

Education Planning Initiative Marketing Plan for 2015 DRAFT REVIEW

Sandoval Chagoya
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CALIFORNIA COMMUNITY COLLEGES

Sandoval Chagoza, CCC Technology Center

- Nearly 12 Years, CCCTC Communication
 - 2003-2007 Web and Publications Specialist
 - 2007-2014 Project Manager, Comm & Marketing
 - New: Director, PR & Marketing
- 2001-2003: CSU Online, Marketing Coordinator
- Education: B.A., Journalism / M.S., Higher Education



Plan Status

- INITIAL DRAFT
- Collaborative Phase – Seeking Input
- Copy Only
- Seeking input
 - Today
 - Through 12/19/14
 - Intent: Jan 2015: 2nd Draft & Submit for Approval



Plan Highlights

- Focused on Phase 2
- Alignment with Mission /Goals
- Position / Target Market
- Strategy / Channels / Messaging
- Resources / Workflow / Integration
- Evaluation



Marketing Plan: Objectives 2015

- Create awareness of change in the environment
- Increase awareness of the benefits for specific stakeholder communities
- Deliver appropriately targeted messages with effective use of resources



CALIFORNIA COMMUNITY COLLEGES

Schedule: Phases 1-3

- Phase 1: Genesis |
December 1, 2013 - December 31, 2014
- Phase 2: Pilot |
January 1, 2015 - December 31, 2015
- Phase 3: Deployment |
January 1, 2016 - Ongoing



Schedule: Phase 2

- Pilot | January 1 - December 31, 2015
- Focus in 2015:
 - EPI Project Website Revamp, Ongoing Updates
 - Products & Services, Branding & Support (Portal)
 - Targeted Campaigns: Faculty & Staff, Students
 - Coordination with Pilot Colleges
 - Evaluate Effort & Prepare for 2016



Alignment

- Aligned with EPI Missions and Goals
- Strategic and Integrated
- Looking Ahead
- Three Programs : One Portal
 - Education Planning Initiative
 - Common Assessment Initiative
 - Online Education Initiative



Position / Target Market

- Benefits
- Features
- Challenges
- Branding: Three Faces
 - Student : Portal / Three Initiatives
 - Faculty / Staff : Product / Services
 - Public Facing : Project Website



Marketing Strategy

- Leverage direct messaging to students facilitated by CCCApply and the portal environment
- Leverage relationship with pilot colleges, especially Public Information Offices, in order to reach students, faculty, and staff
- Leverage relationship with steering committee representatives to reach systemwide organizations and stakeholder associations



Marketing Strategy

- Leverage relationship with CCC Chancellor's Office to amplify systemwide messaging
- Direct outreach to faculty, staff, and students benefiting from EPI products and services
- Foster a learning environment in Phase 2 marketing efforts in order to inform best practices in Phase 3



Messages

- The EPI Will:
 - Help Students Make Informed Choices
 - Help Students Clarify Goals and Plan for Success
 - Assist Under-Resourced Counseling Services
 - Enhance Coordination Within and Between Colleges
 - Help Colleges Align with Legislation
 - Design Effective Education Planning Management Solutions



Channels

In Use	Potential
<ul style="list-style-type: none">• Project website• Listserv news and announcements• Email marketing• Presentation to committees• Conferences / town halls / workshops• Personal outreach by project and marketing staff	<ul style="list-style-type: none">• Blogs attached to project website• Systemwide association websites• Social media• Push marketing – email / newsletters• Site messaging – popups, AdSense-type reminders, related courses, etc.• Advertising – print, radio, TV• Webinars• Videos• Direct mail• Print / earned media• Phone consultation• Advocacy



Channels / Resources

#	Marketing Activity	Estimate
1	Graphic design and branding services	\$5,000
2	Web design and development services	\$10,000
3	Public relations and wire services	\$10,000
4	Advertising agency services	\$10,000
5	Graphic design / production specialist (.25)	\$10,000
6	Event reporting services, including video and photography capture	\$11,000
7	Enterprise communication software applications	\$5,000
8	Print production	\$8,000
9	Total for Phase 2 marketing resources	\$69,000



Workflow / Integration

- Workflow Trigger Events:
 - Academic calendar
 - Conferences and events
 - Feedback
- Integration: Multiple Inputs
 - Project Email & Phone Numbers
 - Product Customer Support
 - Surveys



Evaluation

- 18.1 Develop a marketing plan and implement ongoing communication so that every student is aware of the importance of education planning in their success.
- 18.1.1 Regular student survey results that demonstrate that students are aware of the importance of Education Planning,
January 1, 2016 – June 30, 2018



Seeking Input

- General Feedback
- Refinement
 - Faculty & Staff / Leadership Stakeholder Lists
 - Messages : Addressing Fears
 - Channels
- 530-879-4088 / schagoya@cccnex.net



Seeking Input: Stakeholders

- Faculty & Staff
 - Counselors (may include faculty)
 - Student Services Directors & Coordinators
 - Student Advisers
 - Transfer Counselors (may included faculty)
 - Admissions & Records Staff
 - Financial Aid Staff



Seeking Input: Stakeholders

- Leadership
 - Counseling Services Directors
 - Chief Instructional Officers
 - Chief Student Services Officer (CSSO)
 - Financial Aid Directors
 - Chief Information Systems Officers (CISO, aka CTO)
 - Public Information Officers
 - College/District Chancellor/Superintendent



Seeking Input: Messages

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Seeking Input: Channels

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