



C H A B O T - L A S P O S I T A S

| *Community College District*

Marketing Strategy Review

Board of Trustees Presentation July 18, 2017



MARKETING STRATEGY

- Objective: Generate enrollment growth and brand awareness
- Tactics:
 - Advertising (online & print)
 - Social media
 - Direct mail/email
 - Collateral (printed materials)
- Metrics of Success: Student headcount/applied (increase prospective student pipeline)

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MARKET RESEARCH

- Market Research 2016
 - Current Student Survey
 - Feeder High School Counselor Interviews
 - Focus Groups: Current Students
- Market Research 2017
 - Applied/Not Enrolled Survey
 - Technology- Student User Experience





MARKETING STRATEGY TACTICS 2016-2017

- Pandora
- Facebook
- Direct E-mail
- TV Ads (Comcast)
- Radio Ads - Wild 94.9
- Press releases
- East Bay and Tri-Valley Media Newspapers (print & digital ads)
- Local Shopping Malls
- Transit Buses
- Movie Theaters
- Re-design of Brochures, & other Printed Materials



MARKETING STRATEGY

Metrics for Success 2016-2017

- Approx. 10% increase in student headcount
- Distributed 84 press releases, 51 picked up by media

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ADDITIONAL PROJECTS

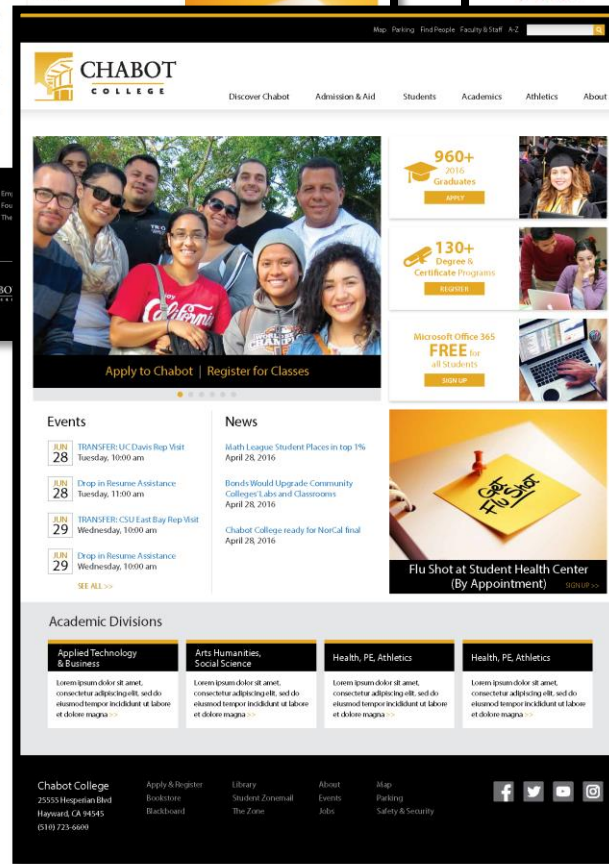
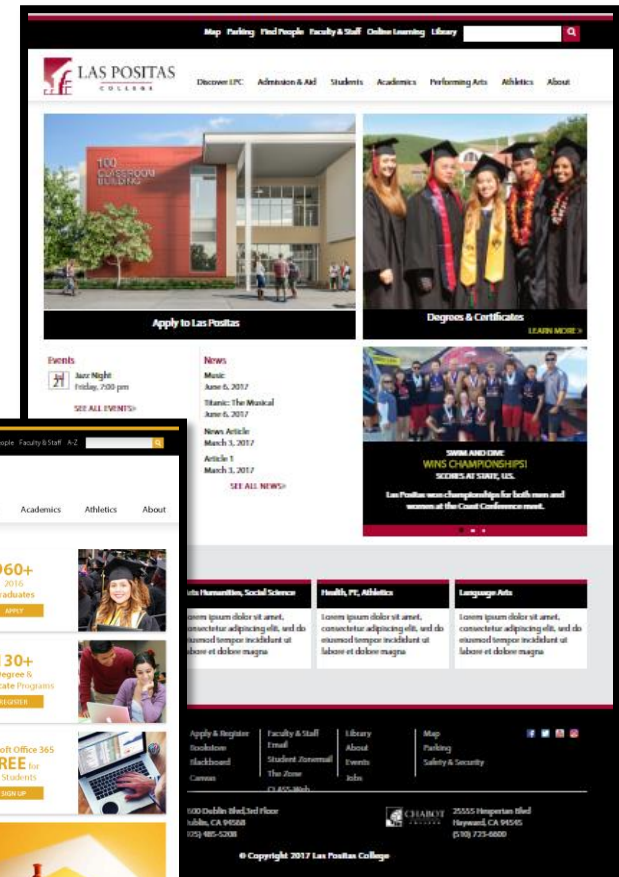
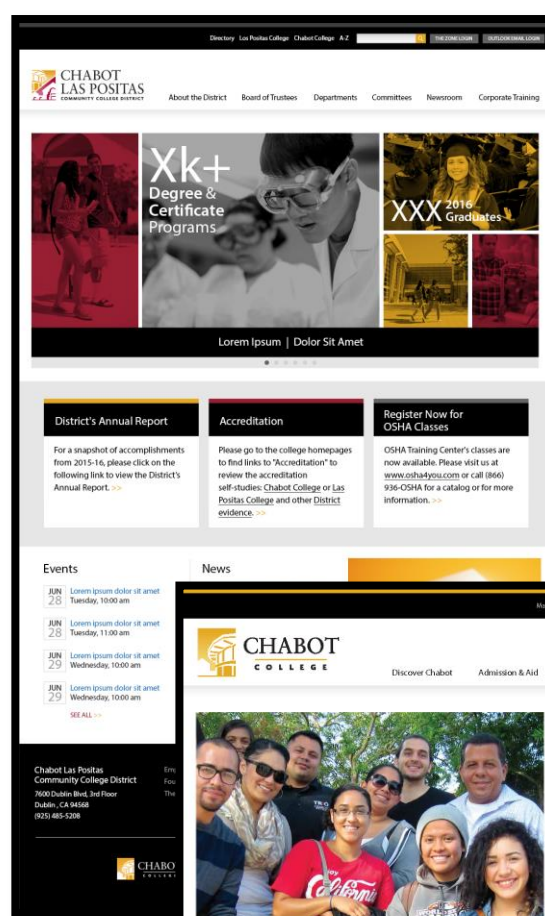
District-wide Website Redesign

