

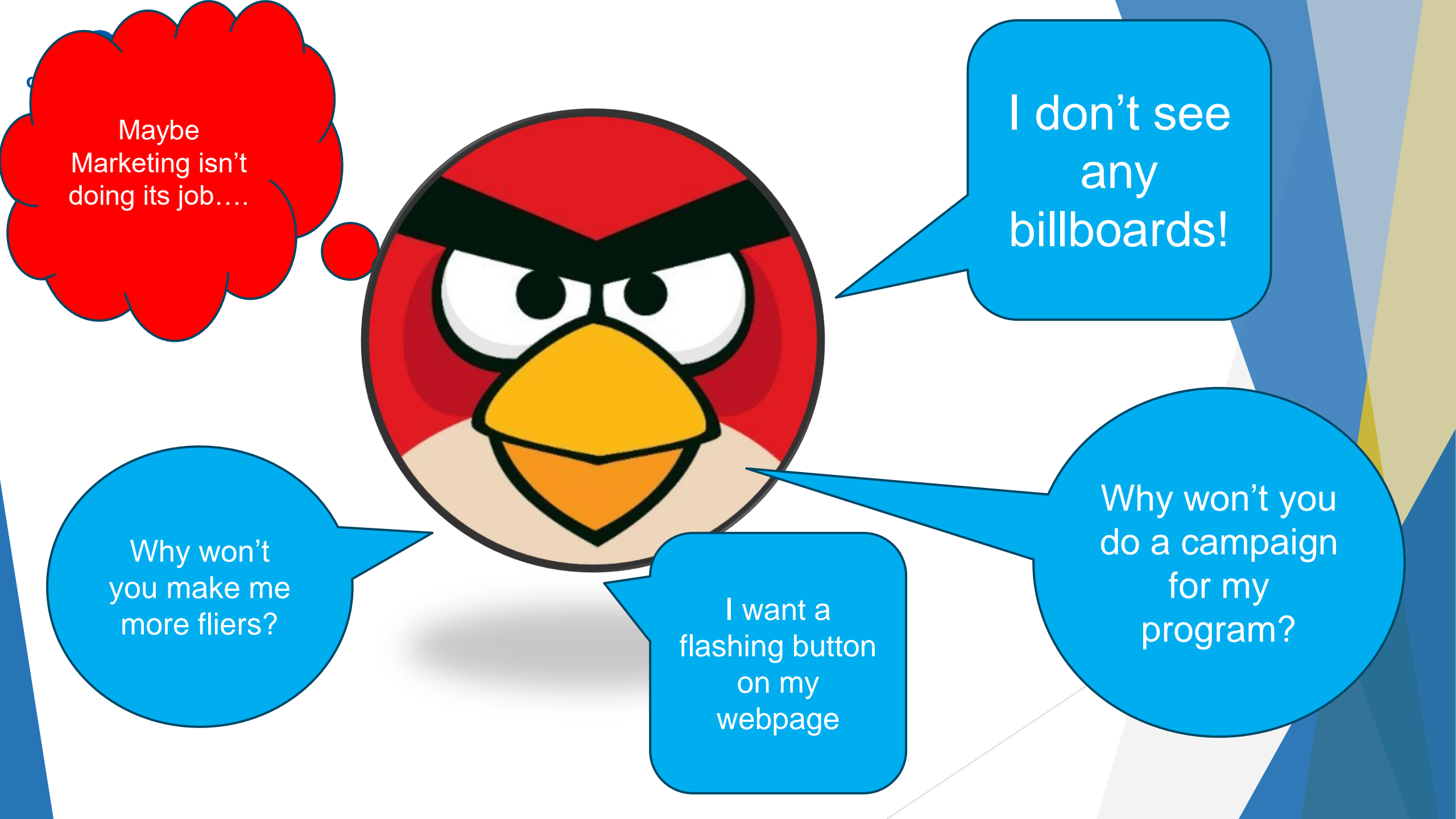


Making Faculty Criticism of MARCOM into Lemonade

Carolyn Casey
Community Colleges of Spokane

May 2024 PIC Spring Meeting





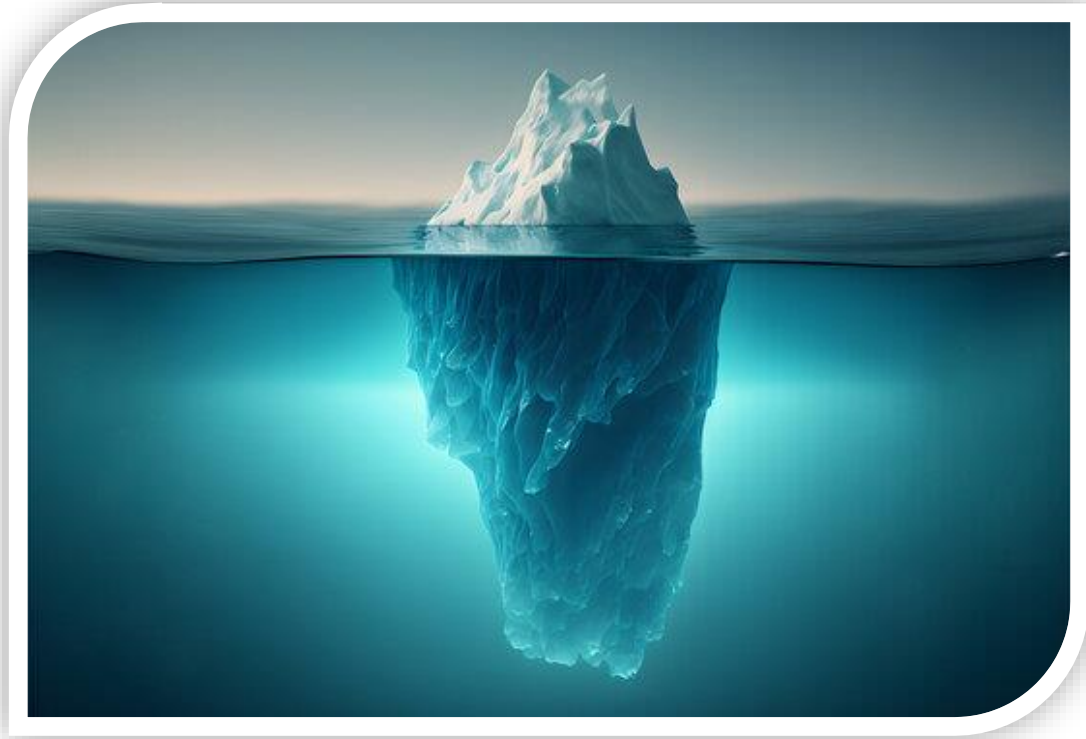
Maybe
Marketing isn't
doing its job....

I don't see
any
billboards!

Why won't
you make me
more fliers?

I want a
flashing button
on my
webpage

Why won't you
do a campaign
for my
program?



If faculty haven't
seen it, or don't
understand it, it
must not be working.

If you don't tell your department's story, someone else will do it for you.

Working Together to Recruit Students to SCC

Faculty Presentation January 2024



Community Colleges
of Spokane

Goals for today

- ▶ Who does what at CCS when it comes to recruiting students?
- ▶ A quick look at the role of District MarCom
- ▶ How do we get marketing direction from the colleges?
- ▶ How does marketing and recruitment work at your college?
- ▶ How can faculty help recruit students for their programs?
- ▶ What ideas, questions and concerns do you have?

Current Marketing Practices

- ▶ District Marketing creates shared marketing funded through a district marketing fund for:
 - ▶ AA Transfer
 - ▶ Running Start
 - ▶ General Career Tech
- ▶ Colleges and District Offices pay for additional marketing for specific programs
- ▶ Most campaigns include a campaign web landing page and CRM inquiry form
- ▶ Per Trustee-approved procedure, all paid marketing is done through the District MarCom office.
- ▶ Per SBCTC and State Legislative rules, CCS may only market in our service area.
- ▶ We use authentic storytelling whenever possible



Who does what and where does the money come from?

