

**NAUGATUCK VALLEY COMMUNITY COLLEGE
OFFICE OF COLLEGE MARKETING**

2004-2006

ANNUAL REPORT

Reflecting on two years

It's on the Web!

www.nvcc.commnet.edu/OCM

Quality Programs Affordable Tuition Convenient Location Transferable Credit Lifelong Learning

INTRODUCTION

The Office of College Marketing provides valued services to the college community while maximizing product and service exposure to the service region. Guided by the College Strategic Plan and the Marketing Plan of Work 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, news stories, and all outgoing materials reinforced our image as an organization that is dedicated to excellence in learning with a commitment to student success. Along with a continuous presentation of the college brand – the NV Logo and as a way to engage our community we continued to embrace the fact that, according to the American Association of Community Colleges, over 10.4 (and now 11.6) students attend community college nationally, thus enabling us to ask the natural question: So, “*Where are you Going?*”

Reports available by request:

Catalog/Schedule Tracking – Fall/Spring/Summer

Marketing Services Tracking - Full Report by Division

Examples of Advertising and Promotional Materials are available 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

Sharon DeCrescenzo, Office Assistant

Lisa Foschini, Advertising

Rob Henderson, Graphic Services

Dan Wallace, Web Design

Sharon Zavodjancik, Direct Mail

DEPARTMENT HIGHLIGHTS

This section is dedicated to each service area within the department. Though they are presented separately, no one service area can exist without the other. 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 supported by the web and design functions. Multiple and overlapping timelines create a complex series of production, printing and implementation of activities. Consistent and constant visibility to promote college products and services is the goal.

Direct and Targeted Mailing

Credit and non-credit programs for Summer 2004/05, Fall 2004/05, and Spring 2005/06 semesters were supported by a direct mail distribution of over 180,000 schedules each semester to residential addresses in towns throughout the service region. This number has continuously been decreased from past semesters in an effort to remain within budgetary constraints. In order to pick up towns dropped from past distributions, a direct mail campaign of schedules were mailed specifically to past and current 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. Targeted brochures, flyers, and postcards were used to support programs. Notable and new targeted mailings included:

- College viewbook and fact sheet to parents of graduating high school seniors with a targeted letter indicating cost/benefit statements.
- Postcards sent to non-returning and returning credit students as reminders to register – sent three times 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, targeted postcard mailings were increased by purchasing specific data files. Samples of these include:

- Legal Assistant Program postcards to business community for survey use
- Real Estate postcards to licensed realtors for relicensing
- CBIT postcards and booklets to targeted list of businesses

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, cable television, radio, newspaper, business journals, industry trade magazines, banners, posters/flyers, brochures, publications, and materials for community based initiatives. Highlights and initiatives over the past two years include:

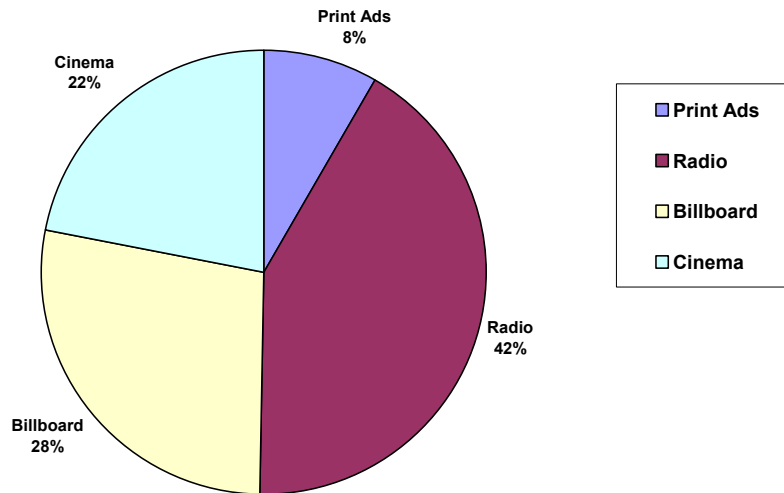
- 🚩 Widened our strategic positioning of billboards on all major highways and routes in and out of Waterbury. The 2005 Campaign expanded the frequency of boards to 14 boards yielding over 322,000 drivers per day.
- 🚩 Reviewed hallway survey compiled in summer/fall and confirmed that advertising effectiveness of media buys were in alignment with public behavior. A portion of dollars were redirected from newspaper and directed into radio and cable. A larger portion was redirected in the following year to do the same.
- 🚩 NVCC Students are used on all emotive and credit initiatives.
- 🚩 Expanded cable exposure from one cable company to three companies whose service regions cover the majority of our marketing region.
- 🚩 Summer Non-Credit advertising was tracked with the assistance of the Office of Student Outreach polling inquiries as they called to register indicating a successful switch from local section to classified sections of the newspaper.
- 🚩 Worked with a production company to collect video footage of an array of campus events, students, and talent. Created college commercial and a non-credit commercial utilizing similar footage with differing action steps.
- 🚩 Embraced minority and multicultural initiatives by advertising in Hispanic phone directory; Portuguese, Brazilian, Spanish and Hispanic newspapers and publications, Spanish radio and specialized advertising – Price Choppers pharmacy medibags in Spanish.
- 🚩 Purchased time on the Motor Vehicle Network at the Danbury DMV. A scrolling message runs for 6 months out of the year changing depending on the activities at the Danbury Training Center and on campus.

