



**OFFICE OF COLLEGE MARKETING
2003-2004**

ANNUAL REPORT

It's on the Web!
www.nvcc.commnet.edu/OCM

Where Are
YOU
Going?

Quality Programs Affordable Tuition Convenient Location Transferable Credit Lifelong Learning

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- Goals & Objectives 2003-2004
- Catalog/Schedule Tracking – Fall/Spring/Summer
- Website Reporting: Excerpts From WebTrends Report
- Newsbytes: Examples
- 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 or on the department website at www.nvcc.commnet.edu/OCM.

Office of College Marketing Staff

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

SNAPSHOT FOR CECED ANNUAL REPORT:

The Office of College Marketing continued to provide valued services to the college community while maximizing product and service exposure to the service region. The department was recognized by the National Council for Marketing and Public Relations, Region I, with a Silver Medallion Award for outstanding billboard design. In addition, over 670 projects were completed that included providing services to college departments such as advertising, direct mail, public relations, press releases, publication development, website development and design, and graphic design services.

INTRODUCTION

Guided by the Marketing Plan as well as by the FY 03/04 Goals and Objectives (See Appendix) set forth in response to the College Strategic Plan, the Office of College Marketing (OCM) provided high quality marketing services through a team approach by delivering consistent visual presentations and broadening the marketing mix throughout the service region. 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
- Lifelong Learning

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 thus resulting in the introduction of the concept of explore, experience, excel as a feeder to “Where are you Going?”

DEPARTMENT HIGHLIGHTS

This section is dedicated to each area of service provided by OCM. Each component of the office feeds off of the next. The advertising mix is supported by a year long press release campaign which then feeds into the feature stories required by higher education news supplements. The printed publications, direct mail and program specific initiatives also work in tandem to support semester activities and emotive campaigns. Each area is also supported by the web and design functions. To that end, planning sessions occur with program coordinators to support new programs and certificates and to expedite information about the many events held on and off campus. Multiple and overlapping timelines create a complex series of production, printing and implementation of activities. Consistent and constant visibility to promote our products and services is the goal.

Direct and Targeted Mailing

Credit and non-credit programs for Summer 2003, Fall 2003, and Spring 2004 semesters were supported by a direct mail distribution of over 190,000 schedules to residential addresses in towns throughout the service region. This number remained static from past semesters. In order to pick up towns dropped from past distributions, a direct mail campaign of schedules was mailed specifically to past students in those particular towns.

All catalogs and schedules were tracked so that future ordering can continue to be fine-tuned, resulting in less waste (See Appendix). Targeted brochures, flyers, and postcards were used to support programs. Notable and new targeted mailings included:

- Mailed the college viewbook to a purchased list of all graduating high school seniors throughout the NVCC service region – mailed in Fall and Spring.
- Postcards were sent to non-returning and returning credit students as reminders to register – sent twice per semester.
- Continued to grow and focus mailings to past students, adding those that were non-continuing and sending to past students that are out of the NVCC service region.

In addition to our standard mailings (See Appendix), targeted postcard mailings were increased by purchasing specific data files. Samples of these include:

- Legal Assistant Program postcards to business community for survey use
- IT postcards to past buyers
- Real Estate postcards to licensed realtors for relicensing
- CBIT postcards to targeted list of businesses
- Combined credit/non-credit course - Dance Pedagogy - postcard to a mix of current and past students.

Efficiency, Efficiency, Efficiency

Staff attendance at the *Postal Customer Council Vendor Show & Seminar* provided information about recent changes in mailing standards, building quality addressing and mail piece designs (to avoid higher rates) and Confirm/PLANET Codes which helps to track mailings. In addition, outside vendors helped to identify ways to decrease costs based on volume.