- ▶ District MarCom partners with the colleges to create the marketing campaigns that align with college enrollment goals.
- ▶ We meet regularly with college administrators, leadership and college enrollment and outreach teams to keep up-to-date and create new campaigns.
- ▶ MarCom **never** charges for our time or our work (graphic design, videography, writing, campaign planning, social media help, web design etc.). Only outside costs (printing, advertising) are charged.
- ▶ Leaders at both colleges direct us to only spend money for programs at their colleges after we have approval of the dean or the student services director.

Additional Ways to Recruit Students with the team at SCC

▶ Events on Campus

- Information Sessions
- Future Sasquatch Days
- Tours
- High School or Community Organization Invites

▶ Connections to the Community

- Student Recruitment Manager-Ramona Barhorst
- Community Recruitment Manager
 - Connects with organizations in the community (i.e. Library, SNAP, AVID, College Success Foundation, etc.)
- WorkSource Recruitment Manager
 - Part-time at Spokane WorkSource, Next Gen Zone, and SCC/SFCC
 - Facebook Live Events

Additional Ways to Recruit Students with the team at SCC

- ▶ External Recruitments
 - High School Visits
 - College Fairs
 - Community Events (i.e. Unity in the Community, Career Fairs, upscaling employees, etc.)
- ▶ Application Days and Help with Next Steps
- ▶ CRM Events and QR Codes
- ▶ Connection to District Marketing, assists with connecting to community partners
- ▶ SWAG

Marketing Campaigns

Each marketing campaign presents unique challenges; however, the same questions need answering each time:

1. Audience demographics
2. Common interests or activities
3. Timeline for call to action
4. Budget



Community Colleges of Spokane

SCC • SFCC
RUNNING START

LUNCH & LEARN



Join us to learn more about:

- ✓ Dedicated Advisors
- ✓ Flexible Scheduling
- ✓ How to Apply
- ✓ Eligibility
- ✓ Earning Tuition Free College Credits
- ✓ Earn your AA while completing your high school diploma

DATES:
January 12 & 26
February 2 & 9

TIME:
12:00 - 12:30 PM



Scan the QR code
to join or go to:
bit.ly/3s5KDef

Campaigns are based on segment demographics – Who they are and where we will find them

Dual Credit Students

- Students 14-18 years of age
- Parents 35-55 years of age

Transfer Students

- Students 17-25 years of age
- Parents 40-60 years of age

Career/Tech Students

- Students 17-25 years of age
- Parents 40-60 years of age

ABE Students – Adults in Transition

- Students 25-45 years of age
- Unemployed or underemployed

Underrepresented Students

- Students 14-45 years of age
- Underserved population

Running Start

Campaign #2 - General Recruitment

- ▶ Social Media ads (Snapchat and TikTok) promoting Running Start throughout the 6-county region for 3 months
- ▶ Interviewed actual Running Start students on their WHY? Keep it short and authentic.
- ▶ Directed to landing page at Spokane.edu
- ▶ Spokane Public Radio spots for 3 months

Campaign #3 Under-represented Students

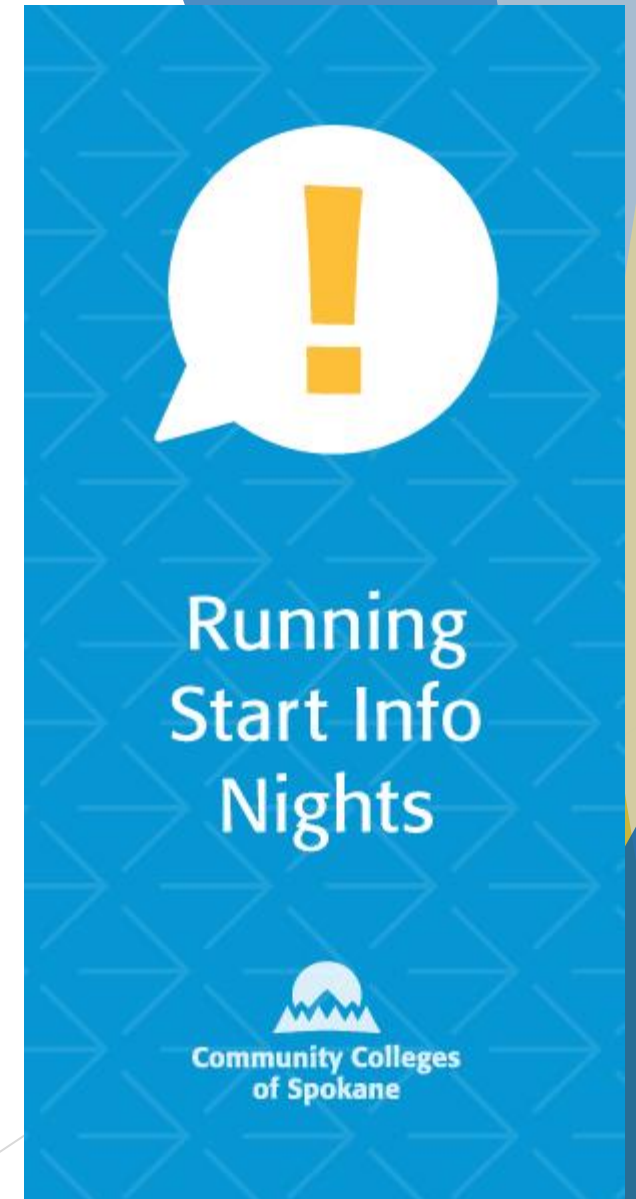
- ▶ Community Newspaper Print Ads
 - ▶ Tribal Tribune
 - ▶ La Prensa Bilingue- translated to Spanish
 - ▶ The Fig Tree



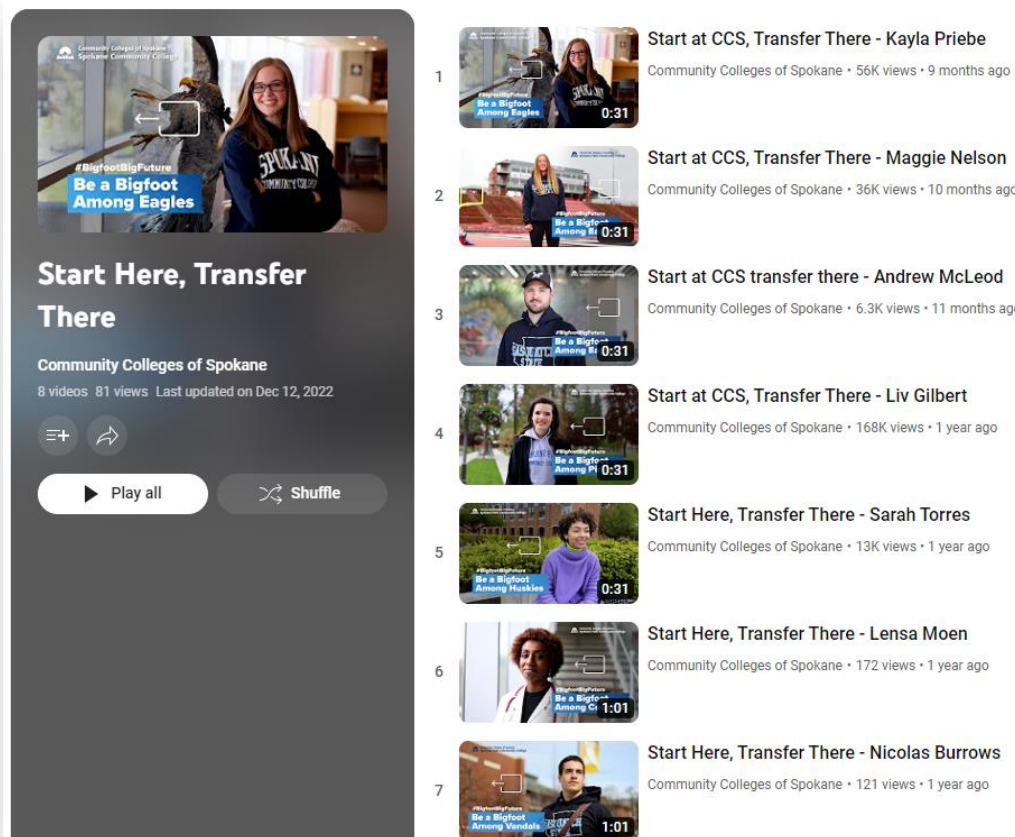
Running Start Campaign

Campaign #1 – High School Information Night Recruitment

- ▶ Geofencing high schools by zip code two weeks prior to event
- ▶ Directed to marketing landing page at Spokane.edu
- ▶ Peach Jar Flyers (Spokane Public Schools, Pullman, Deer Park)
- ▶ 18 events -- 1,301 Students attended



