



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

Community College District

Marketing Strategy Review 2017-18

Board of Trustees Presentation (February 2018)



AGENDA

- Review:
 - 2017-18 Marketing Strategy and Tactics Overview
 - Innovative marketing tactics from Fall 2017
 - What's coming up in 2018-2019
- Handouts:
 - College Marketing Strategy 2017-18 summary
 - Application Tracking/Marketing Tactics Trends

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MARKETING STRATEGY



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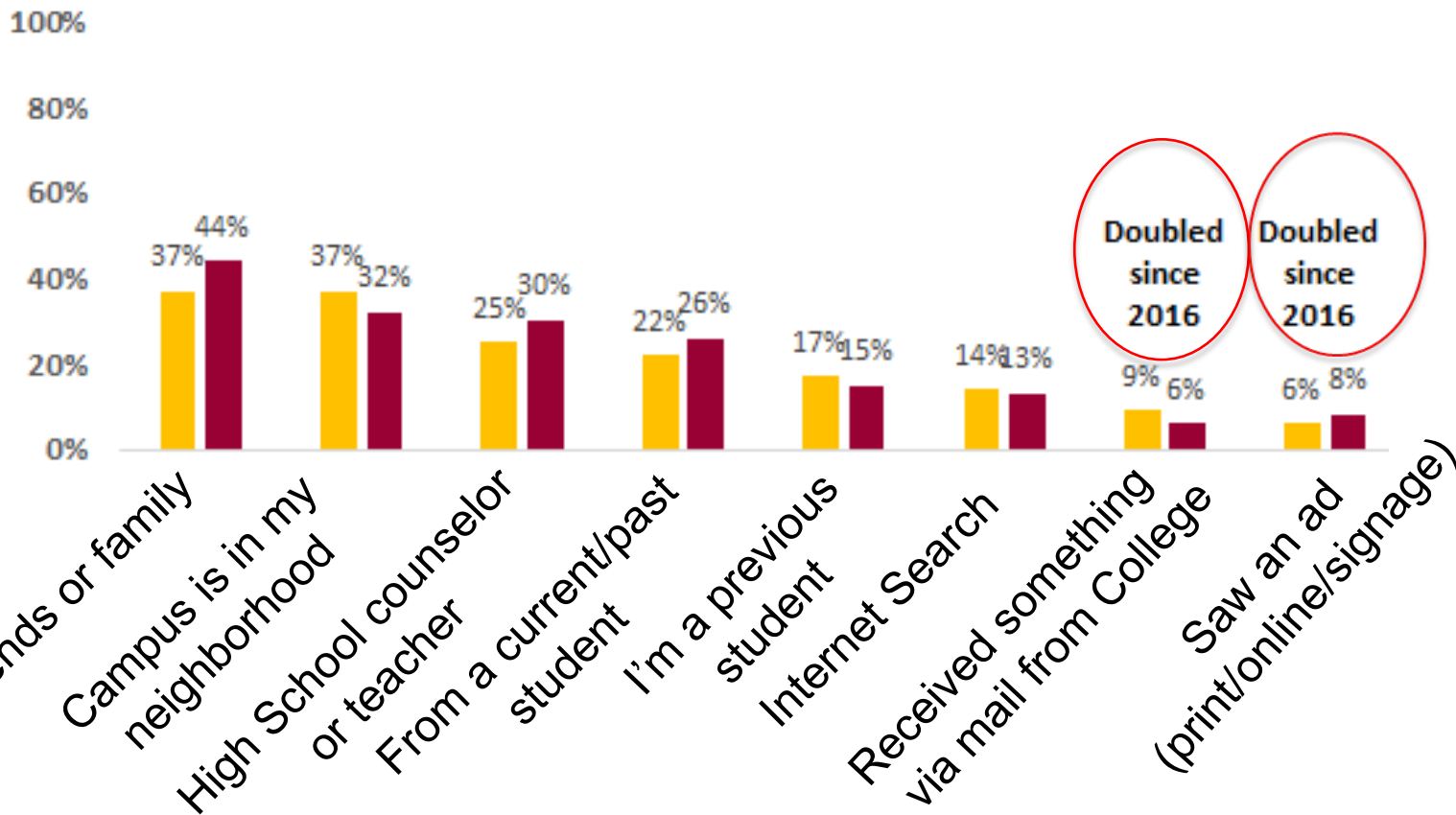
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Market Research

How Students are finding out about CLPCCD campuses?

■ Chabot
■ Las Positas



Objectives

- Generate enrollment growth
- Brand Awareness





Strategies



Print Advertising



Direct Mail



Press Releases



Broadcast Media

MARKETING TACTICS



Email Marketing

Social Media



Pay-Per-Click





MOBILE MARKETING



FINISH YOUR APPLICATION TODAY!

Visit www.laspositascollege.edu/admissions/#Enroll to complete your steps to enrollment!

