

Skyline College Integrated Marketing Plan 2013 Update

INTRODUCTION

The following Marketing Plan is designed to guide the work of the Marketing, Communications and Public Relations Department. This plan and the objectives and strategies were informed by the Fresh Look Project from 2005, the Educational Master Plan, the Enrollment Plan, the Environmental Scan, the College Goals and Strategies, the District Strategic Plan, the Board Goals and the College Strategic Priorities.

MISSION STATEMENT

To empower and transform a global community of learners.

VISION STATEMENT

Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

VALUES

1. Campus Climate
2. Open Access
3. Student Success
4. Academic Excellence
5. Community Connection
6. Shared Governance
7. Sustainability

COLLEGE GOALS

1. Develop the scope, quality, accessibility and accountability of instructional and student service offerings, programs, and services to lead the San Francisco Bay region in transferring students, awarding degrees and certificates and reflecting social and educational equity .
2. Enhance institutional effectiveness in planning and decision-making processes through cooperative leadership, effective communication, and shared governance.
3. Fulfill the college's role as a leading academic and cultural center for the community.
4. Play a central role in the preparation of the regions workforce and expand networks and partnerships with business, the community, and non-profit organizations.

5. Provide human, physical, technological and financial resources to assure excellent educational programs and student services in order to support students in attaining their educational goals and improve institutional effectiveness.
6. Establish and maintain fiscal stability and alignment of programs and services to the core mission, vision and values of the college.
7. Recruit, retain and support a world-class faculty, staff and administration that is committed ongoing improvement through access to opportunities for professional growth and advancement.
8. Internationalize the educational experience by enriching the college with a diverse community of learners representing the collective resources of humanity and engaging in a vibrant dialogue that engenders an understanding of others.

INSTITUTIONAL LEARNING OUTCOMES

1. Critical Thinking
2. Effective Communication
3. Citizenship
4. Information Literacy
5. Lifelong Wellness

MARKETING, COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

MISSION & PURPOSE

The mission of the Office of College Marketing, Communications and Public Relations is to communicate accurately and positively about Skyline College with its diverse internal and external audiences and to support the goals of the college and support staff members by communicating college messages effectively and efficiently.

These goals are accomplished through media relations, publication writing and design, paid advertising, teamwork with other departments, and a variety of work in the community. The Marketing Department assists other departments in creating, executing and promoting cultural events and actively participates in the social and cultural development of San Mateo County.

Providing organized and effective communication and marketing, design, advertising, etc. ensures a consistent brand and messaging which assists the various departments and college administration in connecting, engaging and creating positive impressions with students and the community to allow faculty and staff to empower and transform a global community of learners. The Marketing, Communications and Public Relations Office serves to bridge the connection between students and the college as well as the community and the college.

GOALS

1. Fully support and resource the college through marketing, graphic design and public relations services of the Marketing Office.
2. Evolve the Skyline College brand in order to consistently represent the brand personality in all external college materials.
3. Ensure an ongoing and positive dialogue between the community and media outlets and the college to protect the reputation of the institution and increase support for the San Mateo Community College District in preparation for future bond measures. Public Relations initiatives will be designed to generate awareness, increase positive impressions in the community and drive enrollment.
4. Connect the community to the college more intentionally by leveraging the relationship of the President's Council and planning/executing a large scale community/college event.
5. Develop and Implement a consistent advertising buy schedule which will enhance awareness and influence positive impressions of the college, drive enrollment.

STRATEGIES & TACTICS

- 1. Fully support and resource the college. (College Goal 1, 2, 6)**
 - a. Project manage, design and produce college-wide publications such as class schedules, catalogs and the annual report.
 - b. Design and write/edit effective flyers, brochures, event programs, handbooks and other collateral for the college and individual departments as requested. Work to ensure consistency in all external college publications
 - c. Identify and implement 2 or more mini-campaigns to encourage enrollment in specific priority programs or utilization of services. Collaborate with the VPI and VPSS to identify and create the appropriate messages.
 - d. Support college-wide events such as Student Recognition and Awards Ceremony and Commencement with collateral and program design, coordination and publication.
 - e. Support the college through Campus Announcements and Student GWAMAILs as requested by various departments.
 - f. Design and produce effective Campus TV screen, Portal and Websmart Advertisements as requested.
 - g. Arrange or provide event photography and organize college photo files for archiving.
 - h. Create/coordinate promotional videos for use online, at events, etc.
 - i. Gather and prepare the weekly newsletter, Skyline Shines
 - j. Populate and update the Skyline College Events Calendar and Latest News sections on the Website