Market Saturation by Media – Where do the advertising dollars go?

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 for 2004/05 and 2005/06 shows the exact percentage breakdown by advertising medium.

2004 - 2005

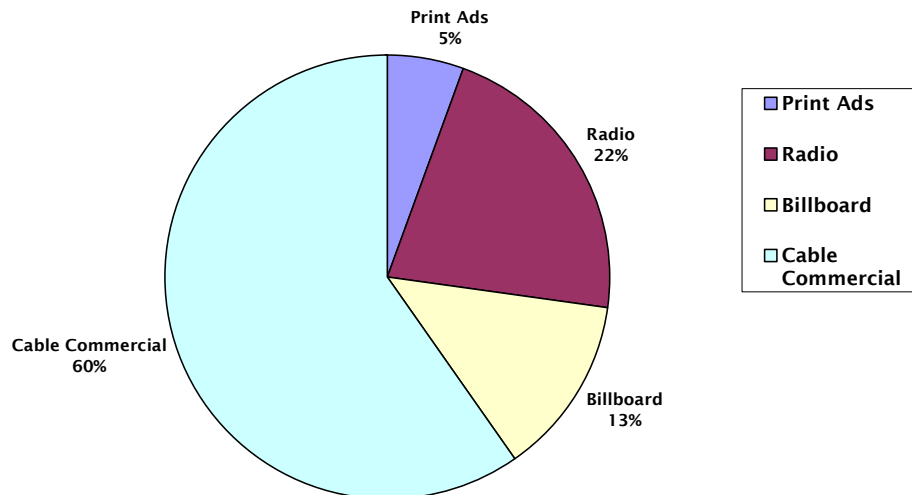
Office of College Marketing Market Saturation by Media - Where are the ads being placed?



Advertising numbers reflect campaigns/services rendered vs. numbers of ads placed. Therefore 53 advertising requests generated 2611 media placements.

2005 - 2006

Office of College Marketing Market Saturation by Media - Where are the ads being placed?



Advertising numbers reflect campaigns/services rendered vs. numbers of ads placed. Therefore 51 advertising requests generated 3998 media placements.

Market Saturation by Media – How did we come up with that?

The following chart represents the number of inserts (ads, days, views) that the college realized from that saturation. (2005/06 only)

Market Saturation				
<i>Office of College Marketing 05/06</i>				
	Days/Frequency	Total Saturation	Percentage	
Print Ads	219	3998	5%	
Radio	865	3998	22%	
Billboard	523	3998	13%	
Cable Commercial	2391	3998	60%	
Credit Semester Campaigns				
	Fall 05	Spring 06	Summer 06	Totals
Print Insertions	15	12	17	44
Radio Spots	365	292	96	753
Commercial: Emotive Spots	0	1809	201	2010
Non-Credit Semester Campaigns				
	Fall 05	Spring 06	Summer 06	Totals
Print Insertions	37	34	19	90
Radio Spots	0	87	25	112
Commercial: Semester Specific Spots	0	381	0	381
Other Print Advertising Requests Insertions				
	32	16	37	85
Billboard Outdoor Advertising Days				
	341	122	60	523
	<i>aug-dec</i>	<i>jan-may</i>	<i>june-july</i>	
Total				3998

Who's Listening, Watching, Seeing?

Yield Data represents data that is collected by the media giving them a sense of potential saturation. Without research, we base media buys on what the industry presents for potential views. (2005/06 only)

