



2016 - 2017 Marketing Plan





2016-2017 MARKETING PLAN

Goals:

Help key audiences recognize and understand the Cañada College mission and how it plays an integral role in San Mateo County and surrounding communities. This is *your* hometown college:

1. Work with faculty, staff and students to develop and implement impactful, cost-effective marketing communication strategies to enhance public awareness of Cañada College as an affordable and quality provider of higher education.
2. Help to show students the importance of completing their respective goals/programs through student success stories and the #iCAN Become campaign.
3. Strengthen relationships and increase visibility as a valued partner within the community.
4. Increase web/social media presence via Cañada website, Blog, Facebook, Instagram, Twitter, Flickr and YouTube by 10 percent in the next 12 months.

Objective:

To position Cañada College as a quality choice for community college education and workforce development in San Mateo County and surrounding communities.

Mission:

Cañada College provides our community with a learning-centered environment, ensuring that students from diverse backgrounds have the opportunity to achieve their educational goals by providing transfer, career/technical, and basic skills programs, and lifelong learning. The College cultivates in its students the ability to think critically and creatively, communicate effectively, reason quantitatively to make analytical judgments, and understand and appreciate different points of view within a diverse community.

Target Market:

Internal Audience:

- Students
- Faculty
- Staff
- District/Board of Trustees

External Audience:

- High School Students
 - Redwood City: Sequoia, Woodside, Redwood, Everest Charter High, Summit
 - Belmont: Carlmont
 - Menlo Park: Menlo Atherton
 - East Palo Alto: EPA Charter, EPA Phoenix Academy
 - South San Francisco: El Camino, South SF
 - Half Moon Bay: Half-Moon Bay
 - Pescadero: Pescadero
 - San Mateo: Aragon, Hillsdale
 - Burlingame: Burlingame
 - San Bruno: Capuchino
 - Los Altos: Los Altos
 - Millbrae: Mills
 - Pacific: Oceana, Terra Nova
 - Palo Alto: PA, Gunn
 - Mountain View: Mountain View HS
 - San Jose: Leigh High School
- International Students
- Prospective Transfer Students
- Adult School Students
 - Sequoia Adult School
- Middle and High Schools: teachers, guidance counselors, administrators
- Local/partner Universities
- Non-profit Organizations
- Parents
- Alumni
- Donors/Potential Donors
- Elected Officials
- Residents and Businesses of San Mateo County and surrounding communities

Goal #1: Work with faculty, staff and students to develop and implement impactful, cost-effective marketing communication strategies to enhance public awareness of Cañada College as an affordable and quality provider of higher education.

Strategy: Provide guidance and support to identify and execute impactful tactics that will successfully promote their programs to the community.

Recommended Tactics:

- Create, distribute and track an electronic survey that will be distributed to the campus community to assess how effective our strategies are.
- Hold quarterly meetings with the newly-formed PROM (Public Relations Outreach Marketing) Committee, which is comprised of faculty, staff and administration. Discuss the state of technology, marketing trends, community and media updates and how we can implement them into timely and effective marketing and community outreach strategies.
- Work with each division to hold one event per year, showcasing the programs, degrees and certificates offered. Invite past students to attend and share experience with prospective student.
- Attend Division meetings to share updates on marketing and community relations initiatives. While there, provide a reminder of Marketing services available to assist in effectively promoting their respective programs to encourage registration.
- Continue working with students, faculty and staff to develop marketing material (print or electronic) to promote their respective programs. This includes (but is not limited to): videos, advertisements, social media posts, brochures, posters and business cards.

Goal #2: Help to show students the importance of completing their respective goals/programs through student success stories and the #iCAN Become campaign

Strategy: Work to advance public understanding that a community college education is a valued form of education where one can begin, develop and progress. “From here you go anywhere.”

Recommended Tactics:

- Promote and leverage studies and successes of students, faculty and staff through presentations, social media, marketing collateral and media relations.
- Continue, on a reactive basis, to assist journalists who contact our office for information on the College.
- Proactively pitch newsworthy stories to media as they occur, creating a presence in local media outlets to attract qualified and diverse student population.

- Purchase air time for 30-second commercials (in English and Spanish) throughout San Mateo County, both on TV and online.
- Purchase print advertising in local daily and monthly publications, Chamber listings and community event programs including:
 - *Spectrum Magazine*
 - *Climate Magazine*
 - *San Mateo Daily Journal*
 - Redwood City Chamber of Commerce Community Guide
 - North Fair Oaks Festival Program
- Distribute marketing materials to target market: brochures, direct mailers, schedule, catalogs, giveaways, fact sheets, holiday cards.

Goal #3: Strengthen relationships and increase visibility as a valued partner within the community.

Strategy: Communicate effectively with non-profit organizations, local school districts and universities, elected officials, local businesses, donors and alumni to create viable partnerships in the build awareness of college events, programs, courses, services community and at the college resources, accomplishments and achievements of the College.

