

2018-
2021

Danville Area Community College Marketing & College Relations Master Plan



A DREAM WRITTEN
DOWN WITH A DATE
BECOMES A **GOAL**.

A GOAL BROKEN
DOWN INTO STEPS
BECOMES A **PLAN**.

A PLAN BACKED BY
ACTION MAKES YOUR
DREAMS COME TRUE.

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Danville Area Community College

August, 2018

Marketing & College Relations

The role of the Marketing & College Relations office at Danville Area Community College is to provide marketing and advertising services and materials across all divisions and offices in order to inform the community about opportunities at the College and to build brand recognition in support of student recruitment, retention, and completion. The department also serves as the Public Information Office for College news and events, and serves as the liaison between the College, the media, and the community.

Department Staffing

- **Executive Director of College Relations**
 - The Executive Director of College Relations manages and directs areas of the College relating to College Relations, Marketing, and Governmental Relations.
 - The Executive Director reports to the President and is a member of the President's Administrative Council.
- **Administrative Assistant/Graphics Specialist**
 - The Administrative Assistant/Graphics Specialist, Marketing & College Relations assists the Director of Marketing & College Relations in the developing, planning, organizing, and coordinating of College programs, newsletters, promotional materials, and various communications and performs a variety of secretarial tasks related to projecting a positive image of the College in both the community and throughout the state.
 - The Administrative Assistant/Graphics Specialist, Marketing & College Relations, reports to the Director of Marketing & College Relations

Background

In preparation for creating this Marketing Plan, an Environmental Scan was completed in July 2018. Following are data points pertinent to College planning:

- The median age of residents is 40 years, with 58 percent of the population between the ages of 18-64 and 24 percent of the population younger than 18
- The Hispanic population is growing – up to 5.1 percent (2017 est.) from 4.2 percent (2010 Census), but the majority population is White (78%), followed by Black (13.7%). Foreign-born persons make up 2 percent of the population.
- Median household income was \$43,552 in 2016, while per capita income was \$22,733. The Federal Poverty Level for a family of four is an annual income of \$25,100.
- 20.2 percent of Vermilion County lived in poverty in 2017. Of that group, the largest demographic was women age 25-34.
- 28 percent of children were living in poverty.
- Student homelessness is an issue for every school district in the County.
- Food insecurity is an issue for 16 percent of our constituents.
- High-speed Internet use in Vermilion County is 62 percent versus 83 percent in Champaign County. 20 percent of U.S. adults are “smartphone only” Internet users meaning they have no traditional Broadband in the home.
- Nationwide, 69 percent of adults use some form of social media platform and 73 percent of those users access more than one platform regularly.

- The 18-24-year old population decreased 5.8 percent in Vermilion County from 2012 to 2014. During that same period, 8.5 percent fewer 18-24-year old students enrolled in College.

Environmental Scan Conclusions

In 1970, there were 97,119 people living in Vermilion County, Illinois; today that number has decreased to 77,909 (2017, est.) – a 24.6 percent change. While the median income for the County is \$43,552, 20.2 percent of our constituents live in poverty – federally designated as an annual income of \$25,100 for a family of four. The largest group in poverty is women aged 25 to 34 years. Not surprising given those numbers, only 62 percent of residents in Vermilion County have high-speed Internet in their homes.

As we explore new ways to market DACC to the community, we will need to focus on the under- and unemployed residents in the district, particularly women between 18 and 34 years. Since less than 50 percent of the County’s children live in “married parents” households, our messages should appeal to single parents. We also need student services that insure those parents feel they can pursue an education.

Keeping in mind that local in-home high-speed Internet access is limited, but 77 percent of the population uses a smartphone nationally, we must be sure that the format of our messages is mobile-friendly. Digital advertising connected to local IP addresses and mobile phone service, combined with geo-fencing, keywords, and site re-targeting will be essential to reaching potential students who surf via smartphone.

As online streaming services and radio programs grow in popularity, and the number of people who access those on their smartphones also grows, we must invest in digital advertising on those platforms; however, local “terrestrial” radio is still the most popular format nationwide. We cannot completely replace one with the other.

The television market also has been segmented by both streaming and satellite subscription services. Streaming services are most popular with adults 19-29 years old, but 28 percent of all adults used some streaming service to access television. Cable and satellite subscriptions are most popular with adults over 30. Locally, 37,971 individuals subscribe to Comcast cable service and receive the Local Access Channel 5 as part of their basic cable package. For an additional fee, those subscribers may access the U-Verse streaming service and On-Demand television viewing – each of which has an advertising option.

Social media grows and changes almost hourly, but we know that 69 percent of American adults use some social media platform. Choice of platform varies by age, but 75 percent of all American adults use YouTube and it is most popular with adults between 18 and 24 years (94%). Given the popularity of the platform, the College should invest in upgrading video production capabilities in both staff and facilities.