Transfer Student Campaign



Start Here, Transfer There
Community Colleges of Spokane
8 videos 81 views Last updated on Dec 12, 2022

- 1 Start at CCS, Transfer There - Kayla Priebe
Community Colleges of Spokane • 56K views • 9 months ago
- 2 Start at CCS, Transfer There - Maggie Nelson
Community Colleges of Spokane • 36K views • 10 months ago
- 3 Start at CCS transfer there - Andrew McLeod
Community Colleges of Spokane • 6.3K views • 11 months ago
- 4 Start at CCS, Transfer There - Liv Gilbert
Community Colleges of Spokane • 168K views • 1 year ago
- 5 Start Here, Transfer There - Sarah Torres
Community Colleges of Spokane • 13K views • 1 year ago
- 6 Start Here, Transfer There - Lensa Moen
Community Colleges of Spokane • 172 views • 1 year ago
- 7 Start Here, Transfer There - Nicolas Burrows
Community Colleges of Spokane • 121 views • 1 year ago

Goal -- Tell the stories of our recent AA-Transfer grads and show them at our top transfer universities

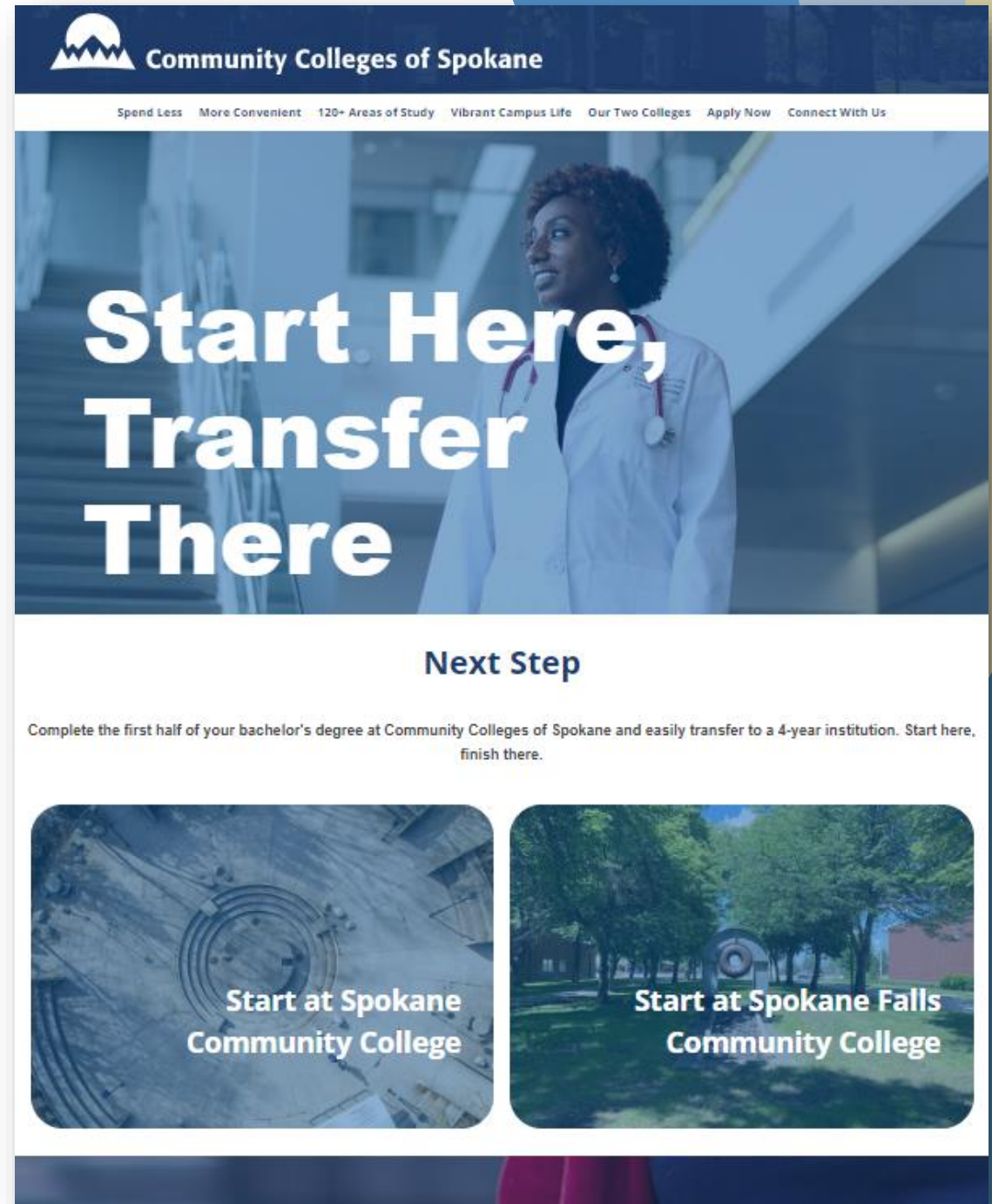
Photo and video shoots at Gonzaga, Eastern, WSU, UW, Whitworth and University of Idaho

Target 17-25 y/o in all 6 counties (Spokane, Lincoln, Ferry, Stevens, Pend Oreille and Whitman)

plus Kootenai County in Idaho

- Billboards
- Community Newspapers
- 30-second videos on YouTube and OTT

Transfer Student Campaign




Community Colleges of Spokane

Spend Less More Convenient 120+ Areas of Study Vibrant Campus Life Our Two Colleges Apply Now Connect With Us


Start Here, Transfer There

Next Step

Complete the first half of your bachelor's degree at Community Colleges of Spokane and easily transfer to a 4-year institution. Start here, finish there.



Start at Spokane
Community College



Start at Spokane Falls
Community College

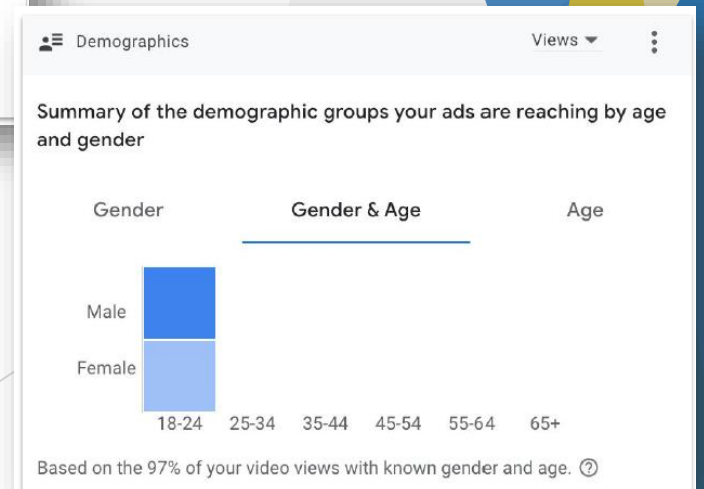
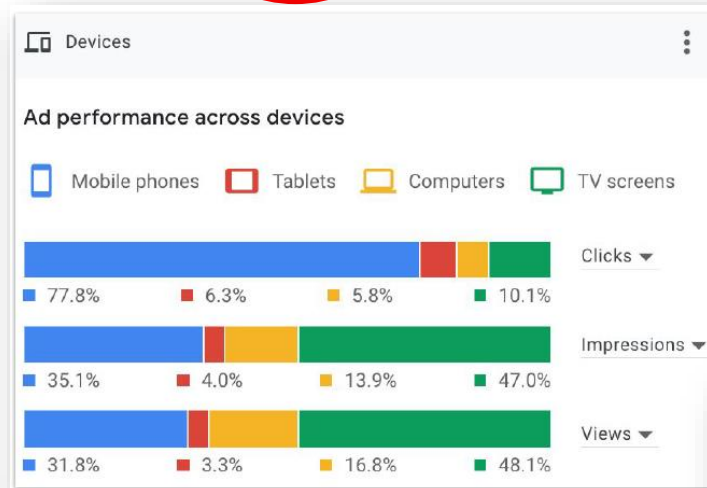
Transfer Student- YouTube Results



INDUSTRY AVERAGE VIEW RATE: 27%

Views	Avg. CPV	View rate	Imp.	Clicks	CTR
170,024	\$0.022	53.91%	315,373	378	0.12%

TOP PERFORMING AD



Career/Tech Student Campaign

Goal: Showcase the wide variety of Career/Technical programs offered across CCS.