- 2. Re-Evaluate and Evolve the Brand of Skyline College. (College Goals 1, 2, 3, 4, 5)**
 - a. Research and consider engaging the services of an outside professional branding/communications organization. Or, embark on a several month internal research/fact finding mission including focus groups, surveys, etc.
 - b. Identify a new Skyline College Red for design purposes.
 - c. Develop a new style guide that facilitates correct use and implementation of the brand based on feedback gained through fact finding and professional recommendations.
- 3. Create consistent public relations initiatives. (College Goal 1, 3, 4)**
 - a. Press releases will be written and distributed to local media each month, furthering the college's relationship with local media contacts.
 - b. An open house or similar event will be held for media to visit the college.
 - c. Distribute least 1 press release each month to media outlets and secure at least 3 mentions in online or print media.
- 4. Connect the community to the college more intentionally. (College Goal 3, 4, 7)**
 - a. Create and implement a large scale event to highlight Skyline College accomplishments and invite the community to campus.
 - b. Form an events committee and collaborate with Vice President's and Deans to ensure involvement from all aspects of the campus. Partner local area businesses/non-profits to enhance the event. Ensure attendance of at least 300 community members, staff and students.
 - c. Host local meetings, mixers, or receptions in partnership with local Chambers or other community organizations to bring community members to campus.
 - d. Continue to support the planning and implementation of the President's Breakfast.
 - e. Support the planning and market the President's Council Success Summit by collaborating with the Executive Committee and future event committee to develop goals and marketing solutions to advertise and promote the event. As a team, secure at least 100 attendees at the Success Summit.
- 5. Identify and implement a consistent and cost-effective/efficient advertising schedule to generate awareness, reinforce branding and drive enrollment (College Goal 1, 3, 4)**
 - a. Research advertising mediums, analyze target markets and schedule ad buys based on enrollment periods and large scale events.
 - b. Review the results of each advertising flight to analyze effectiveness (i.e. enrollment numbers, buzz in the community, etc.). Adjust future ad buys based on analysis results.
 - c. Manage Social Media efforts, specifically on Facebook and Twitter to effectively communicate to students and the community

Resources Needed

Advertising	
- ROP (SF Examiner, Peninsula Progress, Skyline View)	6,000
- Direct Mail	10,000
- Transit (SamTrans)	25,000
- Radio (KYLD, KISQ)	20,000
- TV (Comcast Cable)	16,500
- Online (FB, Patch & Re-targeting)	10,000
- Movie Theater Advertising	6,000
- High School Bookcover Ads	4,170
- Community Ads (Chamber Ads, Event Programs, etc.)	14,800
- Community Sponsorships	6,000
Production	
- Typesetting/Layout Schedules & Catalog	18,600
- Graphic Design IC (Perez)	6,000
- Graphic Design IC (Loeper)	4,000
- Annual Report IC	3,000
- TV Production	2,000
- Stock Photography	1,000
- Photography IC	5,000
Printing	
- Business Cards	11,700
- Posters/Banners (events)	13,000
- Banners in City of SB	5,000
- Campus Maps	500
- Transit	1,000
- Class Schedules (Printing, Mailing)	68,500
- Catalog	7,800
- Annual Report Printing	4,000

Public Relations	
- Incentive campaign for media	1,000
Website	
- Omni Update (Annual)	10,500
- Website Review (IC)	5,000
Events	
- Chamber Mixers	5,000
- Fall Festival (one-time funds of \$12k)	0
Premiums	
- Delegation Gifts	1,500
- Student Promotions	4,100
- Special Events	1,300
- Give-a-ways (on-hand)	3,000
Research	
- Media Study	3,000
- Focus Groups	3,000
Dues/Memberships	
- San Bruno Chamber of Commerce	125
- Pacifica Chamber of Commerce	90
- South San Francisco Chamber of Commerce	195
- CCPRO Membership	175
- Other Professional Organization	500
Professional Development	
- Team Building Retreat	500
- Conferences	2,000
- Training (Lynda.com)	250
Office Supplies	
- Stationary, envelopes, other supplies	3,900
- Business Cards (entire college, averaging 17 per month, budgeted based on 20 per month)	11,700
- Toner (Color Printer)	2,000

Equipment	
- Drape for Pipe	500
- Camera Accessories (External Flash, Battery, Tripod, Memory Card)	900
- iMac (To Run Screens)	1,500
	331,305