

# BMCC Marketing Plan

(3/10/04 Revision)

## BMCC Vision

BMCC will be the leading educational and training institution in eastern Oregon. (*October 2003*)

## BMCC Mission

Blue Mountain Community College will realize its vision by providing high quality programs for college preparation, college transfer, professional/technical, workforce development, and self-improvement that will strengthen the economy and provide opportunities for personal and professional growth. BMCC provides dynamic and innovative programs and delivery methods in response to the changing needs of our customers: the students, businesses, industries, and communities of eastern Oregon. (*October 2003*)

## Strategic Plan Priorities – Focus on Student Success (*February 2004*)

1. Assessment & Planning
2. Marketing & Recruitment
3. Relevant & Comprehensive Curriculum
4. Increased Access

The **Marketing Mission** is... *to build a positive public image of BMCC as a dynamic institution – the education and training center of choice in eastern Oregon.* This mission is intended to support the college vision, mission, and strategic plan.

## Marketing Strategies (2004-2007)

1. Expand **recruitment** efforts at district high schools while developing marketing outreach to non-traditional and minority students.
2. Incorporate student/alumni/business **testimonials** in the marketing message to emphasize community/regional access to programs and services.
3. Adopt the **Career Focus** magazine as the college's major marketing tool in the district.
4. Continually improve the BMCC **website** and maximize its use.
5. Build an environment where **all staff has a role to play** in recruiting students and marketing the college.

---

**RECRUITMENT GOAL#1:** Increase recruitment of high school students by 5% per year as measured by fall registration data. Focus efforts on district high schools in Umatilla, Morrow, and Baker Counties.

## Baseline of students 18-19 years of age

Fall 2002 enrollment	122 full-time	27 half time	31 part-time (180)
Fall 2003 enrollment	113 full time	31 half time	39 part time (183)
Fall 2004 enrollment goal	119 full time	33 half time	41 part time (193)
Fall 2005 enrollment goal	125 full time	35 half time	43 part time (203)
Fall 2006 enrollment goal	131 full time	37 half time	45 part time (213)

## **Recruiting High School Students Objectives:**

### **#1 – Hire staff to coordinate recruitment efforts.**

Recruitment staff would

- Oversee the Adopt A High School program, recruit and train volunteers, provide recruitment tools.
- Recruit and train Ambassadors and coordinate their activities with existing recruitment efforts.
- Be active in student life. Includes participation in College barbecues, ASG activities, attending athletic events, Arts & Culture week and EBET Day involvement, among others.
- Work with academic departments and athletics to maintain a recruitment calendar and recruitment strategies so the college gets the maximum advantage of all recruitment visits.

### **#2 – Implement the “Adopt A High School” recruitment program. Minimum goal is to recruit volunteers for Pendleton, Hermiston, Milton-Freewater, and Baker City in 2003-4, and add three more schools 2004-5.**

- Recruit BMCC faculty, staff and students to help with “Adopt A High School.” Their responsibility is to develop a relationship with the high school administration and counseling staff. Volunteers will ensure a BMCC presence at high school college nights and in career classes, provide recruitment information to interested students, coordinate BMCC campus tours, be an active presence at school events, and attend at least one high school board meeting and other relevant community or school activities, as outlined in the program information.
- Coordinate with Professional/Technical (Carl Perkins funded) recruitment.
- Support and coordinate athletic recruiters.
- Promote Spring Fling as the premier high school invitational event. Coordinate with high schools and ASG to maximize the number of students that can attend.
- Work with district high school officials, instructors and students to provide on-campus tours and education about attending college and college coursework readiness.
- Ensure participation in Aspire programs in BMCC’s district.

### **#3 – Mail a minimum of two recruitment postcards to every high school senior in the district.**

- One postcard to the student and one to the parents. (note: Area high schools informed us they are unable to release the names of students, so other schools must be using ACT or SAT information. We’ll continue to investigate. 3/10/04)
- If an interest card is returned, an Ambassador or staff will make a recruitment phone call or email and invite the student (and parents) for a campus tour at any BMCC location the student is interest in, and/or mail follow up information.
- Email recruitment information to high school instructors and counselors.

### **#4 - Enhance student life on the Pendleton campus**

- Survey students for student life ideas, especially non-traditional students. What would increase student satisfaction?
- Work with ASG to plan student activities like a ski bus, float trips, intramural sports competitions, etc. Carefully consider liability issues – work with Mike Shea/HR

**#5 – Recruit dual credit students to BMCC Fast Track – marketing message, “Save money and enter college faster.”**

- Supply dual credit students (and their parents) with information on the benefits and tuition savings of dual credit courses and completing lower division course work at BMCC.
- Support dual credit recruiter with anything he/she requests.

