



*Danville Area  
Community College*

# MARKETING PLAN

**2023-2024**



**D: Diversity  
A: Accessibility  
C: Community  
C: Commitment**

# **Danville Area Community College Marketing Plan**

## **Introduction**

Danville Area Community College (DACC) is an accredited public two-year community college providing higher education opportunities for youth and adults largely in Vermilion County in Illinois. Established initially as an extension center of the University of Illinois in 1946, DACC became a public junior college named Danville Community College under Danville Public Schools in 1949. In 1951, the name was changed to Danville Junior College. In June of 1966, the College separated from Danville School District No. 118 under provisions of the Public Junior College Act and became an independent two-year area college under the control of the Board of Trustees of Junior College District No. 507. The name Danville Junior College was changed to Danville Area Community College on July 1, 1979, to be more reflective of the services rendered. The College district encompasses high school districts in Vermilion, Edgar, Iroquois, Ford, and Champaign counties with an estimated population of 89,000.

The main college campus is spread across a landscaped area of 75 acres. DACC is fully accredited by The Higher Learning Commission. It is also a member of the North Central Association of Colleges and Schools. DACC offers academic programs and courses including college transfer, occupational degrees and certificates, skill development programs, customized training and re-training in areas of special interest. The institute offers degree programs and certificates in diverse fields of study such as accounting, administrative professional, associate engineering science, computer communications and networks, early childhood child care option, electronic technology, industrial maintenance, and medical laboratory technician. Its Adult Education offers GED and Basic Education courses for the high school completion, and English as a Second Language to develop skills for the non-native speakers.

## **DACC Mission Statement**

Danville Area Community College is committed to providing quality, innovative, and accessible learning experiences which meet the lifelong academic, cultural and economic needs of our diverse communities and the world we share.

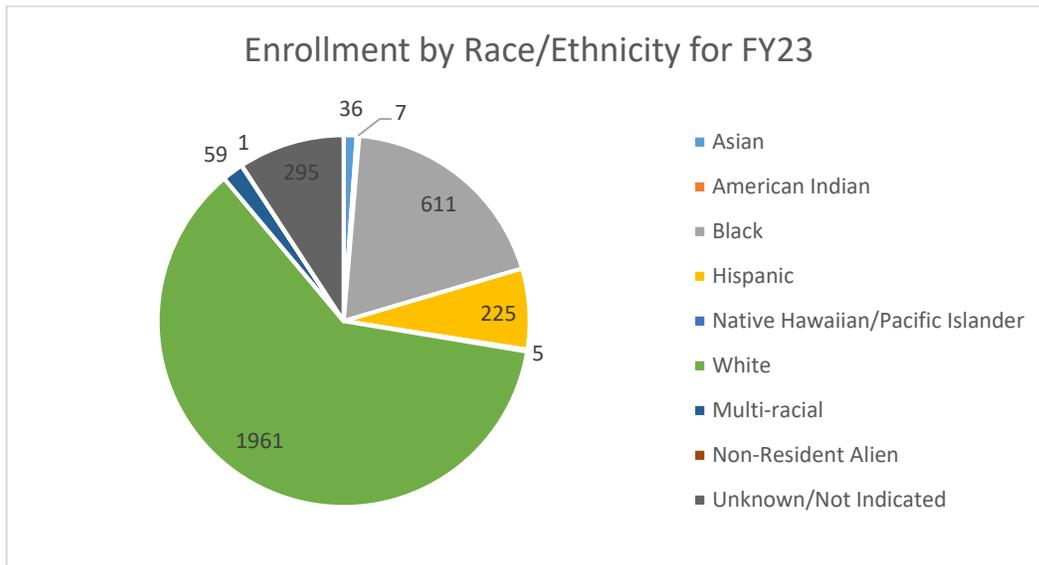
## **DACC Vision Statement**

Danville Area Community College will continue to be a nationally recognized leader in student success and an active partner in building and maintaining academic excellence and the economic vitality of the communities it serves.

