



## Marketing/PR Department Integrated Marketing Progress Report

Key Campaigns and Projects for 2<sup>nd</sup> FY Quarter 2014 (Oct – Dec, 2014)

(Click on [Links](#) for illustrations)

### New General Recruitment Material Creation

**Highlights Brochure (formerly viewbook):** Developed [folding brochure](#) to give to prospects 10/14 – Ongoing

**Welcome Map Brochure:** Developed [Faribault campus](#) and [North Mankato](#) campus map brochures for tours of the campuses 10/14 – Ongoing

**Paying for College Sheet:** Developed [comprehensive sheet](#) for active prospects 10/14 – Ongoing

*Upcoming:* “View Folder” will be created as an overall college positioning piece for mature prospects and college partners (filled with information relevant to individual) 11/14 – Ongoing

### “Visit Us” Recruitment Campaign

**Poster:** Developed [posters](#) to be sent to High School Counselors 9/14 – 10/14

**Postcard:** Designed and mailed [postcards](#) in September to 4,264 high school Juniors and Seniors 10/14

**Webpage\*:** Created [dedicated page](#) with an easier-to-access web address

**SCC Website “Ad”:** Running [promotional ad](#) on top of website several weeks during the 10/14 – 12/14 time period

**Social Media:** Posted to [Facebook](#) and [Twitter](#) periodically to promote specific events

\*Some content entered by admissions

*Upcoming:* Events will continue through end of April, with targeted promotion as needed

### College Knowledge Month Fee Application Week Campaign

**SCC Website “Ad”:** Ran [promotional ad](#) on bottom of website since beginning of 10/14 and moved to top of website 10/24/14

**Letter\*:** Created letter to go to agencies and organizations whose clients/students may be prospective students

**News Release:** Sent out news release on 10/23/14

**Social Media:** Posts to [Facebook](#) and [Twitter](#) scheduled 10/24 – 10/31/14

\*Letter sent by admissions

*Upcoming:* N/A fully executed by 10/24/14

## **Academic Program Recruitment**

**Program/Sell Sheets:** Developed, updated or maintained [program sheets](#) for 22 specific programs (e.g. Mechatronics or Community & Social Services) and 2 general fields (e.g. Healthcare and Business)

***Upcoming:** 3 program sheets currently in development, with 12 planning to be developed by 12/31; current program sheets will be updated as needed*

**Program Webpages:** Developed [program webpages](#) that compliment above sheets and created a system so that when a program/sell sheet gets created, so does the webpage

***Upcoming:** Webpages will be developed, updated or maintained in concert with program sheets*

**Program Displays:** Created wall units with signage promoting the program(s) and program sheets. All have been installed in Faribault and four have been installed in N. Mankato

***Upcoming:** Rest of wall units will be installed in N. Mankato 12/14*

**Full Marketing Plans for Programs (contain all of the above tactics, as well as advertising/video, etc.):** Created and began execution of Mechatronics plan, including creating video to show at NSF event in DC.

***Upcoming:** Advertise, engage in formal media outreach and take advantage of social media for Mechatronics; determine (with Academic Affairs) which programs need full marketing plans 11/14 – 12/14*

## **Advanced Manufacturing Activities**

**Government/Industry Relations\*:** Coordinated contacting of elected and public officials, as well as industry influential asking that they advocate for the TAACCCT grant to fund MNAMP's Learn, Work, Earn project and communicating thanks when received 9/14 – 10/14

**Social Media:** Posted in [Facebook](#) and [Twitter](#) for TAACCC grant 9/14 – 10/14 and Minnesota Manufactures Week activities 10/14

**Events\*:** Held three large events for Minnesota Manufactures Week 10/14

**News Releases:** Sent [news release](#) on TAACCCT grant 9/14

**Advertising:** Ran "High Tech Advanced Manufacturing" [print](#) and online ads during Minnesota Manufacturers Week 10/14 and began working on a tv commercial 10/14

\* Worked cooperatively with President's Office and others on this

***Upcoming:** Continue providing support to Learn, Work, Earn project and promoting SCC's Advanced Manufacturing programs collectively 11/14 – 12/14*

## **FastTRAC Campaign**

**Flyers:** Created new flyers for [Manufacturing](#) and [Health Care](#) FastTRAC program Fall classes 10/14

**Webpage:** Updated on our website for Fall Classes 10/14

**News Release:** Sending news release for Fall session 10/24

***Upcoming:** Continue to work with multi-agency marketing committee to promote program 11/14*

### **Faribault Expansion Completion\***

**Grand Opening Events:** Planned a large scale grand opening event for early October that included a pre-reception and public grand opening October 8/14 – 10/14