Created fourteen 30-second videos to promote recruitment of CTE students by Area of Study/Guided Pathway. Each college had an equal spend, with their respective videos rotating throughout the campaign.

Target:

Spokane, Ferry, Stevens, Pend Oreille, Lincoln and Whitman County residents **PLUS**
Kootenai County, Idaho

- Less than two years of college completed.
- **17-30 years of age**
- YouTube and OTT.
- #BigfootBigFuture

Google Adwords “Drip” Campaign for Both Colleges CTE programs

The two colleges identified their top 10 programs
Our teams developed list of all related search terms

Spokane Falls Community College	Photography	If you enjoy viewing life through a camera lens, a degree in photography could help put your future in focus.	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Photography	photography, lighting, composition, visual storytelling, artistic, technical skills, studios, technology labs, visual communications
Spokane Falls Community College	Digital Filmmaking	If you like movies and telling stories with video a career in filmmaking may be right perfect for you!	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Digital%20Filmmaking	cinematography, acting, directing, writing, commercial advertising, corporate video production, social media marketing, broadcast television, filmmaking, film departments, digital video production
Spokane Falls Community College	Graphic design	Are you artistic, good with technology and a creative thinker? Consider a career in graphic design.	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Graphic%20Design	visual graphics, print, web, video, animation, motion graphics, 3D modeling, social media, design studio, advertising agency, corporate in-house design graphic design, marketing, ads, design, internet programming, digital photography, video production, journalism
Spokane Falls Community College	Hearing Instrument Specialist	If you want to help people overcome hearing loss and improve quality of life, hearing instrument specialist could be just the profession for you.	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Hearing%20Instrument%20Specialist	hearing, program, Washington Hearing Society, certificate, hearing aid, training courses, hands-on, Instrument Technician, HAST, Ear Doctors, Audiologists, community colleges in spokane, colleges near me, programs near me
Spokane Falls Community College	Audio Engineering	If you have a good ear for music and enjoy working with sound technologies, audio engineering could be an excellent career path for you.	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Audio%20Engineering	digital audio production, analog, digital recording, live sound engineering, sound design, studio recording, live-sound techniques, acoustics, microphones, mixing boards, signal processing, digital audio software
Spokane Falls Community College	Cyber Security	SFCC offers a 4-year cybersecurity degree, a 2-year degree in information technology with an emphasis in cybersecurity, and 3 month certificates in cybersecurity.	https://sfcc.spokane.edu/What-to-Study/Programs/Pathway-Course-Map?plan=Cybersecurity	BAS program, cybersecurity, forensic science technician, computer, information system manager, network support specialist, internet, computers

Finding potential students at events:

High School Graduations:

Geofenced all High School graduations delivering Snapchat ads promoting attending Community Colleges of Spokane

Hoopfest

Geofenced downtown Spokane from June 23 – 26 delivering Running Start ads



**Affordable
College?**

spokane.edu

COMMUNITY COLLEGE IS A SLAM DUNK

College-Specific Campaign Examples

Marketing ABE – HS+

Promote **High School Plus** for Summer quarter*

Landing page

Split between Snapchat and TikTok

Zip Code Targeting – Lower income zip codes

*Ran quarterly ABE promotions throughout the academic year promoting ESL and Skilled Trades Prep (STP) programs



The screenshot shows a landing page for 'High School+ College' at Spokane Community College. The header features a photo of a diverse group of people, including a graduate in a blue cap and gown, with the text 'HS+ College.' overlaid. Below the header is a breadcrumb trail: 'Become a Student > I Need Basic Education > Highschool+'. The main heading is 'Highschool+'. On the left, there is a vertical menu with options: 'I Need Basic Education', 'ABE Graduation', 'Highschool+' (which is selected), 'Learn English', 'Earn Your GED®', 'Meet Our Team', 'Prepare for College', and 'Get Short-Term Job Training'. The main content area has two columns. The first column is titled 'Complete Your High School Diploma (HS+)' and contains a bulleted list: 'You can earn your diploma through Spokane Community College's High School+ program.', 'You can start anytime. Classes are available in person, online, or a mix of both.', and 'Our counselors will help you to develop a plan to complete your diploma.'. The second column is titled 'What Is High School+ College?' and contains two paragraphs: 'You may have more credits than you realize. Credits are awarded based on previous education, life and work experience, demonstration of what you know now, and traditional coursework.' and 'High School+ College allows you to earn both high school and college credits at the same time! Students are eligible for free tuition up to 10 credits. Course options are subject to change. Don't hesitate to ask about options not currently listed. **Classes are \$25 a quarter. Financial assistance available – please ask!**'

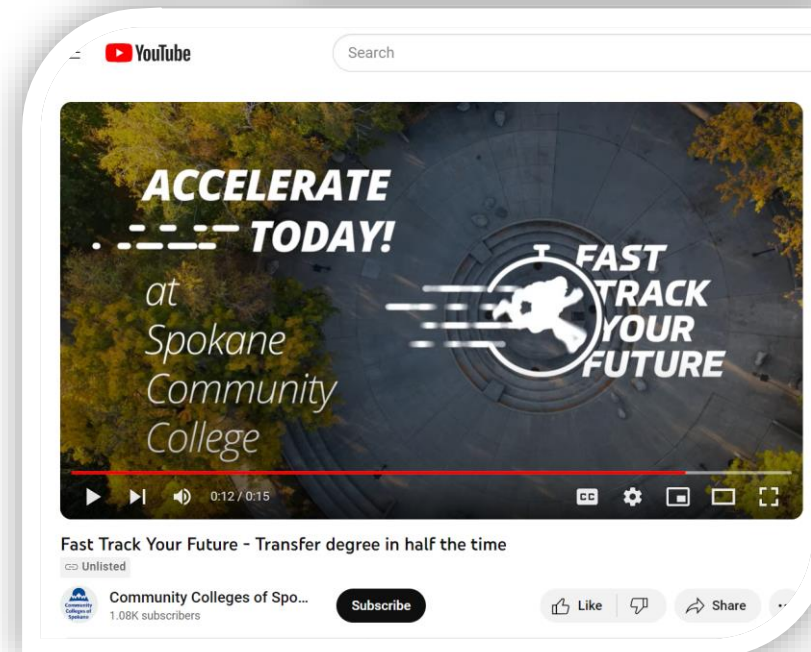
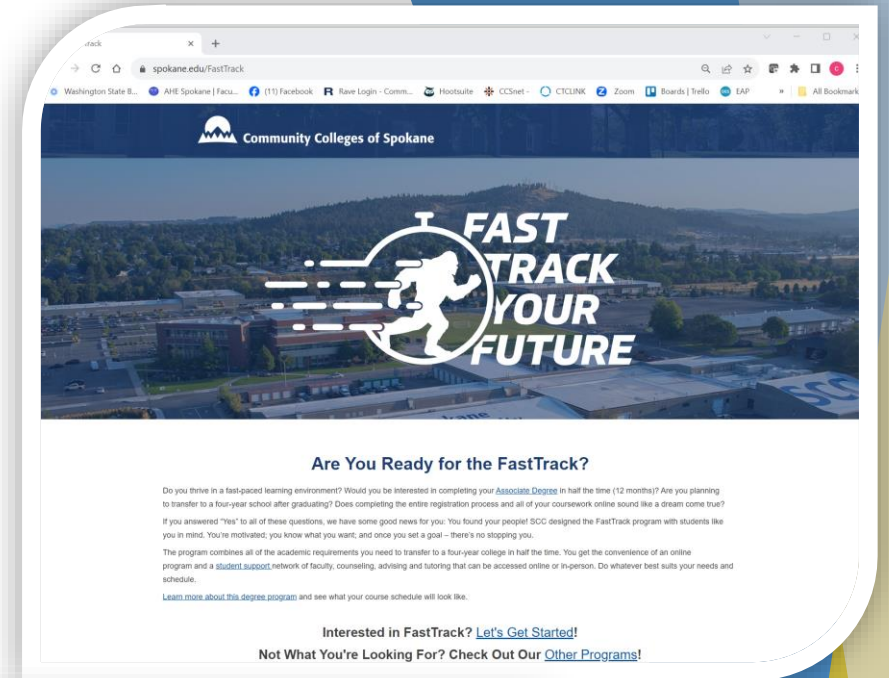
FastTrack - SCC

Promote the FastTrack Accelerated degree program targeting M/F, 18- to 30-year-olds with no college.