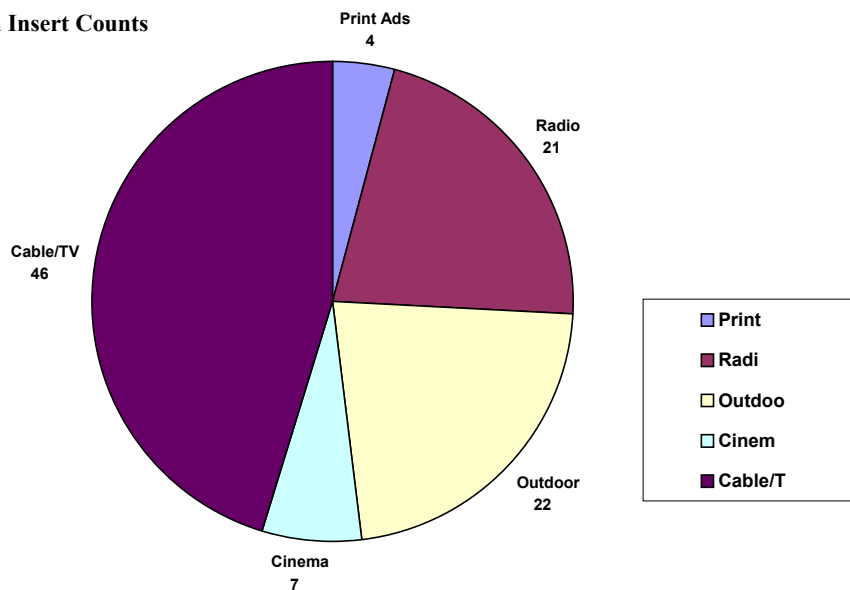
Advertising

Advertising opportunities for the college were carefully analyzed and strategically selected providing cost effective, accurate, timely, and efficient exposure to the greater public. The advertising and design functions within OCM work very closely in order to effectively execute the magnitude of design work and advertising demands. Advertising and design included billboard, movie theatre, cable television, bus shelters, radio, newspaper, business journals, industry trade magazines, banners, posters/flyers, brochures, publications, and materials for community based initiatives. Highlights and initiatives of the year include:

- Expanded positioning of billboards on all major highways to include a board on the heavily traveled I-84 bridge which yields 71,000 drivers per day. The billboards continue to entice the public during peak registration and application periods.
- Reviewed hallway survey compiled in summer/fall and confirmed that advertising effectiveness of media buys were in alignment with public behavior. A portion of dollars were redirected from newspaper and directed into radio and cable.
- Embraced emotive advertising to include usage of two groups of NVCC students and marketed them exclusively on all mediums.
- Expanded cable exposure from one cable company to three companies whose service regions in totality cover the majority of our marketing region. In addition to reaching more customers, the commercial will play for a total of 15 weeks rather than eight.

As in past years, 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 exact percentage breakdown by advertising.

Advertising based on Insert Counts

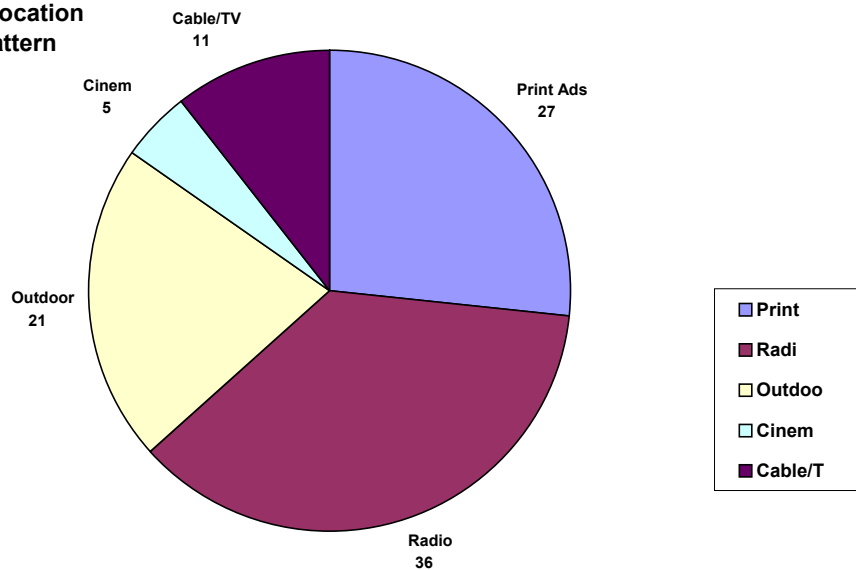


Advertising numbers reflect campaigns/services rendered vs. numbers of ads placed. Therefore 40 advertising requests generated 5113 media placements indicating in comparison to last year a decrease in number of campaigns but an increase in placements utilizing same budgetary allocation.