## DACC Student Body Demographics

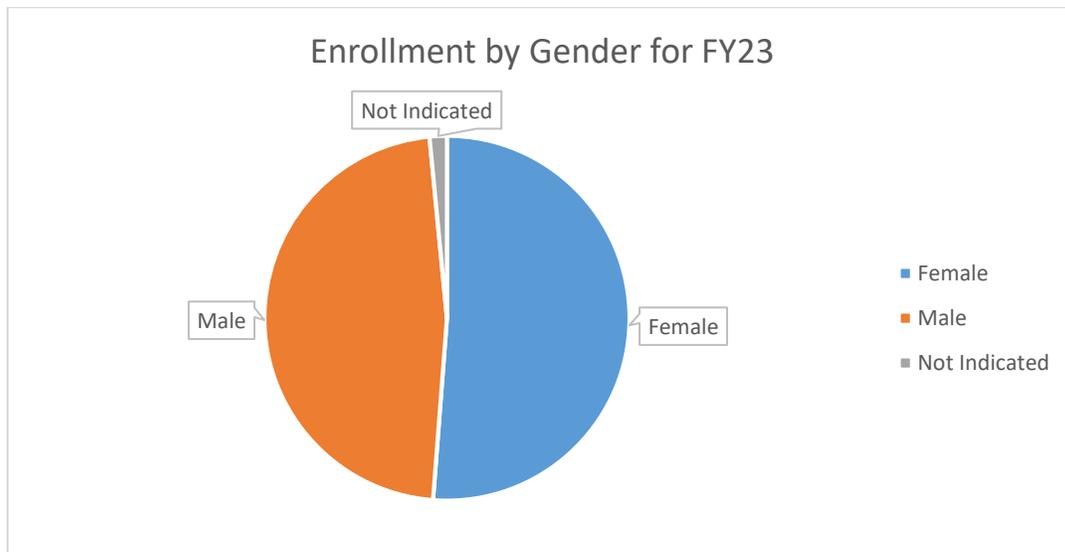
### Enrollment by Race/Ethnicity

Race/Ethnicity	FY23	FY22	FY21	FY20	FY19
Asian	36	29	38	67	58
American Indian	7	6	11	15	18
Black	611	523	513	817	874
Hispanic	225	213	190	323	304
Native Hawaiian/ Pacific Islander	5	1	2	3	7
White	1,961	2,148	2,958	4,047	4,048
Multi-racial	59	40	46	49	48
Non-Resident Alien	1	1	1	2	2
Unknown/NI	295	235	315	467	562



### Enrollment by Gender

Gender	FY23	FY22	FY21	FY20	FY19
Female	1639	1686	2153	2775	2977
Male	1512	1482	1900	3006	2930
Not Indicated	49	28	21	9	14



## **Branding/Marketing Committee Purpose**

The purpose of the DACC Branding/Marketing Committee is to set the vision for and manage the overall marketing strategy of the College. Additionally, the Committee ensures that the College's overall marketing is in concert with the DACC Strategic Matrix as well as the needs of the local community.

## **Branding/Marketing Committee Leadership**

The Committee is a group composed of individuals with diverse interests, experiences, knowledge, talents and institutional responsibilities.

The Committee is comprised of:

Vice President, Operations

Assistant Vice Presidents, Operations

Executive Director, College Relations

Coordinator, Recruitment and Student Engagement

Coordinator, Creative Content

Coordinator, eSports and Community Engagement

Online Support and Web Technician

The Branding/Marketing Committee meets on a weekly basis to discuss upcoming events, requests for assistance with marketing, and to brainstorm possible marketing strategies. The Branding/Marketing Committee will also hold a monthly meeting in which all stakeholders of the College will be invited to share ideas and information. The meeting will be held on the first Monday of each month and will also serve as the weekly meeting for the Committee.

The Committee members are committed to being:

- Purposeful
- Collaborative
- Technologically Aware
- Flexible
- Imaginative
- Dynamic
- Consistent

## DACC's Strategic Plan 2023-2024

The DACC Branding/Marketing Plan helps the college achieve its mission and directly supports the 2023-2024 Strategic Plan by explaining how the College intends to achieve its strategic goals listed below:

### Student Learning

I.A.3. Expand dual-credit programs throughout the District.

- ✓ On visits to high schools, College Recruiters will promote dual-credit options.
- ✓ Posters from hall banners to be used in home-area high schools.

I.B.2. Explore and promote additional 3+1 options for baccalaureate access.

- ✓ Members of the marketing team will collaborate with Academic Affairs to identify such programs so a marketing plan can be developed for new 3+1 programs.

### Student Success

II.B.1. Develop new outreach plans for under-represented communities, African American residents, Latinx residents, veterans, adult learners, and Indiana residents.

- ✓ Create success stories of current and former students
- ✓ Host campus events and tours targeting K-12 schools.
- ✓ Hall banners using All Stars.
- ✓ All Stars as tour guides.

II.B.3. Promote “marquee” programs, like engineering, agriculture, health science, music production and music for business, barbering, robotics, wind technology, and others.

- ✓ The Video Production Department has committed to creating CTE videos on a monthly basis and will highlight those videos on social media.
- ✓ Develop photography assets to feature DACC students/programs in ads, social media, and publications.

II.C.2. Increase student participation in extracurricular activities, especially theater and orchestra music, by partnering with local community groups.

- ✓ Bring back Jaguar Players and present “To Kill a Mockingbird” production in the fall of 2023. Partner with several community organizations to make a reality.
- ✓ Promote on-stage talent through updated headshots and biographies.

II.C.4. Launch intercollegiate volleyball program.

- ✓ Work with the athletic department to promote the season/players through social media posts, player media days, and streaming of games via the internet and local channel 5.

## **Organizational Advancement**

IV.A.7. Introduce a Marketing Consortium to collaborate on advertising and promotions.

- ✓ Expand the Branding/Marketing Committee to include representatives from additional college stakeholders, including faculty members.
- ✓ Professional development through NCMPR conferences and webinars.
- ✓ Professional development through participation in state and national marketing committees.

IV.B.1. Produce Great Careers brochure featuring new and existing local business and industry.

IV.B.3. Expand use of All-Star Jaguars and the “Write Your Story” campaign among alumni.

- ✓ Video Production and College Relations will reach out to alumni to create Legends Videos to be aired on Channel 5 as well as social media avenues.

IV.C.2. Promote goodwill by hosting Vermilion County basketball, cheerleading, volleyball and other sports.

- ✓ Promote the county tournaments by going to all of the county schools and taking pictures/videos of the student athletes to use to promote and use during the tournaments.
- ✓ Create poster for each of the 21 teams that includes every team member.
- ✓ Host the IHSA 1-A boys basketball sectional games.

## **Long-Term Goals**

- ✓ Raise the visibility of DACC within the communities it serves.
- ✓ Create a positive perception of the College among its constituents.
- ✓ Establish the image of DACC as an affordable college with high-quality programs that help students succeed.
- ✓ Continually update the College’s website with current information.
- ✓ Create and maintain an outreach calendar for collaboration, planning, and ensuring appropriate focus/marketing of programs/activities.
- ✓ Establish plan for measuring and analyzing ads, campaigns, and social media.