Yield Based on Industry Standards				
<i>Office of College Marketing 2005/06</i>				
Radio	Gender/ Age Range	Airtime	Total 60 sec commercials	Total Reach (Audience)
<i>FM Stations</i>				
WEZN 99.9 Lite Contemporary	M/F 18- 34	6am-5am	32	17,400
WWYZ 92.5 Country	M/F 18- 54	6am-5am	76	381,200
WZMX 93.7 Rap	M/F 18- 25	6am-5am	138	127,700
WRKI 95.1 Rock	M/F 18- 34	6am-5am	128	139,000
WKSS 95.7 Top 40, Rap	M/F 18- 34	6am-5am	240	373,000
CPTV-CT Public Radio	M/F 35+	6am-5am	25	N/A
WRCH 100.5 Lite 70's-90's	M/F 18- 54	6am-5am	87	142,600
<i>AM Stations</i>				
WLAT 910 Hispanic	M/F 18- 49	6am- 10pm	10	N/A
WWCO 1240 Oldies, Talk	M/F 35+	6am- 10pm	60	N/A
WATR 1320 Oldies, Talk	M/F 35+	6am- 10pm	69	N/A
			865	1,180,900
Cable	Gender/ Age Range	Airtime	Total 30 sec commercials	Total Impressions (Audience)
<i>Zones: Waterbury, Seymour, Newtown</i>				
Comcast Spotlight	M/F 18- 54	6am-2am	1645	454,233

Yield Measurement Based on Industry Standards

Office of College Marketing
05/06

Billboards	Month	# locations	DEC*	Market Reached
Lamar Outdoor Advertising	July-05	8	215,200	Waterbury, Cheshire, Prospect
	August-05	3	154,300	Danbury, Bethel, Newtown,
	April-06	2	82,300	Ridgefield, Brookfield
	May-06	2	82,300	Thomaston, Watertown,
	June-06	2	82,300	Plymouth
Totals	5 months	17 locations	616,400	
				<i>*DEC = Daily Effective Circulation</i>
Newspaper	Subscribers	Frequency	Towns	
<i>data based on annual call to circulation 4/12/06</i>				
Waterbury Republican	67,409	Sunday	43	
	57,561	Daily	43	
Danbury News Times	35,880	Sunday	22	
	31,066	Daily	22	
	14,888	NM Spectrum	11	
Prime Publishers (PP)				
Voices	31,989	Wednesday	16	
Town Times	10,218	Thursday	2	
Sunday Voices	33,214	Sunday	16	
Cheshire Herald	7,520	Thursday	10	

Something to Ponder: Saturation rates (the amount of times NVCC is present in the market place) fluctuate but because the goal is increased yield (number of potential viewers) the mediums are adjusted. **Question:** Is a lesser number of placements with a higher number of impressions better than a higher number of placements with a lower number of impressions?

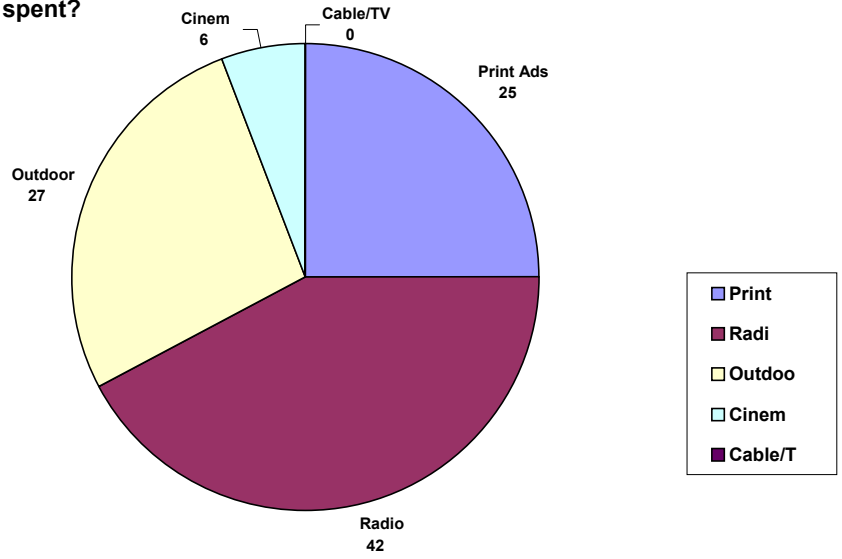
As the department continues to attain increased visibility creative uses of mediums is essential. The assumption is that we value and believe in the industry standard yield data and that it reflects actual viewership. Without actual research and data collection we are without a complete understanding of how the market behaves.