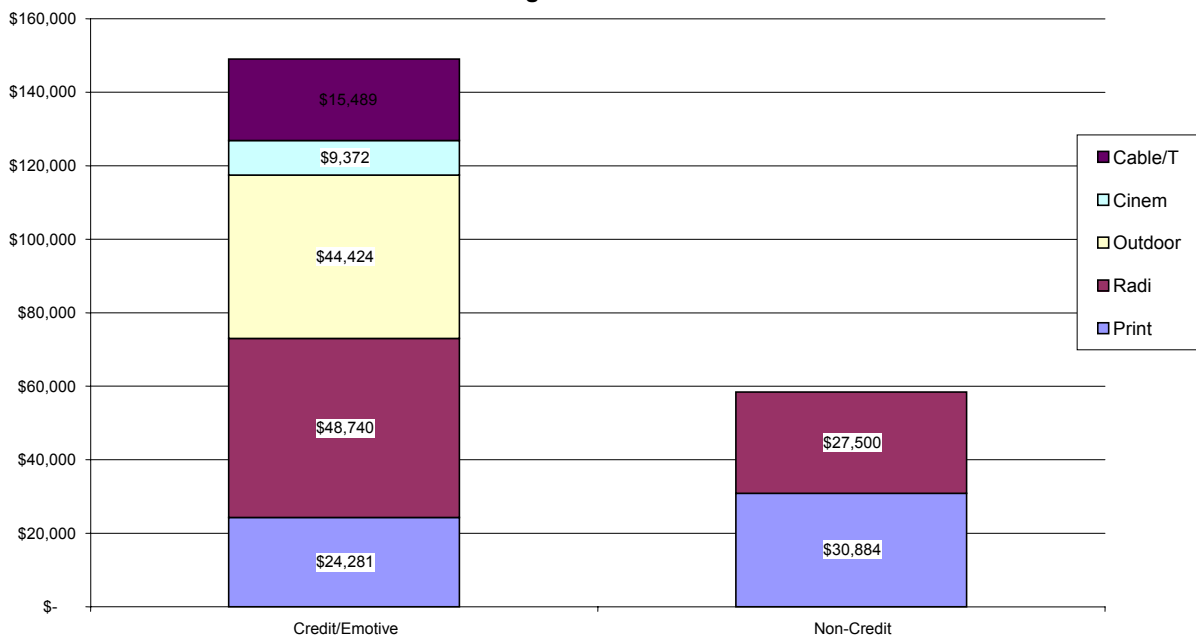
Visibility, Visibility, Visibility

With a static advertising allocation over the past four years at approximately \$150K and \$53K for credit/emotive and non-credit respectively, the trick was in identifying effective vehicles for exposure while making the most of the expenditure. With a goal of consistent 12 month visibility throughout the service region, the following spending pattern shows allocations by mediums as well as credit and non-credit breakdown of allocation.

Advertising Allocation Spending Pattern



Advertising Allocation Breakdown



Design

As mentioned earlier, the advertising and design functions within OCM work very closely in order to effectively execute the magnitude of design work and advertising demands. In addition to meeting the needs of the advertising function, there are hundreds of requests for services from throughout the campus and as a result of co-sponsored events. In addition, staying current with new versions of software is a continuous necessity. A number of initiatives completed this year include:

- 2004-05 College Catalog with an emphasis on new Common Course Numbering
- Commencement and Honors Night Programs
- Provided Awards Certificates in support of Honors Night
- Efficiencies were found by using the new version of Acrobat 5.0 for creation of PDFs as well in the move from zip disks to CD for delivery of publications
- Flyers for coordinators supporting credit and non-credit semester courses are created systematically from completed publications
- Design of Theater program performance posters offers a more creative outlet for design skills
- Student Handbook cover design
- Center for Business and Industry viewbook and companion pieces resulted in 4-color, sheet fed materials that included viewbook, postcards, new logo, and peel and stick logos for envelopes
- A variety of posters were designed including Engineering Technology Division posters for use with area schools

On the Web

In April 2004, the homepage and landing pages received additional revision with content areas repurposed more effectively. This included reserving the *What's New* area for public campus events, inserting an 'upcoming event promotion area' in the upper/center of the page and in the middle of the page; adding text and graphic links to each of the college catalogs and course schedules, current registration dates and deadlines and Common Course Titles and Numbering for Fall 2004.

