

SANTIAGO CANYON COLLEGE

Marketing & Advertising Activity Update to Enrollment Management Committee October 18, 2017

Activities for General Marketing

- Gathered faculty and staff micro-moments
- Took new photos of campus and micro-moment subjects
- Developed short videos to be used on the website and social media
- Continued to promote the Branding Toolkit, found www.sccollege.edu/brandingtoolkit
- Developed press releases, media alerts, web features, and social media
- Added branding content to website home page and “About SCC” page

Marketing Activities Promoting Summer 2017

1. Internal Audience (existing students)
 - Website and Social Media
 - Marquee Announcement and Flat Screen Slides
 - Student Emails
2. External Audience (prospective students)
 - Print Ads – CSUF; CSULB; UCI, Orange Magazine

Marketing Activities Promoting Fall 2017

1. Internal Audience (existing students)
 - Website and Social Media with SCC Branding Content
 - Marquee Announcement and Flat Screen Slides
 - Campus Small Postcard and Flyer
 - Student Emails
2. External Audience (prospective students)
 - Print Ads – Orange Magazine; Orange City News; Anaheim Bulletin; Old Towne Orange Plaza Review; Vietnamese and Spanish Language Ads (Nguoi Viet, Viet Bao, Rumores, and Excelsior)
 - Direct Mail Postcards
 - Mobile Marketing through UpSnap
 - Digital Online Marketing through ReachLocal
 - Mall Display Ad (Backlit)
 - Pandora Audio and Display Ads
 - Facebook Paid Ads and Retargeting Ads
 - Facebook “boosted” Posts to Highlight SCC’s #13 Ranking
 - Large “**What Will You Do?**” wall ads at OUSD High Schools through Glacier
 - MailChimp Email Campaign (Allows us to track the open and response rate of each email)

- The District Office Chancellor gave SCC \$200,000 one-time marketing funds in early 2016. The Ad Hoc Marketing Task Force was established. A large portion of the funds were used to hire a firm to help us “brand” our college.
- Funds were also used to hire a short-term Communication Specialist and for external audience marketing activities. This person was short-term and no longer with us.
- Judy Iannacone and Ruth Babeshoff have about \$35,000 remaining funds to market Intercession and Spring 2018. We are stretching the dollars as much as possible and trying to use them on campaigns that have a Return on Investment.

For example, A series of MailChimp emails were sent mid-August through the first week of the fall semester

1. Applied to SCC in the Past Year but Did Not Enroll
12,782 emails were sent on August 11 **1,201 new students enrolled after Aug. 11**
28.7% were opened (123% higher than the industry average of 12.8%)
2. Applied to SCC March 2017 – August 2017 But Did Not Enroll
6,388 emails were sent on August 18 **5,416 new students enrolled after Aug. 18**
26.5% were opened (again, higher than the industry average)
3. Former Students Who Did Not Return to SCC Over the Past Year
10,469 emails were sent on August 23 **684 students enrolled after August 23**
37.9% were opened

4. Students Enrolled in Less Than 12 Units Without a BOG Waiver - We encouraged them to apply for the BOG Waiver
2,702 emails were sent
44.5% were opened
5. Students Enrolled in Less Than 12 units With a BOG Waiver – We encouraged them to enroll in additional units
1,433 emails were sent
49% were opened
6. Students Enrolled in Less Than 12 Units With a Pell Grant – We encouraged them to enroll in additional units and earn more on the Pell Grant
368 emails were sent
57.6% were opened

The three emails that went to students with less than 12 units resulted in 319 students adding additional classes. Overall, the email campaign resulted in a gain of 227 FTES. For each FTES, RSCCD gains \$5,151.24 resulting in a \$1.169 million dollar return on investment of \$1,800 for MailChimp.

Another Example is Print Ads in University Newspapers –

CSU Fullerton – Without advertising, 29 students attended Intersession 2016
With advertising, 44 students attended Intersession 2017

Without advertising, 81 students attended Summer 2016
With advertising, 126 students attended Summer 2017

CSU Long Beach – Without advertising, 4 students attended Intersession 2016
With advertising, 11 students attended Intersession 2017

Without advertising, 7 students attended Summer 2016
With advertising, 16 students attended Summer 2017

UC Irvine Without advertising, 14 students attended Summer 2016
With advertising, 23 students attended Summer 2017

We are stretching our currently remaining funds, but there are no funds available for a 2018-2019 marketing campaign. Therefore, I am requesting this committee's support by submitting a resource request for \$58,000. Ruth will send a detailed budget to Joyce.