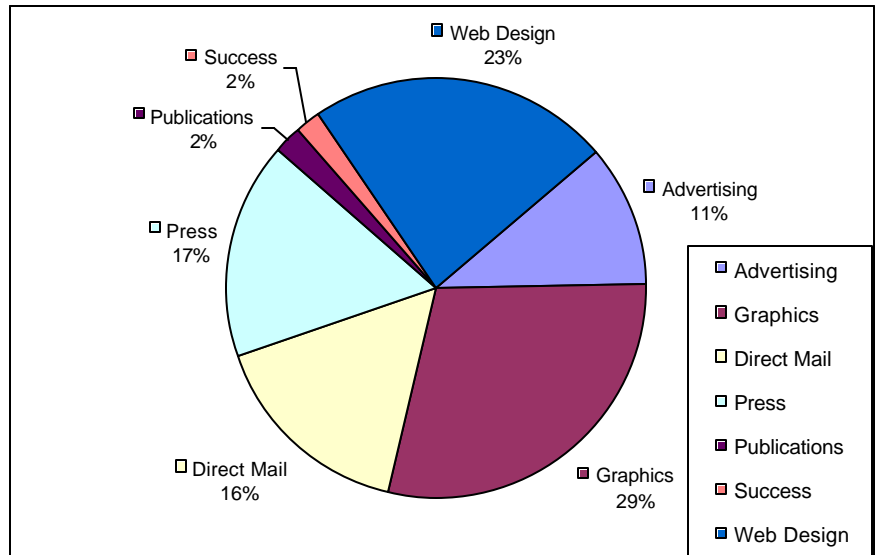
- Retained the services of a national clipping service. Within the first 4 months, approximately 90 articles and transcripts were sent to us from 27 newspapers, television news programs and radio stations from throughout the state, excluding the Republican-American, wedding announcements and obituaries. The media outlets included: Connecticut Magazine, WTNH-TV, Channel 8; WTIC Radio AM 1080; New England Construction (Guilford); Business Times (New Haven); The Hartford Courant; The New Haven Register; The Bristol Press; The Connecticut Post; The (Danbury) News -Times; The (Trumbull) Valley Gazette; The Newtown Bee; The Cheshire Herald; The Weston Forum; The Litchfield County Times; Thomaston Express; Voices; Town Times (Watertown); The New Milford Times; The (Willimantic) Chronicle; The (Madison) Valley Courier, Citizen's News (Naugatuck); New Fairfield Citizen's News; The (Torrington) Register Citizen, The Milford Mirror, the Meriden Record Journal and the Manchester Journal Inquirer.
- In comparison to years past, the market distribution of advertising dollars was broadened to include Cable TV – though on a small scale the complexity of this media will entail new learning in the coming months.
- College Catalog and companion viewbook were created. The OCM is tracking the usage of these documents for the first time. Two versions of the viewbook were created: one for use by Enrollment Services as a handout and another for direct mail use by OCM.
- New Billboard and Theater concepts were designed using the Where are you Going and It's Your Choice concepts. Both received rave reviews by the companies who granted additional months when boards were vacant at no charge.
- In preparation for the New England Association of Schools and Colleges Accreditation visit, multiple design concepts were presented to the President for use on the cover and divider pages. The final product is classy and better than ever.
- New college lapel pins were designed for the President's Office.
- Continued to mix billboard placements to upgrade to new locations entering the Waterbury area – captured the billboard just before exit 18, a process that took two years.
- Expanded radio advertising to include Spanish stations WNEZ 1230 am and WLAT 910 am; added country station WWYZ 92.5 to the radio mix.
- Area high schools were targeted this year in an effort to support their yearbook advertising. In addition, advertising on the spine of book covers for two high schools was purchased.
- Continued participation in the system-wide "We'll Surprise You" ad campaign reflected a notable alumnus, John Fusco, in a series of ads throughout the service region.
- Coordinated the first President's Public Relations Initiative (PRI) inviting area school superintendents to an informative morning and luncheon in T6.
- Received Awards: Region I Medallion Award for the design and overall clarity of information in the Fall 2001 non-credit catalog from the National Council for Marketing and Public Relations (NCMPR), and Director received the Communicator of the Year award for Region I from the NCMPR as well.

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 assistance as reflected in the tracking data. The full report is available.

Marketing Services	01/02	00/01	99/00
Advertising*	73*	*	*
Graphic Services	192	269	273
Direct Mail	106	99	131
Press Release	111	88	102
Publications	16	18	9
Success Stories	13	5	19
Web Design	155	144	69
Total Services Provided	666	623	603

*Note: This years report differs in presentation of numbers due to the need to separate out the Market Saturation Data from the numbers of services provided (i.e. a semester campaign counts as one service provided vs. the number of ads placed).



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.

Staff maintain memberships on boards and work with community groups that are far too many to mention here. Specific to the marketing industry, Rob Henderson serves on the executive board as President/Treasurer of SKYE XIII, local access cable television channels 13, 16, 21. In the Fall of 2001, Kathy Luria was invited to serve on the Marketing Advisory Council and then in May asked to serve on the Board of Trustees with St. Margaret's -McTernan School.

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: Stamats newsletter, PR Week, Marketing News, American Demographics. Subscriptions to area newspapers include Waterbury Republican/American.

A newly formed Marketing Advisory Board provided an opportunity for discussion on survey instruments and a review of the next marketing plan. Members met for the first time in May. These individuals are dedicated business leaders and marketing and communications professionals who have volunteered to serve and provide advice and feedback on current and future goals and objectives. Members include:

- Paul Colombie, Managing Partner, The Insight Group
- Maryellen DeJong, Community Relations Coordinator, Danbury Public Library
- Mary DiNardo, Account Manager, WRKI 195 Radio
- Natalie Lawlor, Director of Marketing and Membership Services, Greater Waterbury Chamber of Commerce
- MaryEllen Putnam, Account Executive, Trumbull Printing, Inc.
- Ginny Stoeffel, Director of Continuing Education, St. Vincent's College
- Charlene Tappan, Director of Communications, Manchester Community College

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:

- Ability to track overages on advertising billing that amounted to a total of \$2,744 in savings.
- Tracking of publications was transferred over to the Direct Mail Associate.
- Tracking of Viewbook and College Catalog was added on to the system.
- The Procedures Notebook containing OCM and college procedures was updated and refined.
- Sent collegewide, *Newsbytes* was created containing information on upcoming marketing initiatives and keeping the campus informed on the status of publications and website updates.

- Upgraded software included Acrobat 5.0 enabling more reliable and efficient PDF creation and increased functionality.

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. A continued effort to be represented in the Cable/TV medium will be pursued this year.

Next Steps

As submitted in the Goals & Objectives for 2002/03 (see attached), the OCM will continue to build strong ties with the Directors and Coordinators of all programs, provide tools to Enrollment Services 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:

- Fine tune targeted mailing lists for distribution of college materials
- Build on the successful PRI and continue to work the President's Office to pursue new groups.
- Review the marketing mix against industry standards – best practices study
- Continue to refine and develop new college web pages

Together we make great things happen!