The *Resources* pages that highlight key target markets continue to be updated to include the entire success story library. In addition, we focused on maintaining accurate information throughout the website and making daily improvements to the site including extensive revision of the copy in the Public Safety, Testing Center, and Writing Center sections. Event Photo Galleries have increasingly been added to enhance the online presentation of campus event press releases. A system of reminders to update content has been utilized to regularly revise dated information.

In addition to maintenance, other improvements were made to the site.

- Developed new Strategic Planning section including streaming audio of Open Hearings
- Facilitated the redesign and template implementation of the CBIT and Computer Training, and Physical Education website(s).

Keeping pages up-to-date with accurate and current information has been a top priority. The new web server that IT has installed has functioned smoothly and processed the increasing traffic

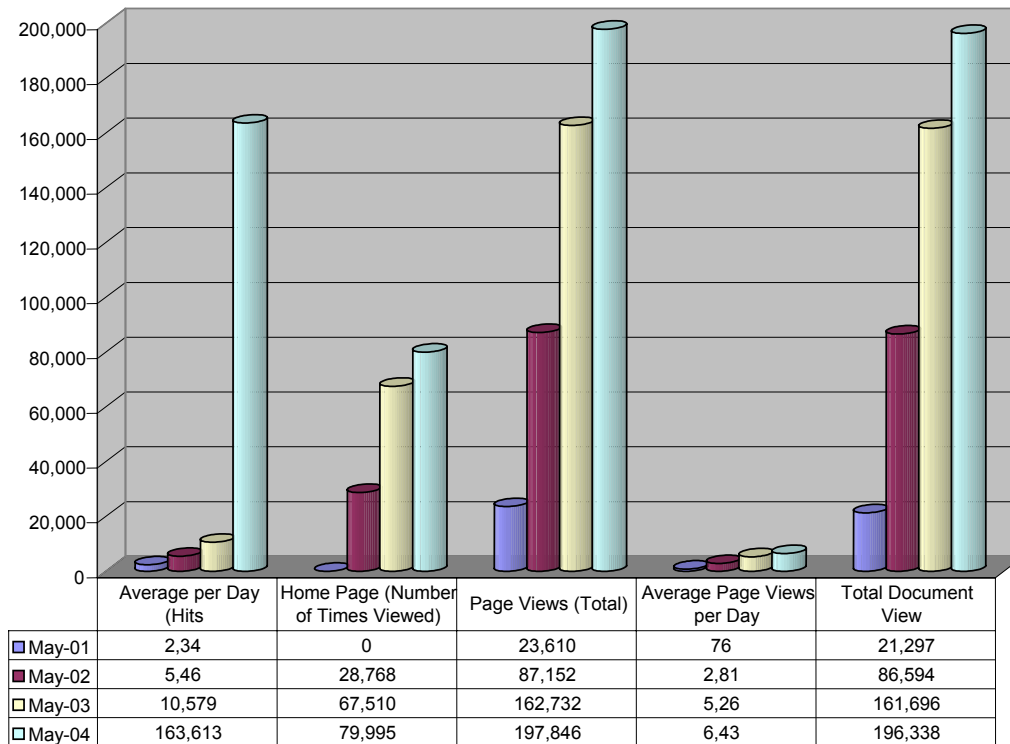
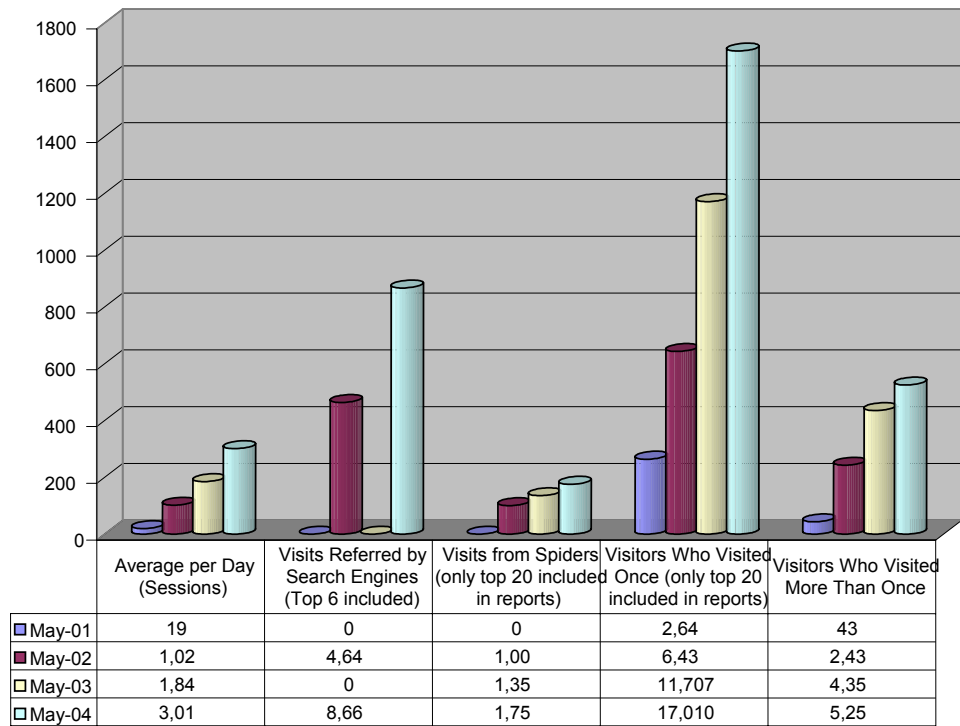
well. OCM has worked closely with IT to improve the data gathering capabilities of the server resulting in additional details about how visitors locate the college website and which key words and phrases are entered in searches across the Internet. Several departments on campus continue to mention or send notes expressing ways that the website has assisted their own in-office tasks.