Steps to Enrollment

- Step 1: Submit an Application
- Step 2: Complete Online Orientation
- Step 3: Take Placement Tests
- Step 4: Build Education Plan
- Step 5: Register for Classes & Pay your Fees

**Complete your financial aid application

Stay informed, follow us:

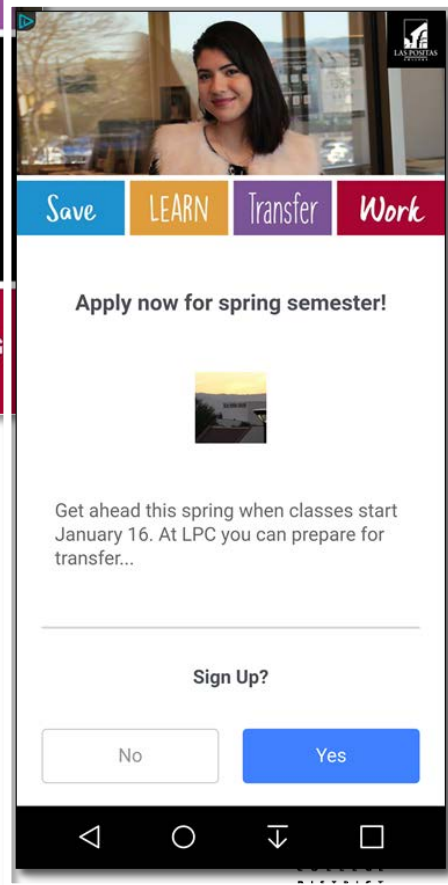
Las Positas College @LPCOfficial



LAS POSITAS COLLEGE

SPRING SEMESTER 2018 BEGINS JANUARY 16th
FLEXIBLE CLASS SCHEDULES INCLUDING SATURDAY AND ONLINE CLASSES!

WWW.LASPOSITASCOLLEGE.EDU

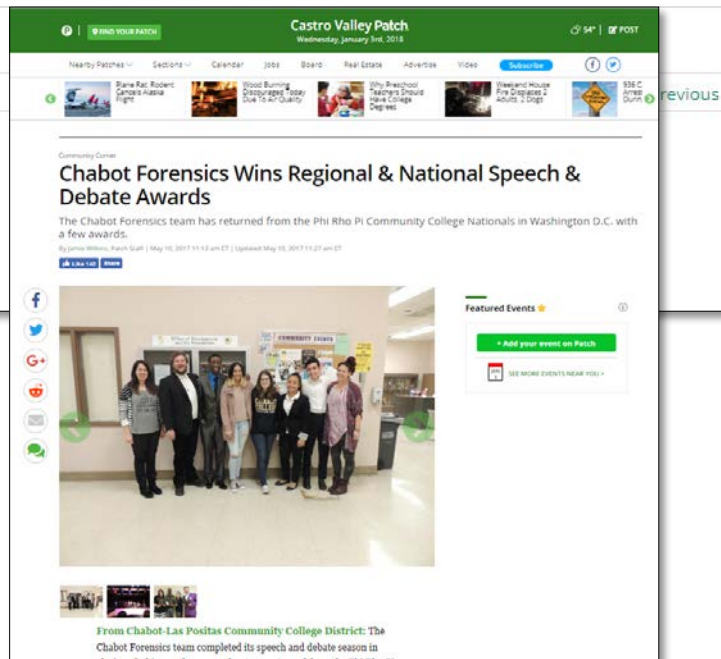
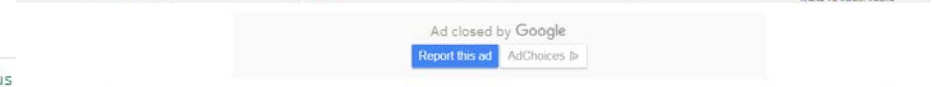
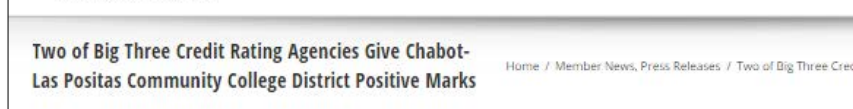
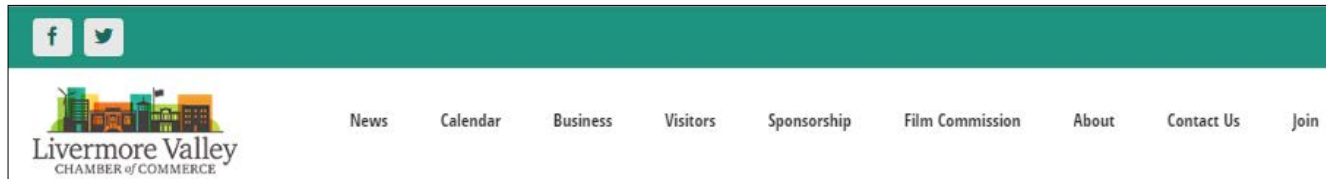




Press Releases



Distributed 70 press releases,
42 picked up by media (7/1/17 to present)





Metrics



Example:

Spring 2018: “pre-push” marketing efforts

- approx. 4000 more applications than previous year/time



Current OR Up-Coming Projects

- Implementing 2018-19 Marketing Plan
- TV Ads & Special Videos
- *New* Collateral for Colleges
- Summer/Fall Class Schedule
- College/District Website Re-designs
- RECRUIT/ADVISE Software
- Special Events Promotions

...and more



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