**Invites to Pre-Reception:** Created [invites to pre-reception](#) to community partners and employees

**Postcards:** Created [postcards to public grand opening](#) to various constituencies and had available at grocery stores in Faribault

**Webpage:** Created and continually updated [dedicated page](#) with an easier-to-access web address 8/14 – 10/14

**SCC Website “Ad”:** Ran [promotional ad](#) on top of website several weeks prior to the event 9/14 – 10/14

**News Releases:** Sent [news release](#) on event 9/14 – 10/14

**Social Media:** Posted in [Facebook](#) and [Twitter](#) about event 9/14 – 10/14

**Advertising:** Ran [print](#) and radio ads about event 9/14 – 10/14

**Give-Aways:** Ordered give-aways for the event, including pencils (used prior to and during event) bookmarks and pens for all attendees, water bottles for alumni gifts and 8/14-10/14

\*Multi-departmental committee cooperatively planned overall event and executed many of the above tactics

*Upcoming: N/A fully executed by 10/2/14*

### **Global Connections Conference**

**Posters:** Created [posters](#) to be hung around campus 9/14 – 10/14

**Internal Digital Monitor Announcements:** Promoted on [monitors](#) at North Mankato Campus 10/14

**Webpage:** Enhanced [webpage](#) to make information more digestible

**SCC Website “Ad”:** Ran [promotional ad](#) on bottom of website in weeks leading to event and top of website prior to the event 9/14 – 10/14

**Media Relations:** Sent [news release](#) and pitched story 10/14

**Social Media:** Posted in [Facebook](#) and [Twitter](#) 9/14 – 10/14

**Advertising:** Ran [print](#) and radio ads about event 9/14 – 10/14

*Upcoming: N/A fully executed by 10/10/14*

### **Student Senates’ “Get out the Vote” Campaign\***

**Forums and Events:** Counseled Student Senators from both campuses on hosting candidate forums and events, often by partnering with organizations and facilitated ongoing communication among these groups.

**Webpage:** Created [dedicated page](#) with an easier-to-access web address 10/14 – 11/14

**SCC Website “Ad”:** Ran [promotional ad](#) on bottom of website 10/14 – 11/14

**News Releases:** Created a news release to promote all of senate’s “Get out the Vote” activities, including co-hosted forums and events

**Posters:** Created [posters](#) displayed throughout both campuses 10/14 – 11/14

**Internal Digital Monitor Announcements:** Promoted on [monitors](#) at North Mankato Campus 10/14 – 11/14

\*Worked with Student Senate, Facilities and Scheduling on these events

*Upcoming: N/A fully executed by 11/5/14*

## **Charting the Future**

**Webpage:** Created dedicated "[Charting the Future](#)" page with an easier-to-access web address 10/14 – ongoing

**Events\*:** Planned October 28<sup>th</sup> Gallery Walk for North Mankato campus 9/14 - 10/14

**SCC Website "Ad":** Ran [Gallery Walk ad](#) on bottom of website 10/14

**News Releases:** Worked with Minnesota State Mankato to develop and distribute a cooperative release about gallery walks. a news release to promote all of senate's "Get out the Vote" activities, including co-hosted forums and events

**Posters:** Displayed [Gallery Walk posters](#) throughout both campuses 10/14

**Internal Digital Monitor Announcements:** Promoted Gallery Walk on [monitors](#) at N. Mankato Campus 10/14

\*Planned by marketing/pr – executed by Carol Freed

***Upcoming:** Continue to educate and engage stakeholders in Charting the Future and establish internal Charting the Future committee*

## **"Time to Register" Campaign**

**Posters/Table Tents:** Created [posters](#) and [table tents](#) encouraging students to register for spring semester early and displayed throughout both campuses 10/14 – 11/14

**Internal Digital Monitor Announcements:** Put "Time to Register image on [monitors](#) at N. Mankato Campus 10/14 – 11/14

***Upcoming:** Evaluate success in early **December** and ramp up efforts with additional tactics/events if necessary*

## **Connections Employee eNewsletter**

Created in 8/14 as an efficient way to deliver information on multiple topics and events to employees, the eNews letter continued to be optimized in 10/14

***Upcoming:** Enhance the medium and develop a plan for wider adoption*

## **Website Update**

Developing a new website based on user analytics, best practices and subject matter experts, with Phase I to be rolled out in December, between the two semesters when it's best for our students. The website is being completely put into an updated platform, which has automatically responsive design, meaning the site will automatically adjust to the format of the device using it, as illustrated in the following rough [Preview](#) (please note this is NOT the final site menu).

***Upcoming:** Following the initial "Phase I" roll-out we will gather input and analyze analytics to continually optimize the site (never really "finished")*