According to data from WebTrends reports, search engine usability (See Appendix), and Enrollment Services tracking, the college website continues to be a very valuable resource for increasing and servicing college inquiries. As you can see on the next page, May 2003 to May 2004 comparisons show a dramatic increase in activity and responses to the web. Interpretation of these numbers is provided in the Appendix by providing definitions for the following:

- Average per Day (Hits)
- Home Page (Number of Times Viewed)
- Page Views (Total)
- Average Page Views per Day
- Total Document Views

- Average per Day (Sessions)
- Visits Referred by Search Engines (Top 6 included)
- Visits from Spiders (only top 20 included in reports)
- Visitors Who Visited Once
- Visitors Who Visited More Than Once

Website Utilization - May Comparisons



Public Relations

The Public Relations function within OCM continued to build on the practices of the previous year. Increased visibility and building capacity was the name of the game. Notable items are listed below.

- Working closely with the governor's office, materials to support the March visit and announcement of the new technology building were provided including: writing and distributing press releases, providing media with last minute detail and changes to the event on the day of, prepared talking points on NVCC, recent capital projects, and proposed technology center for governor's use during speech.
- Coordinated photo session with nursing students for the Connecticut Health Foundation for use in its annual report and on its Website. Wrote grantee story for the CHF Website, explaining how grant monies are benefiting NVCC's nursing program.
- Assisted University of Connecticut with distribution of press release announcing new business articulation agreement. Coordinated publicity for new horticulture articulation agreement between NVCC & UConn.
- Collaborated with Greater Middletown Chorale on publicity for joint concert.
- In addition to news and feature articles generated directly from press releases, 16 media requests were fielded to interview faculty, staff and students for news, feature and business articles.
- Working closely with program coordinators and directors, a number of successful student stories were followed up on with photographs and interviews completed for ten. All were used in course catalogs and schedules as well as placed on the website.