Visibility, Visibility, Visibility

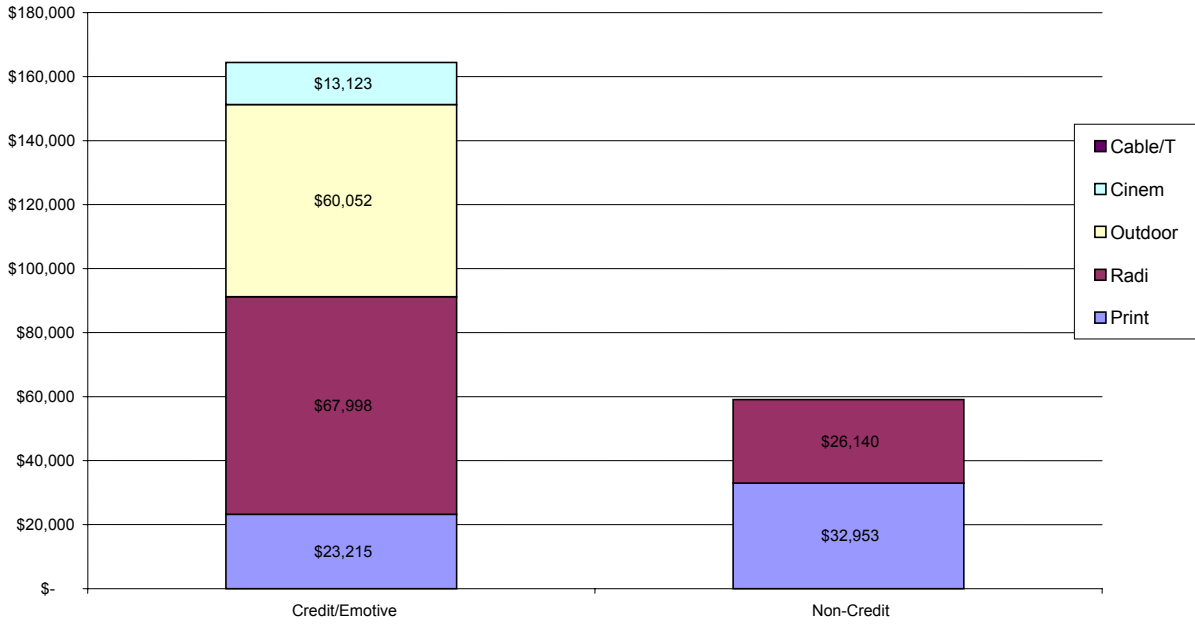
With a relatively static advertising allocation over the past five years at approximately \$130K and \$60K for credit/emotive and non-credit respectively and a continuous increase in advertising costs, the trick was in identifying effective vehicles for exposure while making the most of the expenditure. With a goal of consistent 12 month visibility throughout the service region, the following spending patterns 2004/05 and 2005/06 shows allocations by mediums as well as credit and non-credit breakdown of allocation.

2004 - 2005

Office of College Marketing Advertising Allocation How are the \$\$ spent?