**#6 – Use ‘District’ scholarships as a recruiting tool.**

- Set up an application process for area high school students to apply for district scholarships versus having the high schools make the selection.
- Follow-up (preferably by phone) to invite applicants to campus for a tour or advisor meeting. Include parents.
- Issue BMCC press release announcing district scholarships en mass.

**RECRUITMENT GOAL#2: Target marketing/recruitment efforts to reach non-traditional students. Implement/fund one new strategy, evaluate the results, & revise the strategy.**

**Recruiting Non-Traditional Students Objectives:**

**#1 – Expand the distribution of recruitment materials.**

- Approach district businesses, such as doctors’ offices, dental offices, veterinarian clinics, hospitals, restaurants, other places where potential students may sit while waiting for services.
- Distribute information in major workplaces – break rooms, set up booths at shift change, approach the employer to help pay for classes, hold classes on site.
- Cultivate agency partners (CAPECO, Voc Rehab, etc.), supply recruitment information.
- Use coupons to track actions.

**#2 – Obtain Eligible Training Provider (ETP) certification for reimbursement purposes.**

**#3 – Investigate the viability of aggressively serving the senior/retired market.**

**RECRUITMENT GOAL#3: Target marketing/recruitment efforts to reach local minority populations. Help BMCC become Title V eligible for federal grants.**

**Recruiting Minority Students Objectives:**

**#1 – Support a Latino recruitment initiative.**

Target populations: Latino high school student, high school grad in the workforce, Spanish speaking adult with limited education background.

- Design and print some financial aid and recruitment information in Spanish.
- Hire bilingual front-line staff to help support admission and academic advising. (Use bilingual BMCC students to support admissions process.) Hire a bilingual recruiter.
- Have Spanish option answer phones in BMCC Hermiston, Boardman, and Milton-Freewater.
- Expand support programs at BMCC Hermiston, Boardman and Milton-Freewater, based on information from the Hispanic Strategic Conversations.

- Provide TRIO services in Hermiston, Boardman and Milton-Freewater.
- Assess adult Latino training needs beyond ESL. Transition programs needed. Provide adult classes in Spanish.
- Provide scholarships for students who are not eligible for federal financial aid.
- Use Spanish radio, ESD contacts, Migrant Head Start, churches, and local schools to disseminate BMCC marketing information and promote the value of a college education.
- Work with Latino community, church and business leaders to promote the college. Use Breakfast with the President events to help build relationships in the Latino community.
- Build a soccer field on BMCC Hermiston property and fund a soccer program.
- Support a MECHA Chapter to train Latino leaders.

## **#2 - Support the BMCC/CTUIR memorandum of agreement to serve Native American students.**

- Collaborative recruitment and retention of Native American students
- Provide academic, financial, and scholarship advising to Native American students
- Access- explore initiatives that expand the access of Native American students to BMCC facility provided services (like computer labs, TRIO, tutoring, etc.).
- Provide seminars and workshops for CTUIR employees or students at tribal locations.

**MARKETING MESSAGE GOAL: Use 10 or more current and past student voices/stories to deliver the college message via testimonials in print, radio, and speaking engagements. Use students to give program and degree information.**

### **Marketing Message Objectives:**

#### **#1 – Identify student stories**

- Ask faculty/staff/departments for referrals of former students who are successfully furthering their education or are employed and successful in their careers.
- Identify successful community members who attended BMCC and would be willing to endorse the college.
- Interview current ASG and Ambassadors for success stories/programs.
- Review Foundation scholarship applications for stories/programs.
- Contact TRIO, special programs, financial aid, and academic departments for student recommendations.
- Find student representatives from all college programs – college prep/skills development, AAOT, professional/technical, customized training, personal enrichment, and distance education.

#### **#2 – Prepare media script/photos**

- Interview students and write/edit their story and/or script to their satisfaction.
- Get release signed giving BMCC permission to use their picture, story, etc. in promotional items for the college.
- Take photographs.

### **#3 – Schedule student stories**

- Schedule monthly radio talks on KOHU and KUMA radio shows featuring student speakers.
- Use student pictures and testimonials in all printed material – catalog, quarterly class schedule, recruitment view book, Career Focus, newspaper ads.
- Invite students to make presentation at Board of Education meetings.
- Schedule student speakers at civic groups along with President Kirkland, Provost Turner, or faculty.
- Radio - write and tape student voices encouraging people to register for classes – air prior to registration and first week of classes.

### **#5 – Develop a consistent message and ‘family look’**

- Work with graphic designer to establish a ‘family look’ for all printed materials. (Athletics has a separate look because they use the Timber wolf logo.)
- Develop a marketing tag line ---- we’re currently using...BMCC /changing lives through education.
- Design and print appropriate catalog, class schedules, view book, program brochures, recruitment posters with tear-off cards, and recruitment packets.