Social Media Ads running in Spring. Landing page is <https://spokane.edu/FastTrack>

- [YouTube](#)
- Snapchat
- Spotify
- TikTok

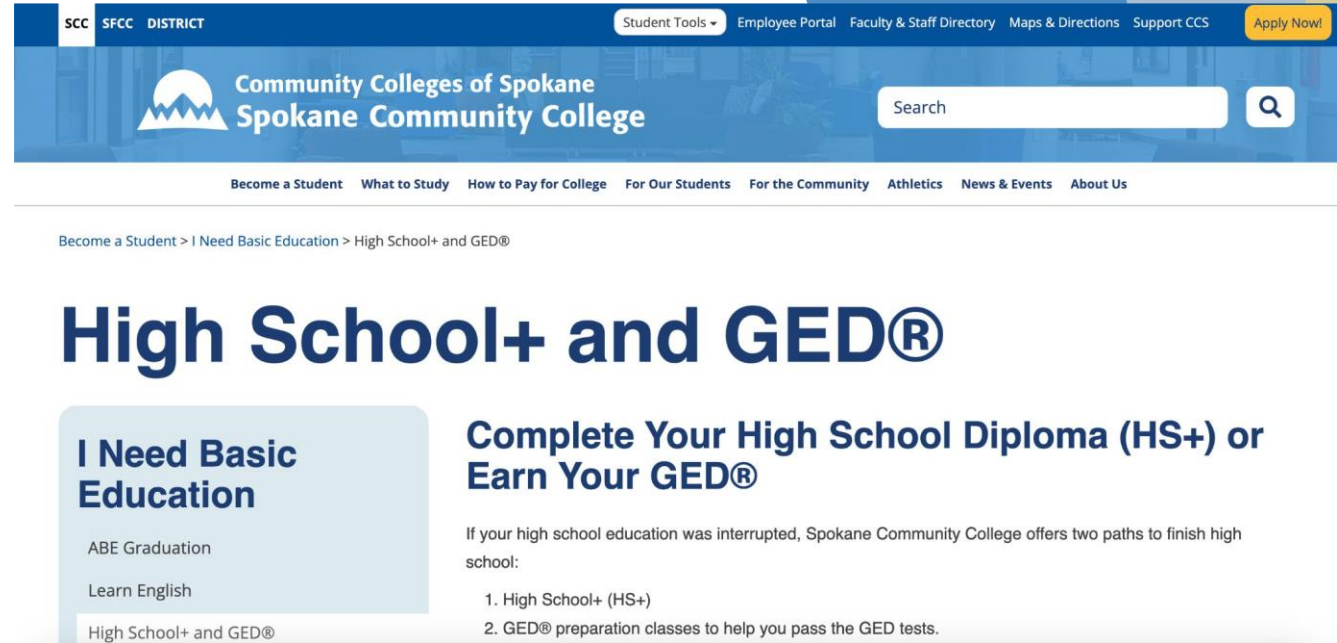
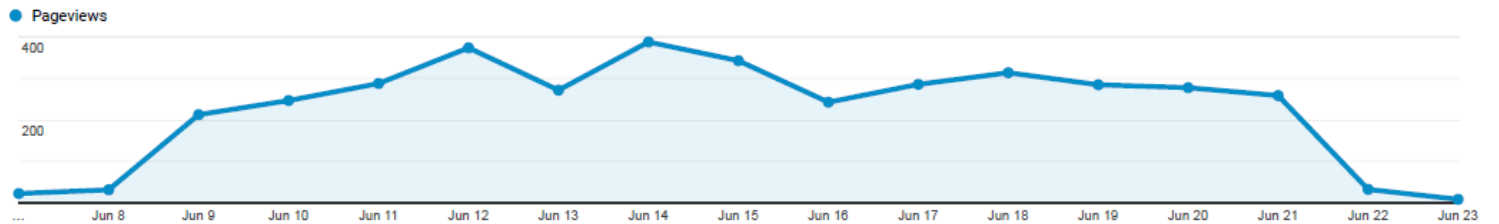
Also ran TV commercials during the Seahawks pre-season games and Mariners games in August resulting in additional inquiries to the CRM.



Marketing ABE – HS+

Significant increase in web page traffic

Program page that normally averages **20 Pageviews** per day, jumped to average **297 pageviews** per day during the campaign.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3,887 % of Total: 2.60% (149,433)	3,798 % of Total: 3.17% (119,700)	00:02:51 Avg for View: 00:02:05 (36.86%)	3,674 % of Total: 5.82% (63,163)	97.11% Avg for View: 60.95% (59.33%)	95.24% Avg for View: 42.27% (125.32%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /High-School-and-GED	3,887 (100.00%)	3,798 (100.00%)	00:02:51	3,674 (100.00%)	97.11%	95.24%	\$0.00 (0.00%)

Welcome Packets

Welcome packet envelopes mailed to students who applied monthly to maintain engagement and provide additional connection. (Approx 1,200 per month)

Contains:

- Colorful yellow envelope
- Letter from college president
- Bigfoot Guidebook
- Bigfoot social media piece
- Sticker sheet
- College pennant

2023 NCMPR Gold Paragon Award winner



CRM (Customer Relationship Management) at SCC

- ▶ Software tool for interactions associated with SCC and SFCC relationships with prospective and current students; connects with ctcLink
 - e.g. inquiry, application, walk-in, phone conversation, etc.
- ▶ Primary purpose is to help improve enrollment and retention
 - Connects insights across admissions/recruitment and marketing
 - Removes silos around information – better student experience
- ▶ SCC email and text campaigns
- ▶ CRM Co-Leads at SCC:
 - Chantel Black, Director of Admissions & Registration
 - Nicci Gooch, Campus Visit Supervisor
- ▶ SCC has 60+ users in the system, including all the Pathway Specialists in admissions

Public Relations – The Methodology

- ▶ We are using all the talents and skills of our team to fuel a **storytelling-focused strategy** that works as our **best communication tool** for CCS programs.
 - ▶ We identify key stories with campus partners
 - ▶ We write stories and pitch them to the media
 - ▶ We share them on social media and tag others
- ▶ We use all media forms and platforms to create and share our stories with the media and audiences:
 - ▶ **Writing:** Press release posted to web, sent to media
 - ▶ **Visuals:** Accompanying photos and videos for story
 - ▶ **Social media:** Facebook, Instagram, LinkedIn



SCC Respiratory Care Student
selected as State Representative >



We rely on YOU for great stories


Here's how you can share them with us

Public Relations – Multi-platform Stories

Camp Hope Graduations

- ▶ How one compelling story is expressed in multiple formats.
 - ▶ Catalyst program with Catholic Charities guide former Camp Hope residents, set on new path
 - ▶ A writer, photographer, and social media manager created content shared:
 - ▶ on our website
 - ▶ on social media
 - ▶ on television

What's New at CCS? Read All




The ZONE and SCC Partner Program Helps Disadvantaged >

Former Camp Hope Residents Graduate CCS Program >

SFCC Alumni's Gym Offers Unique Model >

Community Colleges Of Spokane @spokaneccolleges
6 days ago
Congratulations to our Catalyst graduates!
CCS and SCC joined i2-Strategies and Catholic Charities Eastern Washington to celebrate the students who...
Read more