Based on OCM tracking, 108 press releases were distributed from OCM. Data provided by the New England Newsclip shows that the College was mentioned in Connecticut newspapers, magazines and television news broadcasts more than 637 times and more specifically the College was mentioned in the Republican American 171 times. The figures demonstrate consistent coverage of the college in the local media. There has been much turnover at the Republican American which causes the need for continuous relationship management, and may have contributed to the slight drop in coverage from previous years. Media relationships continue to be stronger than ever.

News Coverage	03/04	02/03	01/02
Overall Mentions	637	710	430
Waterbury R/A	171	213	202

In addition to the Republican-American, other publications that publicized NVCC news include:

Atlantic Flyer	Litchfield County Times	Ridgefield Press
Aviation Digest	Litchfield Enquirer	Register Citizen
Bristol Press	Meriden Record Journal	Thomaston Express
Brookfield Journal	Middletown Press	Town Times
Campus Law Enforcement	News Times	Valley Times
Citizen's News (Naugatuck)	Newtown Bee	Voices
CT Nursing News	New Fairfield Citizen's News	WDRC & WATR: radio
CT Post	New Haven Register	WFSB-TV & WTIC-TV
Hartford Business Journal	New Milford Times	Winsted Journal
Hartford Courant	North Haven Courier	Waterbury Inquirer
Heritage Villager	Nursing Spectrum	Waterbury Observer
Journal Inquirer (Manchester)	Redding Pilot	Yankee magazine

The press coverage generated through public relations efforts plays a significant role in promoting the College, at no additional cost. Listed below are a few examples of the monetary value of a published press release or full-length article if the equivalent space had to be purchased as a paid advertisement in area daily, Sunday or weekly newspapers.

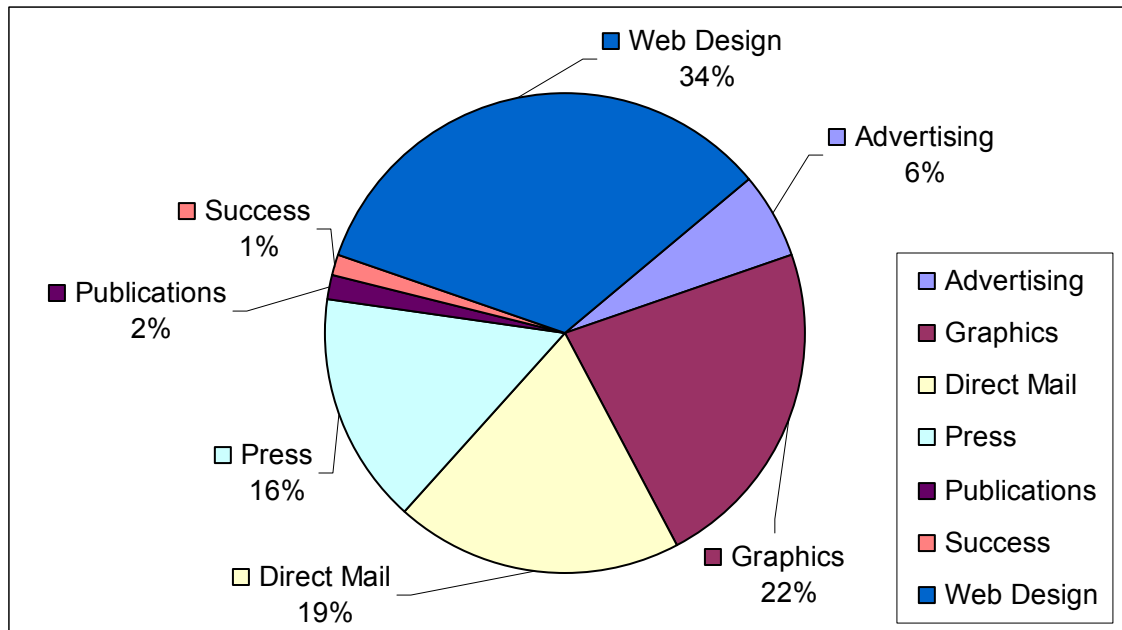
Press Release Topic and Newspaper	Date	Savings
Registration Announcement: Voices	1-21-04	\$370.98
UConn-CCC Business Articulation: Voices	3-28-04	\$865.60
Ditigal Arts Conference: Town Times	4-8-04	\$329.75
Carrington School Visit: Republican-American	4-15-04	\$1, 523.20
Articulation Agreements: Republican-American	4-24-04	\$979.20
Masters of Vienna Concert: Republican-American	5-8-04	\$544.00
PTK Project Graduation: Republican-American	6-12-04	\$1,224.00
	Total Savings	\$5,836.73

Marketing Services Requests Fulfilled

The Office of College Marketing supports active participation and encourages faculty and staff to utilize the services available. The following data provides a summary of Requests for Services from throughout the college. A full report reflecting each request is available (See Appendix).

