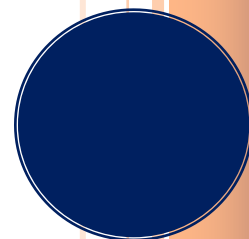




Marketing Plan for Southeastern Technical College 2012-2013



Marketing Plan for Southeastern Technical College

Purpose of Plan

Southeastern Technical College prides itself on providing accessible, high quality technical education and workforce development opportunities that lead to careers in business, health, industrial, and public service. The purpose of STC's Marketing Plan is to define STC's marketing goals, identify audiences, and provide details about the strategies STC uses to effectively reach those goals. With this plan in place, we intend to increase the overall visibility of the college and enhance the public's awareness of the education, resources, and services we offer. The plan is also intended to serve as an information document to faculty and staff providing identified marketing goals and strategies for maintaining a consistent visual identity.

This plan includes:

- STC's Marketing Goals & Objectives
- Service Delivery Area
- Audiences
- Press Releases
- Media Outlets
- Advertising
- Social Media

Southeastern Technical College's Marketing Goals and Strategies

Purpose

It is the purpose of the Marketing Department of Southeastern Technical College to increase public awareness of the programs and services provided by the college to prospective students, current students, business and industry, and the community at large in our eight county service area.

Goal 1

Expand awareness and recognition of the college, its programs, offerings, and events in an effort to promote student access and success.

Objectives

Submit an average of two news releases per week to area weekly and daily newspapers and radio stations about the college, its programs, and offerings.

Produce marketing materials and purchase paid advertising targeted specifically toward prospective students showcasing programs and career opportunities available at STC.

Post news releases to the STC website.

Promote STC and student success stories through news releases to area newspapers, radio, and television stations.

Incorporate social media like Facebook, Twitter, and YouTube to update students, prospective students and the public about information on STC.

Utilize STC's marquees to keep the community updated about upcoming community and auditorium events, STC programs, and EDC classes.

Goal 2

Raise public awareness of STC's educational opportunities in high schools, the communities and individuals in the eight county service area.

Objectives

Provide marketing materials to the High School Initiatives Coordinators and/or instructors recruiting in the high schools in the eight county service area and to community groups to improve visibility, recognized value and support of technical education.

Keep STC in the spotlight through sponsorships of community and high school events and activities.

Provide information to highlight transfer articulation agreements.

Keep STC's website up to date with news articles and notice of events to help raise public awareness of STC and technical education's relevance.

Goal 3

Increase awareness and effectiveness of STC website and portal. Use website as a major marketing tool.

Objectives

Redesign current website to target potential students and the community.

Raise awareness of the My Campus Portal to all current students through new student orientation, college success classes, flyers, help sessions, emails, and social media.

Keep website up to date.

Use pictures of “real” students throughout the site.

Submit a press release of the website redesign.

Goal 4

Raise awareness about the Associate Degree of Nursing program.

Objectives

Produce marketing materials and purchase paid advertising targeted specifically toward prospective students showcasing the Associate Degree of Nursing program at STC.

Submit a press release giving information about the program.

Host an event inviting staff, students, and the community to view the facility and obtain more program information.

Goal 5

Raise awareness about Online Programs and the Board of Regents articulation agreement.

Objectives

Create a flyer to disburse to staff, students, and community.

Produce marketing materials and purchase paid advertising targeted specifically toward prospective students showcasing online programs.

Post information on website and on social media outlets.

Attend events to specifically market to those who could benefit from online programs and the transfer articulation agreement.

Service Delivery Area

The Office of Marketing and Public Relations will carry out the tasks defined in STC's Marketing Plan in the following counties included in STC's Service Delivery Area as well as other identified markets:

- Candler County
- Emanuel County
- Jenkins County
- Johnson County
- Montgomery County
- Tattnall County
- Toombs County
- Treutlen County

Audiences

STC's General Audiences

- Potential students (both credit and noncredit)
 - Current high school, middle school and elementary school students
 - College graduates looking to update skills
 - Unemployed/displaced workers
 - STC GED graduates looking to further their education
 - People looking to change careers or update skills
 - People seeking help in obtaining a GED and other Adult Education services
- Parents and family decision makers
- High School counselors and teachers
- Faculty and staff
- Civic organizations
- Business and Industry
- Legislators
- Board of Directors
- Foundation Trustees
- Community at large

Press Releases

Southeastern Technical College will issue timely press releases to notify the public of accomplishments at the college. These releases will be sent to media outlets as well as published on the college website. In order to help ensure that the press releases generated through Marketing and PR are publicized, it is important that our press releases are timely and newsworthy. The releases generated through Marketing will be sent to all media outlets via email. Please note that even though we send press releases, it is not guaranteed by the media outlet to publish our articles.