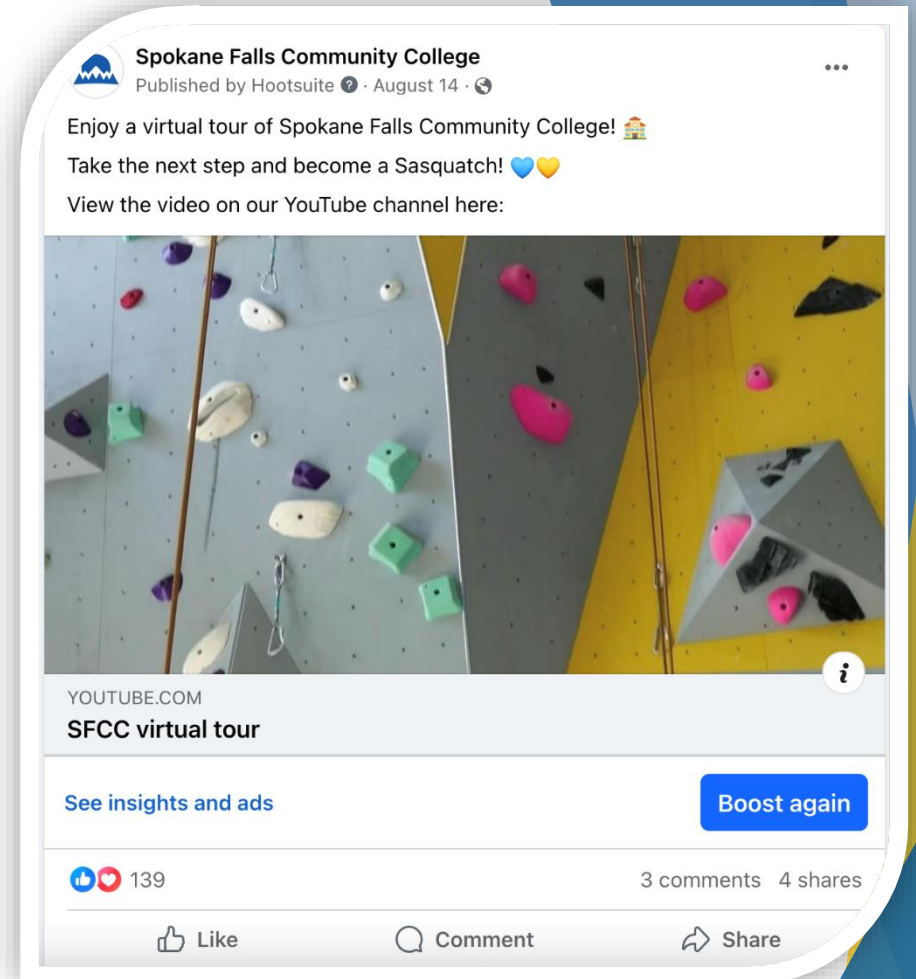


FOX 4
Former Camp Hope Residents Graduate CCS Program
10:12 56°
Spokane, WA

Social Media


► To expand the reach of our organic social media posts, we started boosting the more popular posts to the community

- Spokane Falls Community College's Campus Tour video received a great amount of engagement
- August 25 - September 22
- 139 likes, 3 comments and 4 shares
- 24,769 post impressions
- 9,904 post reach
- 720 engagement



Spokane Falls Community College
Published by Hootsuite · August 14 · 🌐

Enjoy a virtual tour of Spokane Falls Community College! 🏠
Take the next step and become a Sasquatch! 💙💛
View the video on our YouTube channel here:



YOUTUBE.COM
SFCC virtual tour

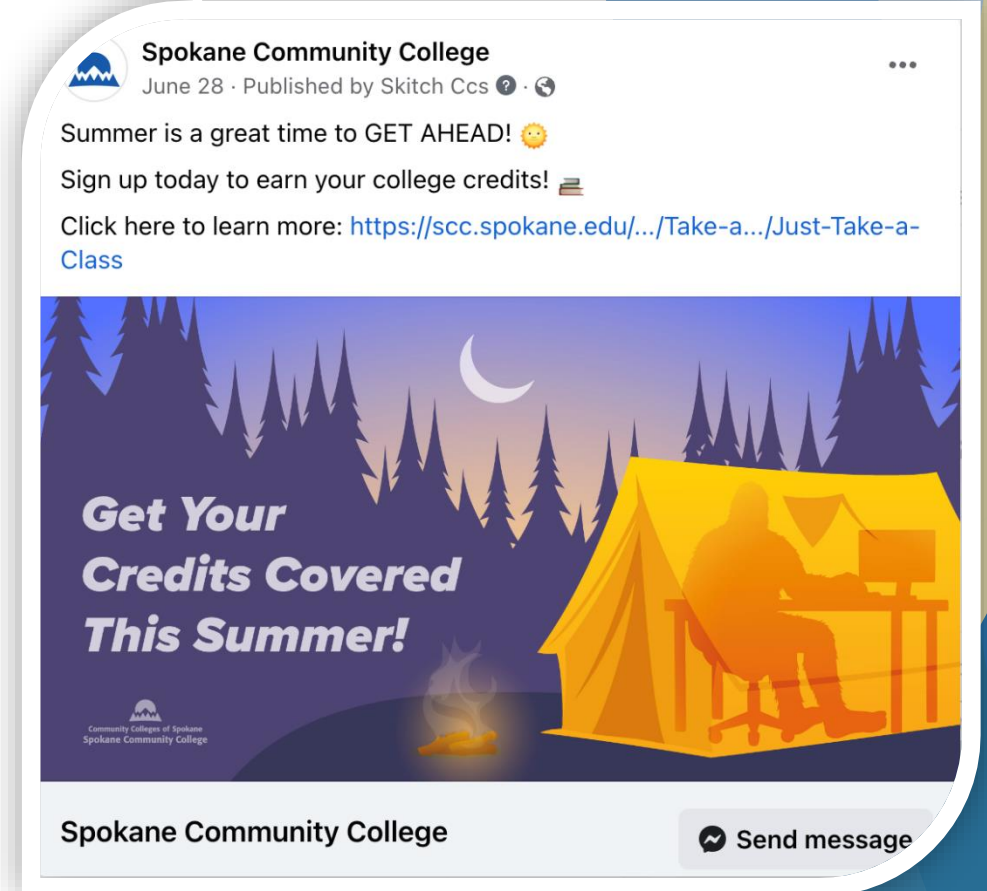
See insights and ads [Boost again](#)

👍❤️ 139 3 comments 4 shares

👍 Like 🗨 Comment ➦ Share

Social Media

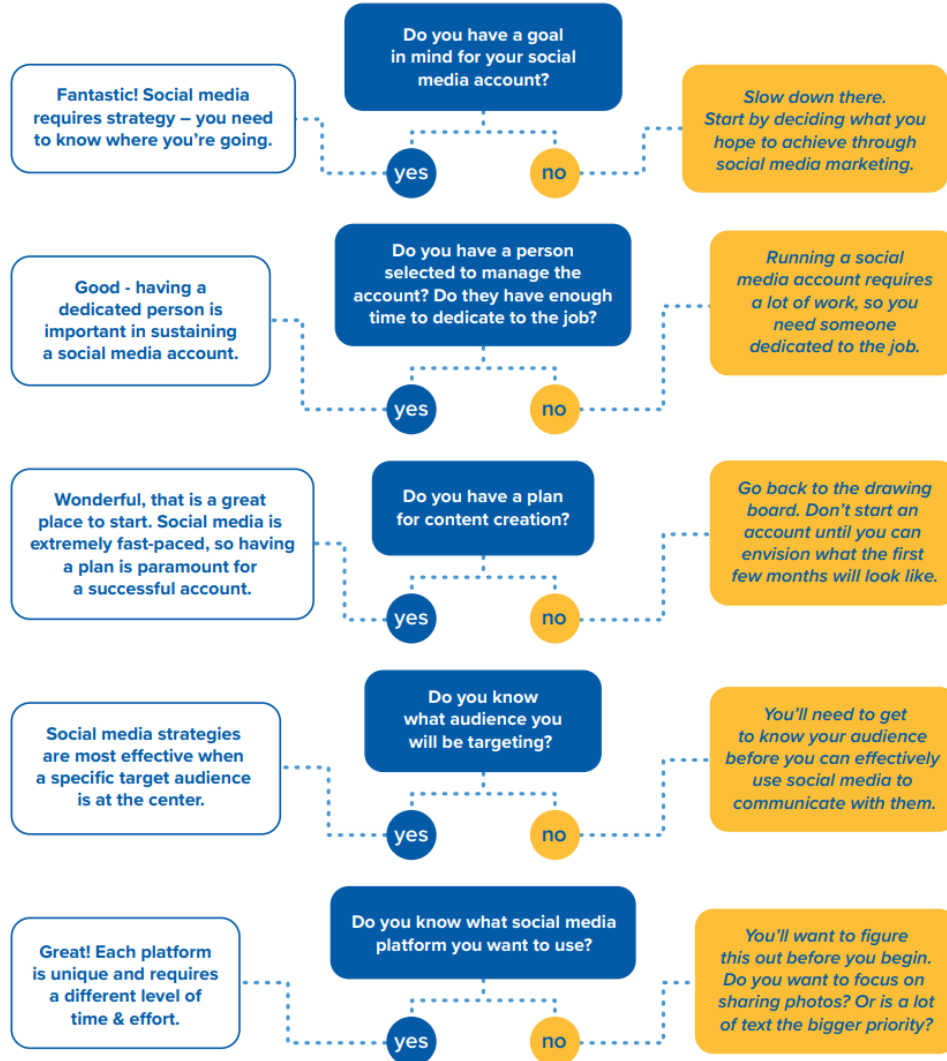
- ▶ **We also posted our ads organically and then boosted them**
 - Spokane Community College's summer college credit ad performed well
 - June 28 - July 2
 - 8,790 reach
 - 11 messages produced
 - 114 post engagement
 - 95 link clicks