### **#6 - Survey current students to help inform marketing decisions.**

- Find out how many students have (or don’t have) access to the Internet.
- Test marketing strategies with student focus groups. (traditional & non-traditional students)

**Career Focus TRANSITION GOAL:** Ensure that prospective students have access to course information while the college transitions from mailing the quarterly class schedule to mailing Career Focus magazine. Areas of concern: BMCC Hermiston and Distance & Extended Learning.

### **Transition Objectives:**

#### **#1 – Develop plan to transition from quarterly mailing of class schedule to every household in Umatilla and Morrow Counties to spring/fall mailing of Career Focus to households in the three-county district. Target – Summer Term.**

- Use Spring, Summer, and Fall 2004 class schedules to announce the transition.
- Brainstorm convenient ways for prospective students to access a schedule if they don’t have Internet access. Call to have one mailed, pick up at local BMCC center, city library, or Wal-Mart (?)
- Set up 1-800 line to handle requests to have schedule mailed.
- Determine how many schedules need to be printed for internal and external distribution.
- Design radio and newspaper ad campaign to support the transition.
- Investigate costs of postcard mailing to remind residents of registration dates.
- Make sure that course information is EASY to access on the BMCC web site.

#### **#2 – BMCC Hermiston**

- Design radio PSAs and schedule radio talk shows, print advertisements, and press releases to announce the transition.
- Determine local drop-off points for schedule distribution – library, Wal-Mart, video stores, ????

### **#3 – BMCC Milton-Freewater**

- Continue using the Walla Walla Union Bulletin to advertise classes
- Determine local drop-off points for class schedule.
- Design PSA's for radio broadcasts

### **#4 – BMCC Baker County**

- Continue to print a BMCC Baker County course schedule and distribute through the regular channels.
- Print ads and radio PSA announce where course schedule can be picked up.

### **#5 – Distance & Extended Learning**

- Build Distance & Extended Learning email database to launch email campaign to existing and former distance ed students about the transition.

**Website Development GOAL:** Encourage people to access BMCC information on the web. .

**Web Objectives:** Increased use, as measured by hits.

- Make sure marketing tools are translated to a web format (as practical).
- Train faculty/staff how to use web to promote their programs/events/etc.
- Set up guidelines for department and faculty pages. Make them student friendly and informative.
- Consider posting staff pictures (with their permission) to create a personal touch.
- Put the web address prominently on all BMCC business cards – consider using the back of the card to promote the web site or programs.

**INTERNAL MARKETING GOAL:** Build a culture where 'marketing the college & recruiting students' is every employee's job.

**Internal Marketing Objectives:**

### **#1 – Work with the College Coordinating Council to define marketing/recruitment expectations of BMCC employees.**

- Organize lists of marketing/recruitment opportunities, available tools, and contacts; offer training and support mechanisms.
- Lobby to include marketing/recruitment training in 2004-5 development days.
- Ask that all administrative documents/action reflect these efforts as an institutional priority.
- Set up an organizational survey to all faculty and staff to help identify contacts, affiliation, and potential assignments.

**#2 – Improve the phone answering protocol so customers/students/community members are promptly served and find calling BMCC to be a pleasant experience.**

- Keep records of caller problems so Marketing Committee can trouble shoot solutions.
- Provide directory of referral information so employees can answer questions if appropriate person is not available.
- Provide 1-800 number on all recruiting materials, radio, and print ads. (Only distance education provides their students with 1-800 access.)
- Establish a “Call Center” in the Admissions Office, train staff to answer prospective student’s questions. Staffing is critical during the two weeks that follow mailing the *Career Focus* magazine and during registration.
- Create and budget for a telephone operator to increase customer service.

**#3 – Upgrade internal signage on Pendleton campus so departments, services, and employees can be more easily accessed.**

**#4 – Cultivate a retiree volunteer force.**

Submitted to Marketing Committee for review & editing	1/11/04
Submitted to President’s Cabinet for review & editing	1/12/04
Edited plan submitted to College Coordinating Council	1/20/04
Sent out on faculty & staff for review and comment	1/21/04
Revised	3/10/04
Sent to the Marketing Committee for review	3/10/04
Marketing Plan adopted	_____

- I:Dev\_PR/Marketing/MARKETING PLAN Post faculty pages on the Web with professional credentials, office hours, class information, course syllabi, etc. to help students, and recognize faculty credentials and program strengths.
- Post pictures of BMCC staff (with their permission) to create a personal touch on the Web.

Marketing committee feedback  
Bobby Levy  
Diana Hammon  
Theresa Bosworth  
Cabinet & CCC  
Michael Shea  
Leslie Brown  
Mike Muller  
Cindy Lenhart  
Darcy Dauble  
Art Hill  
Gayle Lawn-Day  
Pat Tempenski  
Jim Whittaker  
Deb Garcia