Marketing & College Relations Goals: FY 19-21

1. Support Academic Services' efforts to create and expand program offerings by producing support materials and advertising
2. Support Student Services' efforts in student recruitment, retention, and completion through creation of support materials, social media, student and community communication, and advertising
3. Implement Strategic Enrollment Management in marketing and advertising efforts
4. Investigate new media channels, markets, and branding techniques to position Danville Area Community College as the local, affordable, accessible college of choice for the community

Tasks & Activities to Support Department & College Goals

Task/Activity	Matrix Goal	Marketing Goal	Tactic	Timeline
Conduct Environmental Survey	Organizational Advancement	1, 2, 3	Using multiple sources, compile raw data on the district's population in order to support SEM, and student services. A new national census will be completed in 2020, after which a new Scan should be undertaken in order to update information.	FY19 & FY 21
Integrate Strategic Enrollment Management processes in Marketing methods	Organizational Advancement	2, 3	Support SEM priorities through marketing to targeted demographics identified by SEM committee and Academic Deans	FY19 & FY20
Meet with Deans prior to each semester enrollment to determine priorities	Organizational Advancement	1, 2	As part of Tactical Enrollment strategies determine promotion priorities of the Deans on a semester basis, using SEM as an overall guide	FY19
Pursue expanded video production capability for M&CR	Institutional Excellence	1, 2, 4	M&CR staff will explore and study video production techniques as needed to improve in-house production capability	FY19 & FY20
Target messages to unemployed and	Organizational Advancement	1, 2, 4	Explore geo-fencing techniques to include areas frequented by	FY19

Task/Activity	Matrix Goal	Marketing Goal	Tactic	Timeline
underemployed residents			low-income residents or underemployed residents	
Target messages to adult students aged 20 to 35 years	Organizational Advancement	1, 2, 3, 4	Explore new digital market platforms including Spotify and Pandora	FY19
Target messages to Indiana residents	Organizational Advancement	1, 3, 4	Purchase addresses for a targeted social media campaign using geo-fencing and mobile technology to reach Indiana residents	FY19
Promote use of college facilities -- Jacobs Hall	Organizational Advancement	1, 3	Upon completion of Jacobs Hall, promote donor generosity, use of space by College departments (events), and availability of space for community use	FY21
Implement strategies to engage alumni	Organizational Advancement	2, 3	Expand membership of Alumni Association and Alumni Board. Using social media, increase number of alumni who attend campus events as "alumni" activities. Host (with Alumni Association) at least one major Alumni event each academic year	FY19
Organize a major Alumni Event for the College's 75 th Anniversary in 2021	Organizational Advancement	2, 3	Expand membership of Alumni Association and focus on bringing alums back to campus, either to enroll children/grandchildren or to pursue continuing education of their own	FY21
Expand social media and design capability of M&CR staff	Institutional Excellence	2, 3, 4	M&CR staff will explore and study new social media design techniques as needed to improve in-house production capability	FY19 & FY20

Task/Activity	Matrix Goal	Marketing Goal	Tactic	Timeline
Implement limited SEO campaign to overcome website weaknesses	Institutional Excellence	1, 2	Key word weaknesses have been identified with the existing website. A limited SEO campaign should be implemented to cover the gaps until a new site can be built	FY19
Investigate website renovation/rebuild for implementation in FY20	Institutional Excellence	1, 2, 3, 4	With Maggie Hoover, assess updated web needs and create RFP to select website architect	FY19
Implement website renovation	Institutional Excellence	1, 2, 3, 4	With web team and consultant, create new web branding/appearance	FY20
Investigate upgrades to College TV studio production/editing equipment	Institutional Excellence	1, 2	With an emphasis on new media, up-to-date production and editing equipment is essential to produce marketing video for digital platforms such as YouTube. In conjunction with CNS, M&CR staff will determine the equipment needs to make this studio a viable marketing tool and budget for upgrades	FY20
Implement upgrades to College TV studio production/editing equipment	Institutional Excellence	1, 2	Having made all necessary inquiries and budget requests, the College will purchase and install new equipment to make the TV studio a viable marketing tool	FY21
Investigate upgrades to Channel 5 equipment	Institutional Excellence	1, 2	The College inherited ownership of Local Access Channel 5 with outdated equipment. There are 37,971 Comcast subscribers in	FY20

Task/Activity	Matrix Goal	Marketing Goal	Tactic	Timeline
			<p>the Champaign-Danville zone who receive the channel as part of their basic cable package. Currently, the feed quality is abysmal. There is no marketing advantage to using the station in its current condition. In conjunction with CNS, M&CR staff will determine the equipment needs to make this channel a viable marketing tool and budget for upgrades</p>	
<p>Implement upgrades to Channel 5 equipment</p>	<p>Institutional Excellence</p>	<p>1, 2</p>	<p>Having made all necessary inquiries and budget requests, the College will purchase and install new equipment to make the Local Access Channel 5 a viable marketing tool</p>	<p>FY21</p>