



**Santiago
Canyon
College**

What happens here matters.

Marketing Task Force Update

Spring 2017

February 15, 2017

Today's Information:

- Branding Recap
- Fall 2016 Task Force Update
- Marketing Activities for Fall 2016-Spring 2017
- Communication Specialist
- Next Steps

SCC Brand Recap (Spring 2016)

We Looked at Other Colleges:



GOOD PROGRAMS
GOOD TRANSFERRING
+ EASY, CLOSE, CHEAP
= **CC NO DUH'S!**

Of course we have to talk about these.
But what else?

We Talked to A Lot of People:

- Students
- Parents of Students
- Faculty
- Staff
- Leadership
- Alumni
- High School Counselors
- Admissions Officers at Other Colleges
- Professors at Other Colleges

Close, easy.

Good programs.

Good transfer prep.

= **CC NO DUH'S!**

Of course we have to talk about these.
But what else?

SCC Brand Recap (Spring 2016)

"It's important for us to meet a student where they are to help tailor a path of success that is unique to them."

- Faculty

"If I were in huge lecture classes with 200 people I would never get to know my teachers the way I can at SCC."

- Current Student

"I never feel like I'm a number here."

- Current Student

"The faculty and counselors truly care about me as a person and what I do here and beyond."

- Current Student

Don't just go here. BELONG HERE.



What happens here matters

SCC Brand Recap (Spring 2016)

What happens here matters



Students choose based on word of mouth from peers.
So let's show them more stories from peers.

“Micromoments”

Fall 2016 Overview

- Began implementing our brand: **What Happens Here Matters** through marketing activities
- Worked with Innovation Protocol to align our brand message throughout our campus and community channels.
- Hired a Communications Specialist to assist with content generation (short-term/part-time/marketing task force funded).
- Hosted four student focus groups to gather micro-moments for our upcoming campaigns.
- Presented the brand concept to Joint Chairs, Management Council, Classified Hawks, and SCC Foundation.
- Disseminated a Branding Tool Kit for campus community to access
 - www.sccollege.edu/brandingtoolkit

Marketing Activities: Fall 2016 & Spring 2017

- Internal/On Campus:
 - Website & Social Media
 - Marquee Announcement & Flat Screen Slides
 - Campus Small Postcard & Flyer
 - Student Emails
- External Audience (prospective students)
 - Print Ads with Orange Magazine, Orange City News, Anaheim Bulletin, Orange Plaza Review, Nguoi Viet, Viet Bao, Rumores, and Excelsior
 - Direct Mail Postcards (promoting Spring & Summer)
 - Mobile Marketing through UpSnap
 - Digital Online Marketing through ReachLocal
 - Social Media Advertising through Facebook
 - Online Music Banner ads focusing on Pandora

Marketing Activities: Intersession 2017

- Internal/On Campus:
 - Website & Social Media
 - Marquee Announcement & Flat Screen Slides
 - Campus Small Postcard & Flyer
 - Student Emails
- External Audience (prospective students)
 - Print Ads with CSUF Titan, CSULB Daily 49ers, UCI New University, and Orange Magazine

Communication Specialist-Update

- Fall 2016 Copy Completed:

- 4 Press Releases
- 4 Media Alerts
- 2 Web Features
- 2 Flyers
- 4 Student Focus Groups
- Postcard
- Social Media

- Spring 2017 Copy Planned:

- Press Releases (# TBD)
- Media Alerts (# TBD)
- 2 Web Features
- 2 Advertorials
- SCC Brochure
- Flyers
- Social Media

Next steps: Marketing Activities for this semester

- Gather Faculty & Staff micro-moments
- Take new photos of campus & micro-moments
- Develop short videos for website
- Form a Social Media Project Team
- Update SCC Outreach materials
- Develop campus-wide brochure
- Add branding content to website
- Plus, Gr8 weeks, Summer '17 & Fall '17

Interession & Spring 2017: Visual samples




What happens here matters.

SCC is for students who want opportunities and results each and every day.

- High-quality education from award-winning, supportive faculty.
- Excellent university transfer rates and affordable enrollment fees.
- Programs to prepare you for in-demand careers in accounting, biotechnology, entrepreneurship, robotics, water utility science, and more.
- Modern educational facilities in the tranquil Orange hills with ample parking.
- Interession classes start January 9 and spring semester begins February 13.

Apply today.



Santiago Canyon College

8045 E. Chapman Ave. • Orange, CA 92869 • 714.628.4988 • sccollege.edu



What happens here matters.

Santiago Canyon College redefines the truly student-centered experience.

- Over 150 diverse certificate and degree programs, proven university transfer success, and accessible, state-of-the-art facilities are just the beginning.
- High-quality education from award-winning, supportive faculty.
- Affordable enrollment fees, financial aid, and scholarships to help you out.
- Spring classes start February 13.

Apply today.