**You're thinking about creating a social media account...
but is it the right move?**

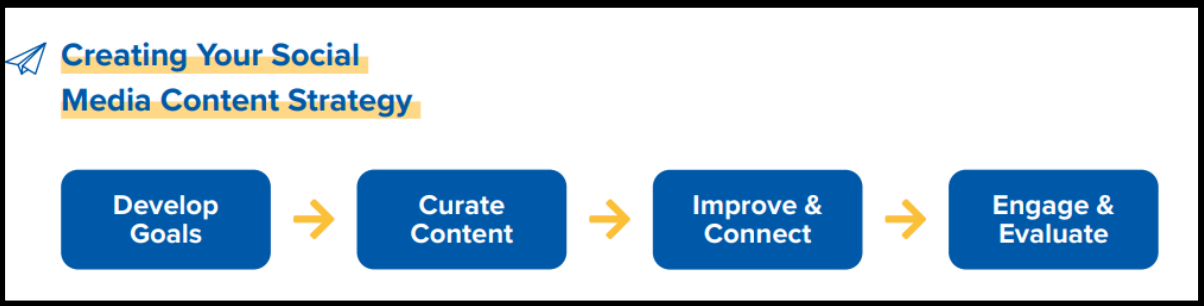
Before beginning your account, make sure you can answer "yes" to all the below questions:



Should I create my own social media accounts or work with ones that already exist?

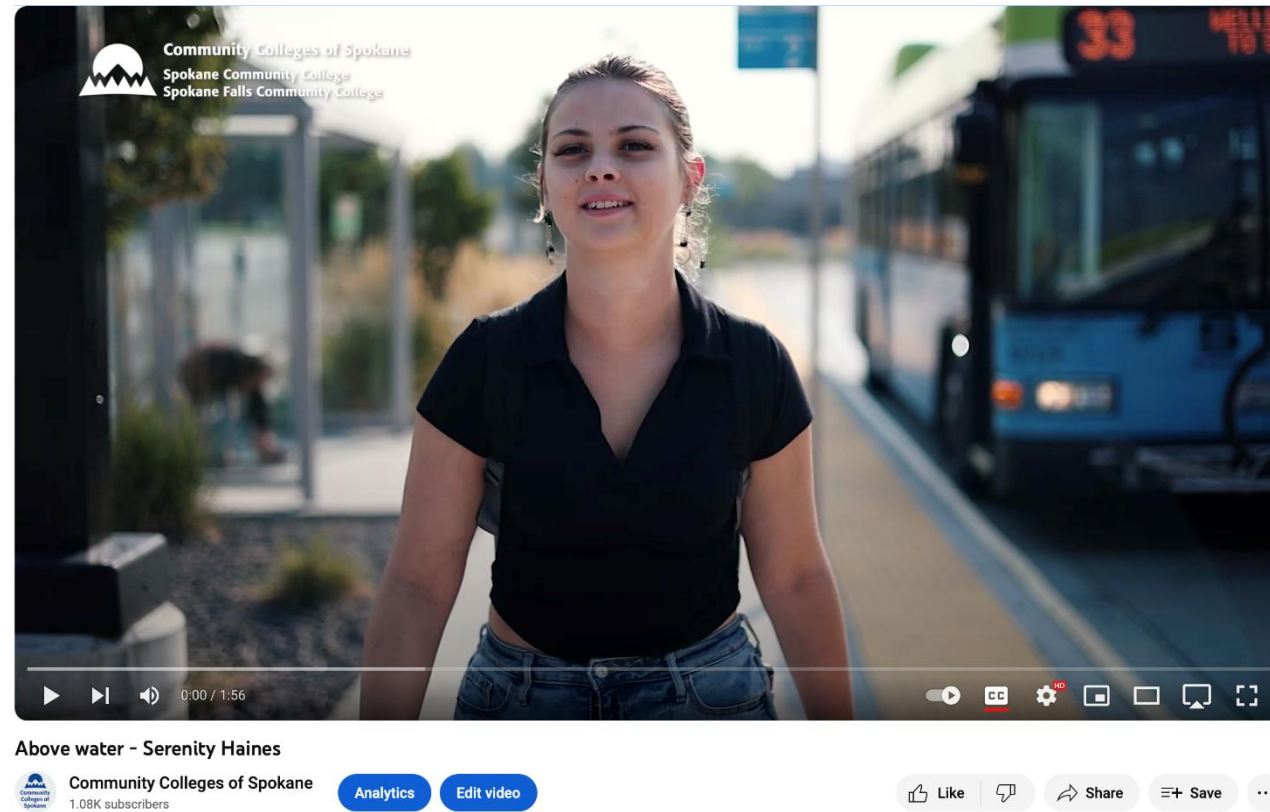
What are the CCS rules for creating and running an account?

How can I give District social media post ideas?

