



York County Community College (YCCC) FY 2019 - 2022 Marketing Plan

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Introduction

The goal of the YCCC Marketing Plan is to support the college's mission and generate enrollment growth by enhancing public awareness and participation in the college's many opportunities. The key to a successful marketing plan is shared goals across the college. Marketing and communications must be recognized as a central, core operating service of YCCC for it to succeed.

YCCC prides itself on academic excellence, affordability, accessibility, outstanding student support services, workforce/economic development and partnerships with business and industry.

This document provides an overview of budgeted and planned FY 2019 activities of the Marketing and Communication Department. The plan will be reevaluated as we approach FY 2020 and FY 2021. YCCC's marketing and communications efforts highlight the excellent, affordable and achievable education it provides to its students and the community at large. To effectively market to prospective students, YCCC must use of a variety of strategies, and constantly reevaluate its methods and messages to meet the goals set in the college's 5-year strategic plan. As with any plan, this is not a static document but rather one that has been created to reflect and reinforce the goals of the college's 5-year strategic plan. Consequently, measuring the success of this departmental plan is contingent on new initiatives and strategies parallel to the goals of 5-year strategic plan by key stakeholders on campus and college leadership.

The focus of this plan details all efforts that are tied directly to the marketing budget. However, the scope of work, resources, collaterals and support provided by the Marketing and Communication Department reaches well beyond what is outline in this plan. The Marketing & Communications Department supports all efforts and needs of the President's Office, Community Education Department and the York County Community College Foundation - all of which operate under separate budgets.

I. Marketing Plan

a. Strategy

Through an integrated, targeted approach to key demographic groups, this plan seeks to attract and recruit new students and raise general public awareness of college.

All marketing and communication materials will present a consistent reinforcement of this position and the core ideals behind it. YCCC's marketing plan is focused to allocate funds to outlets that will reach the largest number of potential students to maximize ROI.*

b. Target Audiences Include:

- High School students who live in York County
- Prospective non-traditional students who live in York County
- Students within the larger geographic area who want a high quality college option at an affordable price
- Parents and family decision makers/Influencers

- Prospective Transfer Students
- Leaders in education, business and civic organizations
- Donors and community partners
- Community at large

c. Messages

- An **EXCELLENT** Education that is **AFFORDABLE. ACHIEVEABLE.**
- **Lowest tuition** of any accredited institution in the region.
- Easy-to-**TRANSFER** credits/2 PLUS 2
- **Small** class sizes and **top-notch** educators.
- Plus, **FREE** tutoring and career counseling.

II. Methods, Materials & Media *

1. ADVERTISING

The advertising component of the campaign combines TV/Cable, SEM, redirect digital targeting, direct mail, email, print and social media to reach potential students. General branding campaigns combined with targeted campaigns are designed to maximize visibility with the college's audience to increase enrollment and brand awareness.

a. Print

YCCC will target its print ads to reach the age 35-plus audience. While print advertising does cross over to reach YCCC's other target markets, its primary reach is the non-traditional student and parents/grandparents of younger students.

Timeline: 2/3 week print campaigns design to coincide with each new semester and/or 7-Week Term

b. Direct Mail

Direct mail provides many benefits in reaching potential students: It is targeted and tangible. It allows us to physically place our message in their hands and encourage interaction. Targeted postcards campaigns will be sent to potential students using purchased lists and College Board Data to specific cohorts of students.

Timeline: Two direct mail campaigns are planned to coincide with the Spring and Fall recruitment.

c. Email

Email marketing is more cost effective, dynamic and adaptive than other traditional marketing methods. It will provide YCCC with an interactive method to connect with our potential students, current students and supporters. These emails will drive all recipients to our website for further content with embedded video, hyperlinks to news stories and dedicated landing pages so the ROI can be tracked through analytics. Email - Special Alerts, for things such as registration or special event announcements, will be as sent as needed for maximum impact.

d. Search Engine Marketing (SEM)/Paid Search/Targeting Redirect

This initiative will partner with other methods and will allow YCCC to increase brand visibility and targeted traffic, in a cost effective way with the ability to measure and track click through rate (CTR). Search Engine Marketing - 30 mile radius around Sanford Maine. Focusing on community college, continuing education, certification programs, online college, etc. Have YCCC be visible when people are actively searching for college offerings on Google and Bing.

Timeline: - Campaign Specific ads to boost all NINE semesters and 7-week terms to increase brand awareness.

Retargeting - Display advertising served to people who have clicked through to the YCCC site or visited YCCC site for a 30 day period in an effort to stay on top of their mind and encourage them to come back to the site for engagement, schedule tour, enroll online, etc.

e. Social Media

The YCCC Marketing & Communications Department will continue to develop and integrate the college's Social presence on Facebook, Twitter, LinkedIn and YouTube. User participation will be encouraged with the development and inclusion of visual and video content.

Facebook/Instagram. Brand awareness with ability to promote various courses and change targeting based on behavior and demographics for ideal prospective students. Implementation of the Facebook Pixel on YCCC site to create a look a like audience of users who have visited your site, people most likely interested in college courses.

YouTube Video Advertising - Branding/Awareness focus. Video advertising on the TruView YouTube video platform. Targeting an audience based on their online behaviors and profile of the type of content they consume. Video advertising is served as a pre/mid-roll. Functions very much like SEM where you pay per view or click.

f. TV/Cable

YCCC will run tv ads (either a 30 sec. or two 15 sec. "book-end" spots) on targeted cable channels in York County. The messaging will raise general brand awareness rather than target a specific college program. YCCC will use Cable vs Networks allowing the college to demographically target coverage in York County.

Timeline: 3 month coming July, Aug, Sept 2019/Nov, Dec 2019 & Jan '20

2. PUBLICATIONS

The YCCC Marketing and Communications Department develops a wide assortment of college promotional materials. In addition to specific program requests, the department produces:

- **2019-2020 College Catalog**

Timeline: July 2019

- **College Viewbook/Admission Pocket Folder**

Timeline: January 2020

- **Various College Brochures**

Timeline: Creation & Updates as needed

3. PUBLIC RELATIONS/Communications

Press releases and articles sent to the media highlighting enrollment periods, registration, special events and key accomplishments of YCCC students, faculty and staff.

Timeline: ongoing

III. ANALYSIS & MEASUREMENT*

- **Google Analytics:** YCCC.EDU website page-view rankings and comparison pre/post-campaign will be reviewed continuously. Through the use of Google Analytics analysis, week performing pages can be identified and upgraded, we can identify where page visitors came from, how long they stayed on YCCC.EDU, their geographic location and a variety of other metrics to help us improve a user's experience with the college's website.

- **SEM & Social Analytics:** All SEM and social media efforts will have analytics tied directly to the campaigns, which allows us to adjust our ads mid-campaign to increase our results and maximize ROI.

- The Marketing & Communications department will work closely with Student Services, Institutional Research, and the YCCC Foundation to continually monitor and measure the success of individual campaigns geared to increase new student enrollment and the goals of the 5-year strategic plan.

**It is important to note that because of the lack of Jenzabar integration with yccc.edu and a student's inability to fully register online it is impossible for the Marketing and Communications Department to truly measure ROI for any campaign it runs.*

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