Status: Website design completed

Currently Building Content

Goal: Rollout in phases

First rollout end of 2017



Drafts

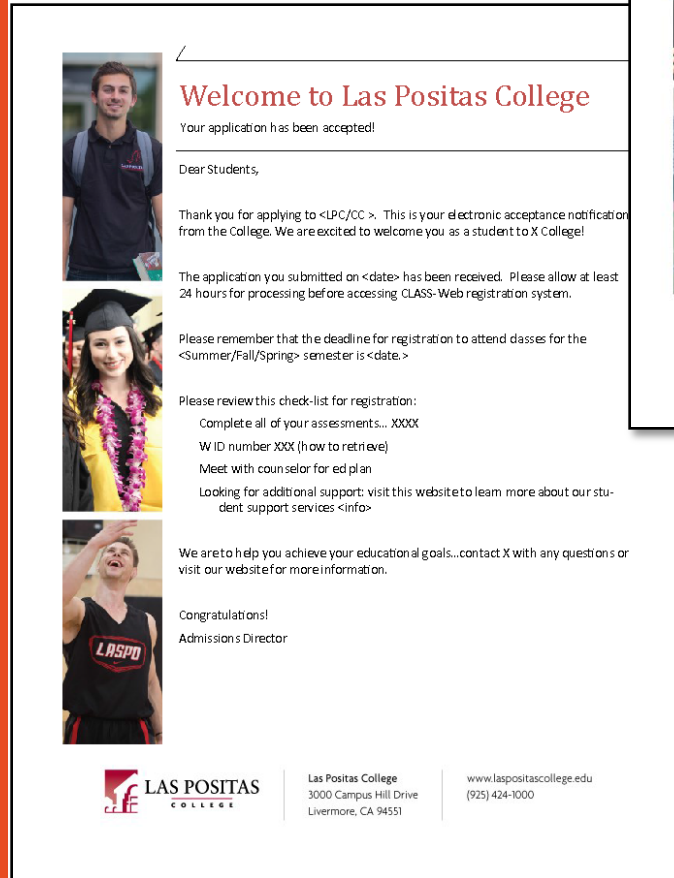
RECRUIT & ADVISE Software

Goal: (RECRUIT) To move prospective students from applied to enrolled status.

(ADVISE) To increase student retention.

Status: RECRUIT training in progress.

ADVISE training to begin after RECRUIT training & launch is completed.



Welcome to Las Positas College

Your application has been accepted!

Dear Student,

Thank you for applying to <LPC/CC >. This is your electronic acceptance notification from the College. We are excited to welcome you as a student to X College!

The application you submitted on <date> has been received. Please allow at least 24 hours for processing before accessing CLASS-Web registration system.

Please remember that the deadline for registration to attend classes for the <Summer/Fall/Spring> semester is <date>.