Press releases will include topics such as:

- Faculty, staff, and student accomplishments.
- Announcements of faculty and student achievements including attainment of additional education/certifications, president's list, GOAL, EAGLE, etc.
- Releases publicizing college events including graduations, ribbon cuttings, groundbreakings, student events, etc.
- Announcements regarding significant college projects such as new programs, HOPE changes, articulation agreements, scholarships, etc.
- Announcements regarding economic development and adult education news.

Media Outlets

Newspapers

The Advance
The Forest Blade
The Glennville Sentinel
The Johnson Journal
The Metter Advertiser
The Millen News
The Montgomery Monitor
The Soperton News
The Tattnall Journal

Special Promotions

Atlanta Braves Yearbook
Johnson County Magazine
Georgia Trend Magazine
GEMC Georgia Magazine
Montgomery County Magazine
Toombs County Magazine

Television

WPHJ Television - Toombs
WJCL/WTGS Fox 28 ABC 22 – Savannah
WTOC/ Channel 11 - Savannah
WSAV Channel 3 - Savannah
WMAZ/Channel 13 - Macon
WGXA/ Channel 24 & 16 - Macon
WMGT/ Channel 41 – Macon
WPGA/Channel 58 – Macon

Radio Stations

RadioJones – Swainsboro
Radio Metter – Metter
T.C.B. Broadcasting – Lyons
Vidalia Communications – Vidalia

Other Promotions

Facebook
FourSquare
Twitter
YouTube

Advertising

Advertising is an important way for Southeastern Technical College to communicate our message and services to many different audiences. Advertising done through Marketing and PR will be generalized college ads, programs with low enrollment, and new programs.

Southeastern Technical College develops advertising to increase visibility of the college through various mediums. The amount of advertising done throughout the year depends largely on the budget issued to the department.

Advertising for the college dependent upon budget includes:

- The college uses various mediums of advertising including billboards, print ads, radio ads, television, social media, and internet advertising.
- As budget allows, STC will develop a Spring and Fall semester advertising campaign that is a consistent campaign for all counties to increase enrollment.
- STC will also participate in high school advertising – including yearbook ads, sports program ads, sports promotional items, banners at various high school locations, etc.
- Throughout the year STC will create advertising for special sections of the newspapers in our eight county service area. Examples include Back to School, Football Preview, Progress Edition, Community Calendar, and others.

Advertising Continued

- The college also advertises with print ads in various magazines that present a good recruiting or PR opportunity. Magazines that STC advertises in include GEMC Georgia Magazine, Georgia Trend, and Atlanta Braves Yearbook.
- When able, STC will also do advertising through sponsorships in the community. Sponsorships done through Marketing must include some form of advertising and cannot be monetary only. These sponsorships can include banners or program ads at community events, Chamber events, charity/non-profit events, school sporting events, etc.
- STC will also utilize radio advertising for the college when budget allows. The radio stations used will vary depending upon campaign, budget, and target audience. STC advertises on radio stations in our eight county service area. The college will also take advantage of targeted packages that the stations offer. These include high school sports radio packages (football, baseball, basketball, etc.), community activities, etc.

Social Media

One fairly recent addition to STC's marketing is Social Media. Social Media is a blending of technology and social interaction for the co-creation of value. Social media is also sometimes referred to as consumer-generated media. Social media sites are online social utilities that allow individuals, or groups of individuals, to create a place for a group of people to come together online to post information, news, and events. Southeastern Tech's social media presence is intended to provide the college community with a venue to share thoughts, idea, and experiences through discussion, postings, photos, and videos. STC currently utilizes Facebook, Twitter, FourSquare, and YouTube. The Southeastern Tech pages will provide students and other constituents with up-to-date college information and the opportunity to communicate with page administrators and other page users. We are also keeping up with trends in social media so we can be proactive about marketing the college when the next big social media site comes about.

- STC utilizes Facebook for general college communication. This includes anything from news to student activities. Other departments also have pages including STC Library, STC Auditoriums, and STC Bookstore.
- Twitter is used to update the community and students on STC news.
- The college uses YouTube for STC videos. These include program videos, alumni videos, student activities, Lunch and Learn videos, etc.