Recommended Tactics:

- Partner with local organizations to perform day of service events and activities at least once per quarter to demonstrate that the College is invested in the community that it serves; program is branded as “Cañada in Your Community.”
- Host lunch presentations with high school guidance counselors and administration, informing them of program updates and educational opportunities for their students.
- Bring student athletes and coaches to community and high school events, serving as a “meet and greet” and informational session for prospective student athletes.
- Partner with local libraries to host on-site “Connect to Cañada College” Information and Registration sessions.
- Hold face-to-face meetings and presentations with members of the community that demonstrates the long-lasting and positive relationships between them and Cañada College:
 - Middle and high schools
 - Adult schools
 - Non-profit organizations
 - Elected officials
 - City of RWC

- City of East Palo Alto
- Independent high schools
- Parent liaison programs
- On-campus tours
- Table at community events/festivals, connecting with community members and sharing information about the College:
 - Redwood City:
 - 4th of July Parade
 - Blues Festival
 - North Fair Oaks Community Festival
 - Downtown Salsa Festival
 - Redwood City Port Fest
 - RWC Hometown Holidays
 - RWC Downtown Fiestas Patrias
 - North Fair Oaks OYE -Youth Conference
 - Scare on the Square
 - Lunar New Year Event
 - Kermes Dia Del Nino
 - Almost Mother's Day Kids Concert
 - Taft Festival
 - Fiesta Cañada
 - DREAMers Conference
 - San Mateo County:
 - Community Resources Festival
 - Youth Conference
 - San Mateo:
 - Pride Festival
 - San Mateo HS District Community Fair
 - East Palo Alto:
 - Las Posadas
 - Menlo Park:
 - 4th of July Parade
 - Half Moon Bay/Pescadero:
 - Healthy Kids Faire
 - Pumpkin Festival
 - Kermes- Dia del Niño
- Create and circulate marketing materials (in English and Spanish) to current and prospective students throughout the greater community:
 - Promotional brochures on the College, specific programs and special events
 - E-Newsletters and annual reports (“report to the community”) providing updates on college developments
 - Direct mailers sent to selected zip codes, that encourage registration
 - Class schedules displayed both on and off campus. Off campus locations include more than 50 strategic locations throughout Redwood City and San Mateo County:
 - Libraries
 - Community Centers
 - City Halls

- High Schools
 - YMCA
 - Boys & Girls Club
 - Post Offices
 - School Districts
- Hold a presence at several community high school events throughout the year, including:
 - Sequoia College Night
 - Menlo Atherton College Night
 - Redwood High School College Night
 - South San Francisco College Day
 - Sequoia High AVID Program Cañada College Presentation
 - Half Moon Bay High School College Day
 - Los Altos High School Latino Informational Day
 - SUHSD ELD Program Cañada College Presentation
 - Sequoia High ELD Program Cañada College Presentation
 - Sequoia High School Dreamers Conference
- Build new (and continue to maintain existing) community relations contacts through outreach activities such as:
 - Inclusion/invitation to public and special events (press conferences, speaking engagements, ribbon cuttings, on-campus events, open houses)
 - Cañada representation at community events, presentations and meetings: Chamber Mixers, City openings and events
 - Establish and/or grow existing collaborative commitments to community partnerships such as: ACCEL, Job Train/San Mateo County Office of Education, Sequoia Union High School District, Puente, United Way of the Bay Area (UWBA), San Francisco Foundation & Silicon Valley Community Foundation, ALLIES Program, Redwood City Chamber of Commerce, City of Redwood City, City of East Palo Alto.

Goal #4: Increase web/social media presence via Cañada website, Blog, Facebook, Instagram, Twitter, Flickr and YouTube by 10 percent in the next 12 months.

Strategy: Utilize social media as a low cost and swift means to share student success stories and build awareness of college events, programs, courses, resources and accomplishments of the College.

Recommended Tactics:

- Create suggested social media guidelines to assist students/faculty/staff in building its presence while sharing the most relevant and appropriate information.
- Continue to build the College's Blog, Facebook, Instagram, Twitter, Flickr and YouTube pages while driving social media followers to the College website.

- Continue sharing on-campus events with the College community via “What’s Happening at Cañada” weekly eblasts; post on social media outlets to spread the information. .
- Incorporate cost-per-click advertising on Facebook and Instagram to increase enrollment, awareness of campus happenings/offerings and grow our followers.
- Continue tracking and testing social media engagement (and followers) by evaluating which posts garner the most attention.
- Utilize Google Analytics to measure web traffic on the College website.
- Build a responsive website that will be easy to navigate on mobile and tablet devices.

Action Plan	Timeline
Update general College marketing material; translate in Español to target our growing Hispanic population; Revise Web Español sections	Ongoing
Further showcase student success through the #iCAN Become campaign	Ongoing
Update College Brand/Style Guide	Summer 2016
Create Outreach High School Engagement Plan	Summer 2016
Create College Social Media Guidelines	Fall 2016
Increase our social media following to 10 percent in 12 months.	February 2017
Plan for Cañada College’s 50 th anniversary; printed program mailer, webpage, logo, community awareness campaign	Summer/Fall 2017
Create responsive/mobile friendly website	Fall 2017/Spring 2018

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