Please review this check-list for registration:

- Complete all of your assessments... XXXX
- W ID number XXX (how to retrieve)
- Meet with counselor for ed plan
- Looking for additional support: visit this website to learn more about our student support services <info>

We are to help you achieve your educational goals...contact X with any questions or visit our website for more information.

Congratulations!

Admissions Director

LAS POSITAS COLLEGE
3000 Campus Hill Drive
Livermore, CA 94551
www.laspositacollege.edu
(925) 424-1000



Welcome to Chabot College

Your Application Has Been Accepted!

Dear Students,

Thank you for applying to <LPC/CC >. This is your electronic acceptance notification from the College. We are excited to welcome you as a student to Chabot College!

The application you submitted on <date> has been received. Please allow at least 24 hours for processing before accessing CLASS-Web registration system.

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We are to help you achieve your educational goals...contact X with any questions or visit our website for more information.

Congratulations!

Admissions Director

CHABOT COLLEGE
25555 Hesperian Blvd
Hayward, CA 94545
www.chabotcollege.edu
(510) 723-6600

Sample Emails

CURRENT
MARKETING STRATEGY
2017-2018



**SUMMER/
FALL 2017**

TACTIC: ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES
Daily Review	Print June 16th, Online June 6 - June 25	Print: July 14th, July 28th Online July 20 Aug 12
San Leandro Times/Castro Valley Forum	Print June 7th, 8th, 21st, 22nd Online Jun 6th-June 25th	Print: July 12th, 13th Online: July 2-Aug 12th
Pandora	May 12 - June 16	July 10- Aug 15
Facebook	May 1 - June 16	July 10- Aug 15
Instagram	May 1 - June 16	July 10- Aug 15
Yahoo News	June 6 - July 1	July 10- Aug 15
Mobile Marketing	May 1 - June 15	June 15- Aug 15
Wild 94.9 KMEL	May 22 - June 20	June 20 - Aug 15
Comcast Cable television		May 15 - Aug 20
Stoneridge Mall		May 15 - Aug 31
Southland Mall		May 15 - Aug 31
Hacienda Theaters		July 1 - Aug 1
Century Theaters		July 1 - Aug 1
AC Transit		May 1- Aug 20
University Newspaper_		
Cal State East Bay	Print May 4th,11th,18th,25th and June 1 Online: May 4 - May 25	n/a
University Newspaper-		
UC Berkeley	May 2 Online May 1-June 1	n/a
DIRECT MAIL OR EMAIL		
Class Schedule	April	
Email	June 5 - June 7	July 1 - Aug 10
PUBLIC RELATIONS		
Social Media	Ongoing	Ongoing
Press Releases	Ongoing	Ongoing
(College) Digital Sign Boards	Ongoing	Ongoing



CHABOT COLLEGE
 MULTIPLE START DATES FOR
 SUMMER SESSION.
 FLEXIBLE CLASS SCHEDULES AVAILABLE!

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LAS POSITAS
COLLEGE

SUMMER/FALL
2017

TACTIC: ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES
Livermore Independent	Print: June 8th, June 15th, June 22, June 29 Online: June 8th- June 30th	Print: July 6, July 20, July 27th, and Aug 3 Online: July 6th-Aug 12, 2017
Pleasanton Weekly	Print: June 9th & 16th Online: June 6th-6/20th	Print: July 8th, 14th, 21, and 28th
Tracy Press	Print: June 9th & 23rd Online: June 5th-11th & June 19th-25th	Print: 8/4 & 8/11 Online: 7/3-7/31st
Pandora	May 12 - June 16	July 10 - Aug 15
Facebook	May 1 - June 16	July 10- Aug 15
Instagram	May 1 - June 16	July 10 - Aug 15
Yahoo News	June 6 - July 1	July 10 - Aug 15
University Newspaper Cal State East Bay	May 6 - May 28	n/a
University Newspaper- UC Berkeley	May 6 - May 28	n/a
Mobile Marketing	May 1 - June 15	June 15 - Aug 15
Wild 94.9 KYLD KMEL	May 22 - June 20th	June 21 - Aug 15
Comcast Cable Television		May 15 - Aug 20
Stoneridge Mall & Livermore		May 15 - August 31
Hacienda Crossings movie		July 1- August 1
Wheels Buses		May 19 - August 10
DIRECT MAIL OR EMAIL		
Class Schedule -		May - August
Email	June 5 - June 7	July 1 - Aug 10
PUBLIC RELATIONS		
Social Media	Ongoing	Ongoing
Press Releases	Ongoing	Ongoing
(College) Digital Sign Boards		



Summer/Fall 2017 (sample) Ads



TV Ads

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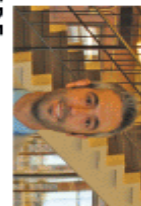


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Save



Save

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Save

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