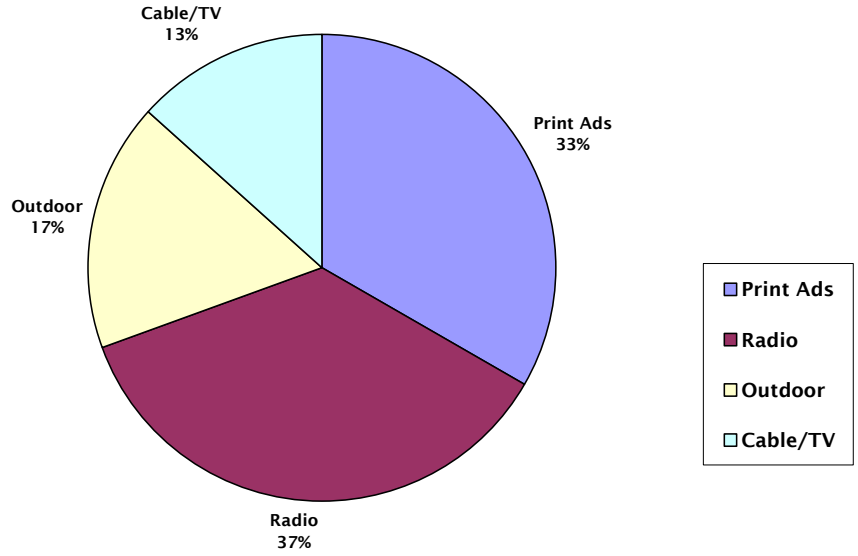


Office of College Marketing - Advertising Allocation Breakdown

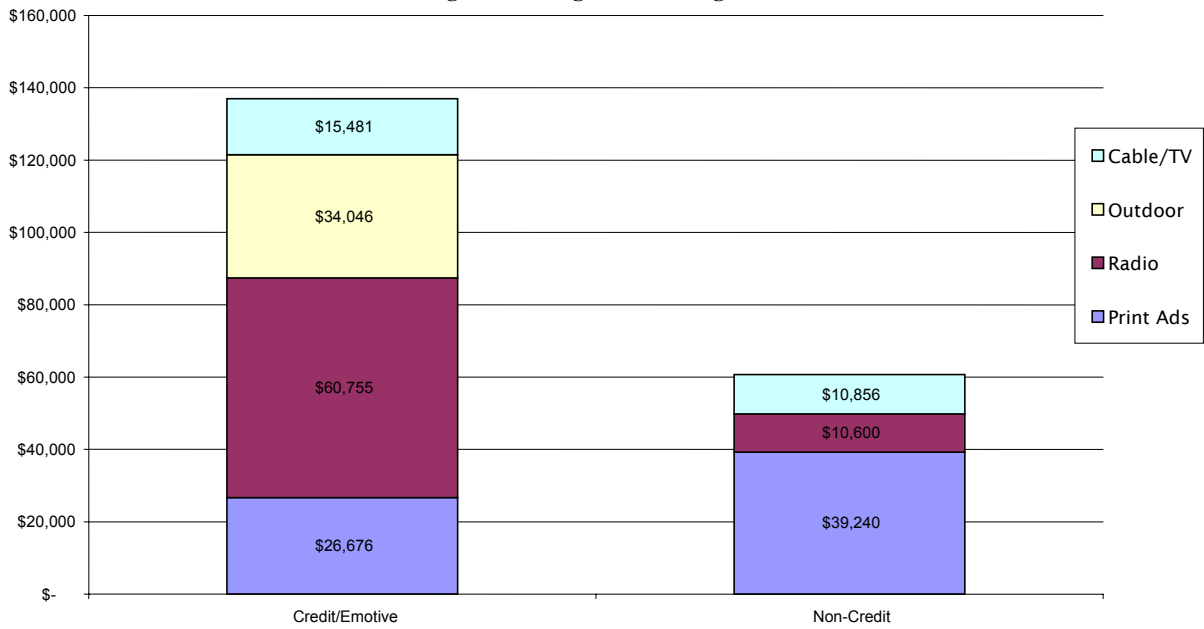


2005 - 2006

Office of College Marketing Advertising Allocation How are the \$\$ spent?



Office of College Marketing - Advertising Allocation Breakdown



Design

From fine-tuning the photo after an event and providing photography to the PR freelancer to developing concepts for billboard design, the design function in OCM crosses all areas. The largest collaboration takes place between advertising and design. This team works 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. In addition, staying current with new versions of software is a continuous necessity. Highlights and initiatives over the past two years include:

- 📁 New College Viewbook and Factsheet to match table top displays for Admissions
- 📁 2005-2006 and 2006-2007 College Catalogs with new Common Course Numbering
- 📁 Flyers for coordinators supporting credit and non-credit semester courses
- 📁 Design of Theater performance posters offers a more creative outlet for design skills
- 📁 Commencement and Honors Night Programs
- 📁 Student Handbook cover design
- 📁 Design of Nursing Program's 30 year anniversary invitation, poster, booklet and signage
- 📁 Foundation Annual Appeal "Murder Mystery" extravaganza; the design of the invitation package, postcards, posters, flyers, and booklet
- 📁 Three-color prospective student intake card
- 📁 Designing new signage for Kinney Hall, 4 levels
- 📁 New Billboard Concepts, catalog and schedule cover designs with companion advertising concepts

All collateral materials, advertising, billboards, and cover designs can be found on the college website at: www.nvcc.commnet.edu/ocm

On the Web

The homepage and landing pages receive revision with content areas repurposed more effectively. This included presenting semester information announcements prominently in the center of the home page and the *What's New* content of public campus events in a scroller. Each item publicized links to a press release or other appropriate web page. 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.

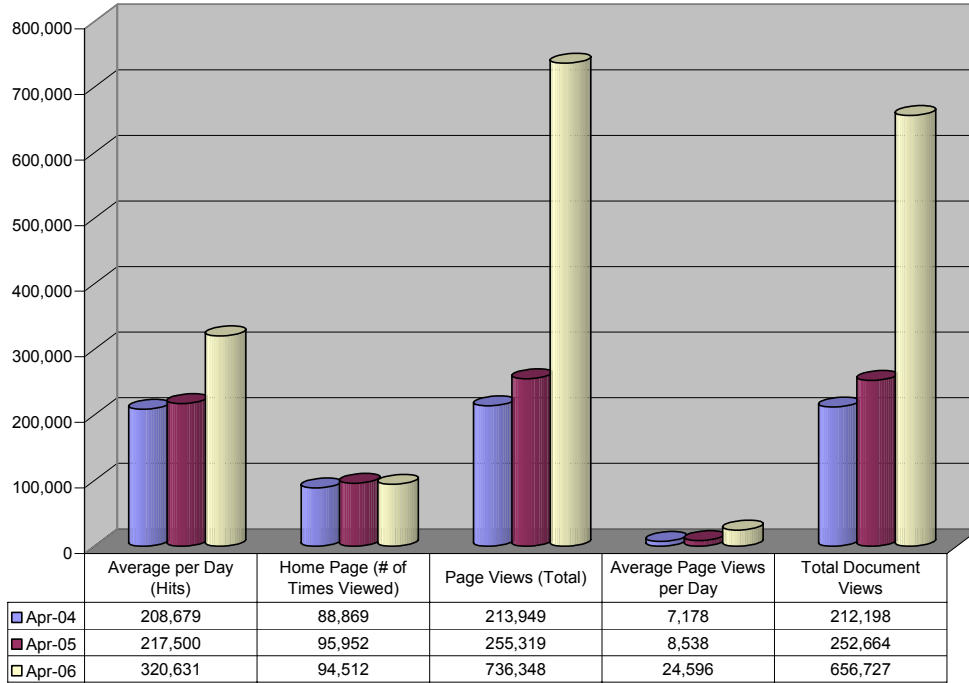
The Financial Aid section has been enhanced with SallieMae and Electronic Filing resources. Student Resources continues to be enhanced and a new Library website is under development which we will link to when completed. Revisions of copy on the landing pages for a variety of program areas and Distance Learning sections including Real Estate, Nursing, Allied Health & Community Education, CBIT and others received significant improvement. The College Bookstore now has the ability to electronically present a current book list with all relative data.