Marketing Services	03/04	02/03	01/02	00/01	99/00
Advertising*	40	55	73	--	--
Graphic Services	155	196	192	269	273
Direct Mail	134	146	106	99	131
Press Release	108	118	111	88	102
Publications	12	13	16	18	9
Success Stories	10	16	13	5	19
Web Design	231	168	155	144	69
Total Services Provided	681	692	666	623	603

*Note: Advertising numbers reflect campaigns/services rendered vs. numbers of ads placed. Therefore 40 advertising requests generated 5113 media placements indicating in comparison to last year a decrease in number of campaigns but an increase in placements utilizing same budgetary allocation. See Market Saturation data for media placement breakdown.



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. In addition, the use of the Center for Business and Industry media kits enabled OCM to conduct target mailings to business community three times throughout the year.

Staff maintains memberships on boards and work with community groups that are far too many to mention here. Specific to the marketing industry, Rob Henderson serves as the chairman/treasurer of SKYE XIII, local access cable television channels 13, 16, 21 benefitting the college by opening up opportunities to provide SKYE with a copy of NVCCs 30 second commercial for local PSA's. In addition, he served in a variety of capacities with the Terryville Public Library. Kathy Luria was invited to continue to serve on the Marketing Advisory Council and on the Board of Trustees with St. Margaret's-McTernan School.

Excellent relationships with industry vendors such as Allegra Printing in Waterbury and Trumbull Printing in Trumbull have allowed for information flow and assistance with technical changes to projects. With Allegra Printing now an Adobe Site Provider, questions regarding Adobe products are answered quickly making them a reliable and valuable community contact.

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, Marketing News, American Demographics.

Subscriptions to area newspapers include Waterbury Republican/American. In addition, OCM subscribes in partnership with the System Office, to the New England Newsclip Agency which provides articles announcing NVCC news published throughout Connecticut helping us to better track exposure.

Though the Marketing Advisory Committee did not meet formally this year, the members continued to receive materials and provide feedback in a more informal way. Membership changed and continues to be made up of 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
- Mary DiNardo, Account Manager, WRKI I95 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 are a priority for the staff and continued to be enhanced with strong working relationships with essential offices throughout the college. Notable achievements to mention include:

- Overages on advertising billing continued to result in savings to the college with a significant decline in the number of discrepancies.
- Upgraded systems required by the IT Department with staff participating in orientation and training.
- Continued to send a collegewide *Newsbytes* containing information on upcoming marketing initiatives and keeping the campus informed on the status of publications and website updates (see Appendix).
- All publications were tracked including College Catalog, Viewbook, schedules/catalogs and new CBIT materials
- Coordinated with the Accounting Department's new employee to discuss OCM systems/processes pertaining to both the Purchasing Department and the Accounting Department.
- Fax/Copier machine delivered and set up for multiple faxing of press releases

ON THE HORIZON

Emerging Trends and Next Steps

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 evaluate marketing effectiveness and investments in visual medias will be made this year.

As a result of the new Strategic Planning initiative, 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.

The department will make significant strides and coordinate efforts to feed all materials to the website not only in an effort for continuous updating, but more importantly, to find ways to build efficiencies and utilize the web in a way that is more interactive versus static. In addition, in an effort to serve those who are using the site, continued improvement to the interior structure with a potential beginning to a complete site redesign is under consideration. Through review of reports on emerging trends, website usability research, and best practices in website development we have begun to create a library of reference material focusing on how best to utilize available technology toward serving the college with the website to its highest and best use. As we work to keep abreast of industry standards the website must continue to develop and grow as a valuable resource.

Together we make great things happen!