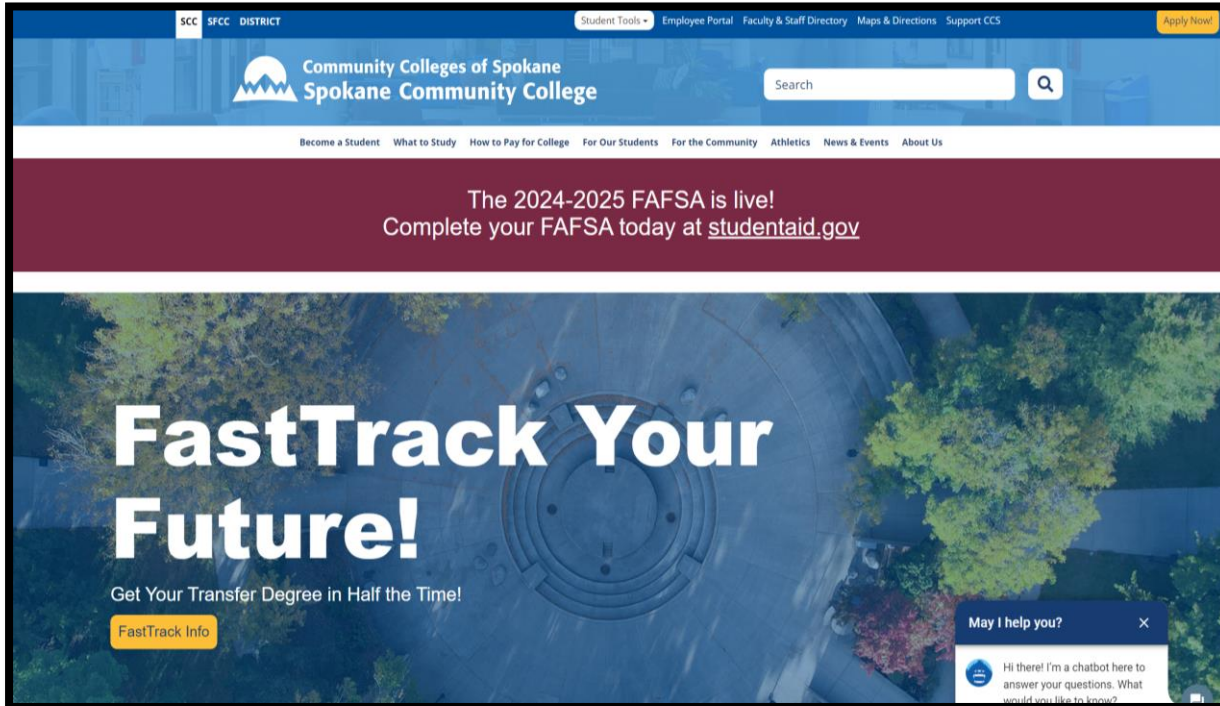


Public Relations – Compelling Video

- ▶ Serenity Haines was a single mom who started with a GED and is now graduating with an AA and walking into a local, high-paying career.
- ▶ Showing this journey:
 - ▶ Inspires future and current students
 - ▶ Fills faculty and staff with job satisfaction
 - ▶ Promotes the mission of the community colleges
 - ▶ Inspires stewardship



What about the websites?



SCC SFCC DISTRICT Student Tools Employee Portal Faculty & Staff Directory Maps & Directions Support CCS Apply Now!

Community Colleges of Spokane
Spokane Community College

Search

Become a Student What to Study How to Pay for College For Our Students For the Community Athletics News & Events About Us

The 2024-2025 FAFSA is live!
Complete your FAFSA today at studentaid.gov

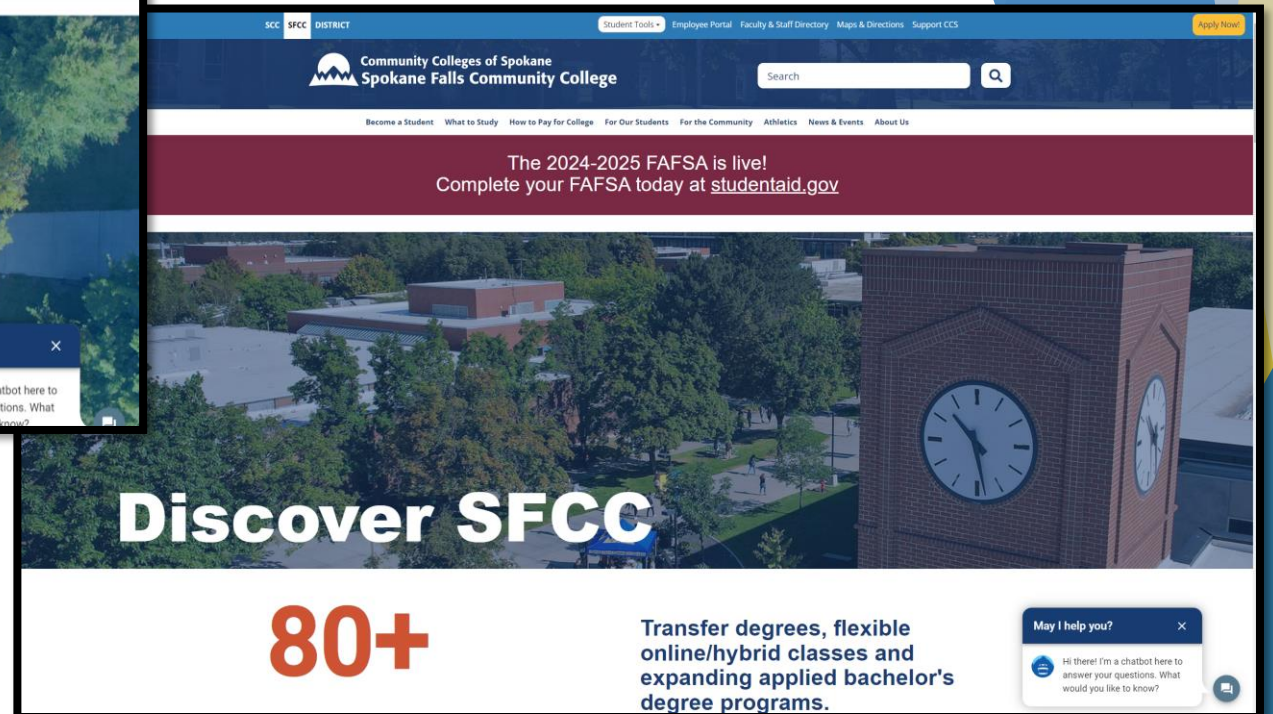
FastTrack Your Future!

Get Your Transfer Degree in Half the Time!

FastTrack Info

May I help you?

Hi there! I'm a chatbot here to answer your questions. What would you like to know?



SCC SFCC DISTRICT Student Tools Employee Portal Faculty & Staff Directory Maps & Directions Support CCS Apply Now!

Community Colleges of Spokane
Spokane Falls Community College

Search

Become a Student What to Study How to Pay for College For Our Students For the Community Athletics News & Events About Us

The 2024-2025 FAFSA is live!
Complete your FAFSA today at studentaid.gov

Discover SFCC

80+ Transfer degrees, flexible online/hybrid classes and expanding applied bachelor's degree programs.

May I help you?

Hi there! I'm a chatbot here to answer your questions. What would you like to know?

Content powers all efforts; it's important that it be accurate, especially on CCS websites

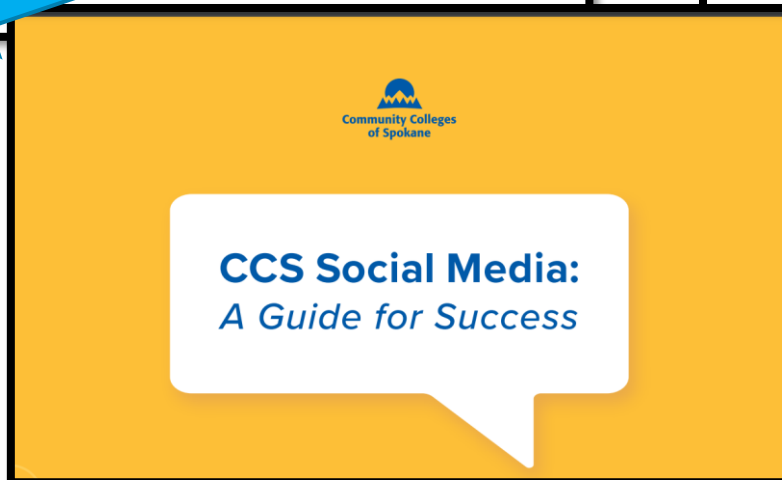
- ▶ Who runs the websites and who makes sure they are up-to-date?
 - Faculty is the front line and knows best when content needs to be updated
- ▶ Why were there changes to program pages?
 - Content that was formerly located on program pages is now on Pathway pages
- ▶ How can you request updates, edits or improvements?
 - Academic updates need approval by the Deans who oversee the programs
- ▶ What's ahead for our websites?
 - Current website will get light rebranding in spring/summer of 2024
 - New website project will launch in 2024 and will take 12-18 months

Faculty already have a full-time job... But here are some easy ways to partner with us

- ▶ When you hear great stories, be sure to tell us
- ▶ Regularly review your program webpages
- ▶ Let us know when you have something interesting planned
- ▶ If you are having enrollment problems, talk to your department chair and/or dean early! It takes time to convince someone to go to college.

Where can you find more information?





Community Colleges
of Spokane

CCS Social Media:
A Guide for Success



Community Colleges of Spokane

Official Style Guide

Community Colleges of Spokane | 2020

Working Together to Recruit Students to SCC

Faculty Presentation January 2024



Community Colleges
of Spokane

Outcomes from our roadshow?

- ▶ Friendlier faculty engagement
- ▶ Many new story ideas
- ▶ Better response when media opportunities come along
- ▶ More support for our funding
- ▶ (Hopefully) Better support for our re-branding project



Making Faculty Criticism of MARCOM into Lemonade

Carolyn Casey
Community Colleges of Spokane

May 2024 PIC Spring Meeting