Keeping pages up-to-date with accurate and current information has been a top priority. The web server continues to function smoothly and is processing the increasing traffic as designed. 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. Strategic Planning MAPS dollars were allocated in and supported the purchase of new tracking software, replacing WebTrends with Urchin. Several departments on campus continue to mention or send notes expressing ways that the website has assisted their own in-office tasks.

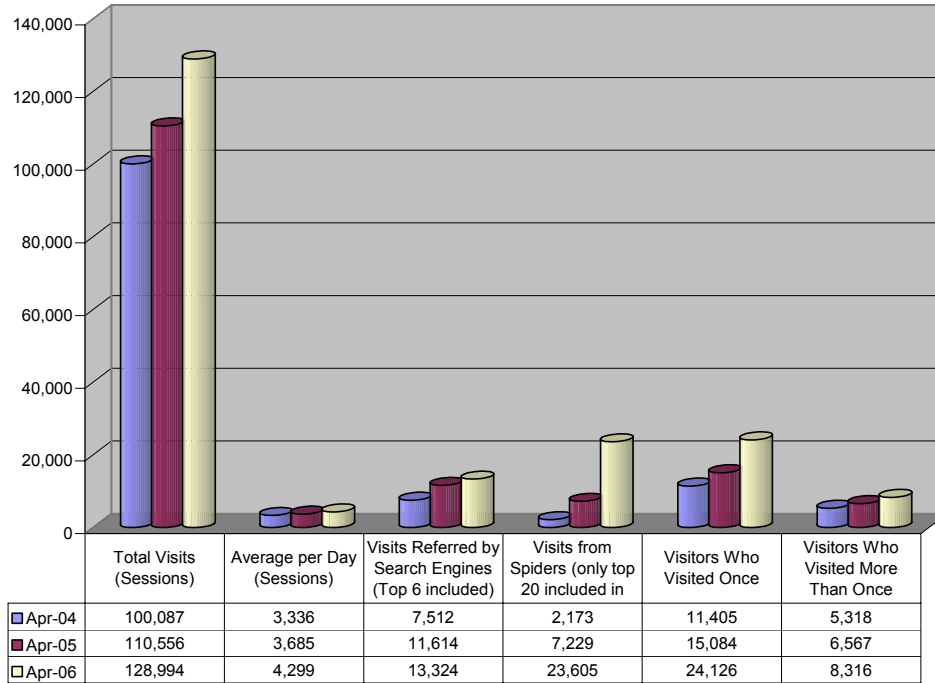
According to data from WebTrends reports, search engine usability and Enrollment Services tracking, the college website continues to be a very valuable resource for increasing and servicing college inquiries. As you can see on the next page, April 2004 to April 2006 comparisons show continued increase in activity and responses to the web. Interpretation of these numbers is provided below the charts.

Website Utilization – April Comparison

Website Utilization - April Comparisons (Hits)



Website Utilization - April Comparisons (Sessions)



WebTrends Language Defined:

Average Per Day (Hits) – The number of successful Hits divided by the total number of days in the log. The log represents the month of May (April in this report due to a switch over from WebTrends to Urchin) which has 31 days. *Each Hit represents a single file sent to a browser by the web server. Each webpage viewed in a browser is made up of several files including image and code files. Hits differ from page views since Hits encompass any element of a page. i.e., if a page has 6 graphics, the page would receive 7 hits each time it is accessed, one for the page and 6 for the graphics.*

Home Page (Number of Times Viewed) – The number of times the home page was visited. This statistic is derived from the total Page Views logged.

Page Views (Total) – The total number of pages viewed. *One page view is counted each time a completely downloaded page is displayed.*

Average Page Views Per Day – The number of page views divided by the total number of days in the log.

Document Views (Total) – Similar to Page Views but dynamic pages and forms are not counted.