Santiago Canyon College

sccollege.edu



WHAT HAPPENS HERE MATTERS

- Ranked among the "Top 13 Community Colleges of the Greater Los Angeles Area" of high-quality education at an affordable price.
- Award-winning, supportive faculty who focus on student success.
- Maximizing and optimizing campus with excellent student services.
- Vibrant student life, challenging academic teams, student government and other leadership opportunities, clubs, and community service.
- Scholarships and financial aid – but guess the SCC Foundation awarded over \$700,000 in student scholarships.
- Excellent university transfer support for transfer students.
- Modern campus facilities – new Young Humanities Building and Science Center with ample parking.

Tomorrow Starts at Santiago Canyon College Today

See our Fall classes, view our cases a Biotechnology Lab, Associate Certificate of Horticulture and design working in an entry level position at a biotech company. This certificate is available, so a student can take more classes within the program to obtain different certificates, including the Biotechnology, Healthcare Certificate and Biotechnology Manufacturing Technology Certificate. There is also an Associate of Science degree of focus in biotechnology.

Indicates when a student will use or these certificates can work outside of manufacturing, pharmaceutical manufacturing, healthcare, science, medical testing and request development, research, equipment development and manufacturing, environmental, technologies, process manufacturing, food processing and manufacturing.

In 2012, over 1,800 graduates in Southern California identified as having a degree in the biotechnology industry. The program in Orange, Calif., makes up 39 percent of all the biotechnology graduates in California. Although this is a growing field, there are not enough qualified people to fill these new jobs.

For more information on the Biotechnology program, contact our coordinator Jason Liu at 714.628.4988 or www.sccollege.edu/biotechnology.




WHAT HAPPENS HERE MATTERS

- Ranked among the "Top 13 Community Colleges of the Greater Los Angeles Area."
- High quality education for less.
- Award-winning, dedicated faculty who focus on student success.
- Maximizing and optimizing campus with excellent student services.
- Vibrant student life, challenging academic teams, student government and other leadership opportunities, clubs, and community service.
- Scholarships and financial aid – but guess the SCC Foundation awarded over \$700,000 in student scholarships.
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Santiago Canyon College Delivers a Truly Student-Centered Experience

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- Over 150 diverse certificate and degree programs, proven university transfer success, accessible state-of-the-art facilities, and ample parking are just the beginning.
- High-quality education from award-winning, supportive faculty.
- Affordable enrollment fees, financial aid and scholarships to help you out.
- Spring classes start February 13—APPLY TODAY.



Santiago Canyon College

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Intersession & Spring 2017: Visual samples



Tu futuro nos importa.

Santiago Canyon College es un ejemplo de experiencia basada en el estudiante

- Una gran variedad de más de 150 certificados y programas de títulos, con un historial de éxito comprobado de transferencia a la universidad e instalaciones modernas.
- Educación de alta calidad y apoyo académico impartido por maestros reconocidos.
- Cuotas de inscripción accesibles, ayuda financiera y becas que te ayudarán.
- Las clases de primavera comienzan el 13 de febrero.

Inscríbete hoy.

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Santiago Canyon College



Bạn quan trọng nhất đối với chúng tôi.

Trường đại học Santiago Canyon College định nghĩa lại việc thật sự đặt toàn tâm sức vào sinh viên.

- Hơn 150 chương trình học đa dạng để lấy chứng chỉ và bằng cấp, thành tích chuyển lên đại học trên đã được chứng minh, phòng ốc tân tiến nhất, và nhiều chỗ đậu xe chỉ mới là khởi đầu.
- Giáo dục phẩm chất cao với ban giảng huấn tận tâm, từng đoạt giải thưởng.
- Học phí hợp túi tiền, tiền trợ giúp để đi học và học bổng sẽ giúp thêm cho bạn.
- Các lớp mùa Xuân sẽ khai giảng vào ngày 13 tháng Hai.

Hãy nộp đơn hôm nay.



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Interession & Spring 2017: Visual samples

Carrier 11:44 PM

Today's Hits Radio

DJ KHALED MAJOR




What happens here matters.

Spring semester classes begin on February 13. ENROLL TODAY.

Santiago Canyon College


Do You Mind (Feat. Nic...)
DJ Khaled

0:03 -5:22



What happens here matters.

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Santiago Canyon College

About 549,000 results (0.55 seconds)

sccollege.edu - Santiago Canyon College

Ad www.sccollege.edu/ (714) 602-3479

Register for Spring 2017 at SCC. Classes Start 2/13. View Schedule.

8045 E Chapman Ave, Orange, CA

[SCC Class Schedule](#) [Enroll Now](#)
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Spring semester classes begin on February 13. ENROLL TODAY!



Santiago Canyon College



What happens here matters.

Spring semester classes begin on February 13. [APPLY NOW](#)

Tomorrow starts today at Santiago Canyon College.

- Building moments that matter. SCC's community redefines the truly student-focused experience.
- The choice is yours. Over 150 diverse certificate and degree programs, proven university transfer success, accessible state-of-the-art facilities and ample parking are just the beginning.
- Award-winning faculty make every class, every lecture, every achievement count.
- Classes to fit your busy life – day, evening, weekend, online, 8-week, and accelerated classes.
- EDSmart ranked SCC among the top 10 community colleges of the greater Los Angeles area.

[CALL NOW](#) [VIEW WEBSITE](#) [DIRECTIONS](#)



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Thanks!