Average Per Day (Sessions) - Number of visitor sessions divided by the total number of days in the log. *A Visitor Session is recorded as a unique user who visited the web site. This visit may include viewing one or many pages. This number will be less than the Page Views unless hypothetically each visitor only saw one page and then left the site.*

Visits Referred by Search Engines (Top 8 included) – The total number of searches that were performed in various search engines in which the user actually clicked on a search engines' result and was linked(referred) to the college website. The following graph is from May 2005:

Top Search Engines			
	Engines	Searches	% of Total
1	Google	7,559	54.7%
2	Yahoo	5,250	37.99%
3	AOL NetFind	972	7.03%
4	AltaVista	31	0.22%
5	Lycos	2	0.01%
6	Excite	1	0%
7	All The Web	1	0%
8	Microsoft Network	1	0%
Total of Searches for the Engines Above		13,817	100%
Total of Searches for the Log File		13,817	100%

Visits from Spiders (only top 20 included in reports) – Number of visits to the website recorded in the logs by the top 20 most frequently visiting spiders. *Search engine spiders are automated software programs designed to locate and collect data from web pages. If able, these spiders 'crawl' throughout websites following links looking for data to include in the search engine's database.*

Visitors Who Visited Once - Visitor Sessions that occurred once throughout the log.

Visitors Who Visited More Than Once - The number of Visitor Sessions that occurred during the log record. A new session is recorded each time the website is viewed in a new browser window. For example an additional visitor session would be recorded if a user closed the browser window and reopened the browser to revisit the website. A new visitor session would also be recorded if a visitor was viewing the website in a browser, was idle for more than 30 minutes and then resumed activity.

Public Relations

Though the Public Relations Associate position has remained unfilled, a refocus of priorities on the part of the Director and a continuation of an EA contract for a PR freelancer enabled the college to realize continuous exposure in the Waterbury Republican-American in notable ways. Though the numbers were not tracked, there were more front cover mentions than ever before along with more and more inquiries from the area news reporters for expert views on world issues making NVCC the envy of our counterparts across the state. *Positive news to boot!*

Increased visibility was the name of the game. A complete archive of press releases sent from the office is available on the college website. This number is significantly lower than what the college ended up seeing in the papers and in the news. A very good return on investment especially since everything is delivered via email.

Numbers gathered over past years will tend to be more accurate due the full-time effort towards tracking. Based on OCM tracking, and to the best of our ability the numbers have been updated as follows.

- 117 press releases were distributed by OCM
- 776 times that NVCC was in the news (not including the Wtby Rep-Am)

The figures demonstrate consistent coverage with media relationships continuing to be stronger than ever.

News Coverage	05/06	04/05	03/04	02/03	01/02
Overall Mentions <i>Source: NE Newsclips</i>	776	651	637	710	430
Waterbury Republican-American <i>Source: OCM Handcounted</i>	Pending	Pending	171	213	202

In addition to the Republican-American, 47 other publications publicized NVCC news throughout the state. The OCM maintains a Marketing rolodex for a comprehensive distribution.

The Return on Investment

The press coverage generated through public relations efforts plays a significant role in promoting the College with a significant return on investment and at minimal costs. 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	Savings
Registration Announcement: Voices	\$370.98
UConn-Business Articulation: Voices	\$865.60
Conference: Town Times	\$329.75
Horticulture Accreditation: Republican-American	\$1, 523.20
Articulation Agreements: Republican-American	\$979.20
Dance Concert: Republican-American	\$544.00
Graduation: Republican-American	\$1,224.00
total potential costs	\$5,836.73

Imagine if we had to pay for press coverage?




Here is the cost equation:

$$\begin{array}{r} \$300 \text{ (average cost of one small advertisement)} \\ \times 776 \text{ (number of times the College was in the news not including the Wtby Rep-Am)} \\ \hline \$232,800 \\ \underline{20,000 \text{ (cost of a part-time freelancer)}} \\ \hline \mathbf{\$212,800} \text{ (total amount of free advertising NVCC received as a result)} \end{array}$$

Research indicates that audiences are more likely to trust a news article over a paid advertisement making that ROI even more significant. Continued efforts to grow the Public Relations function by re-establishing the full-time position would be essential to the continued success of this significant growth in visibility.

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:

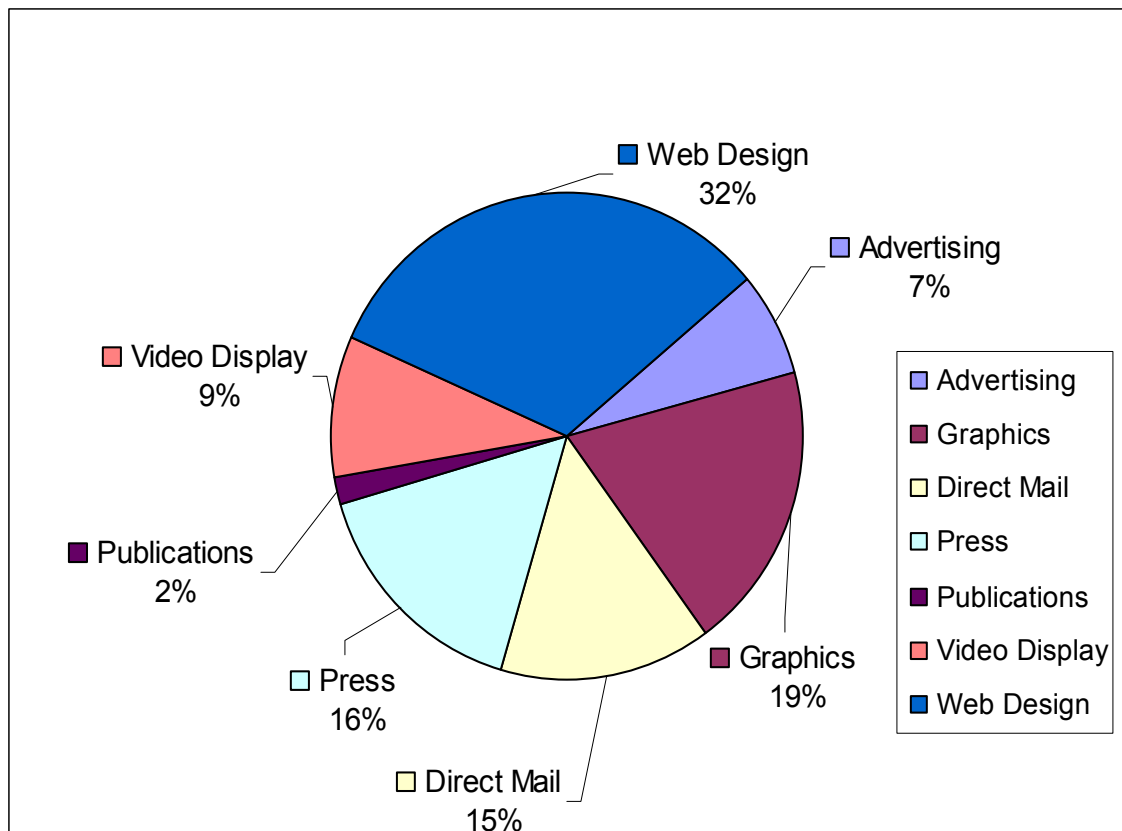
-  Overages on advertising billing continued to result in savings to the college with fewer discrepancies than in years past
-  All publications were tracked including College Catalog, Viewbook, schedules/catalogs
-  Strengthened communications with the Accounting Department to maintain OCM systems/processes

Marketing Service Requests Fulfilled

The Office of College Marketing supports active participation and encourages faculty and staff to utilize the services available. The following data (which at best reflects only about 85% of what is provided) provides a summary of Requests for Services from throughout the college. A full report reflecting each request is available.

Marketing Services	05/06	04/05	03/04	02/03	01/02	00/01	99/00
Advertising*	52	53	40	55	73	--	--
Graphic Services	141	177	155	196	192	269	273
Direct Mail	108	110	134	146	106	99	131
Press Release	119	110	108	118	111	88	102
Publications	12	14	12	13	16	18	9
Success Stories	0	0	10	16	13	5	19
Web Design	238	227	231	168	155	144	69
Video Display	70	38	--	--	--	--	--
Total Services Provided	740	729	681	692	666	623	603

*Note: Advertising numbers reflect campaigns/services rendered vs. numbers of ads placed. 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 submitting press releases to newsletters.

Staff maintains memberships on boards and works 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 benefiting 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 at the newly named Chase Collegiate School. She was also named to the National Council of Marketing and Public Relations District 1 Board (NCMPR) and chaired the Mystic District 1 Conference resulting in a larger than past years turnout with opportunity to showcase Connecticut Community Colleges to our neighboring states up and down the coast. Rob Henderson played an important role by providing graphic design support for all conference materials.

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 continuing as a 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/Subscriptions include: NCMPR Council, AMA Marketing News, and 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.

The OCM Marketing Advisory Committee has transitioned to an e-advisory format. Working with key leaders within NCMPR, a constant flow of feedback is available. In addition, questions and answers have been exchanged between the recently identified NVCC peer colleges in order to better benchmark practices.

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 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. Continuous review of reports on emerging trends, website usability research, and best practices in website development will strengthen our knowledge and expertise.

As we work to keep abreast of industry standards across all marketing venues, the website can continue to develop and grow as a valuable resource.

Together we make great things happen!