



**External Relations Committee
Marketing Plan -- Goals and Strategies
2014-15 Academic Year**

Strategic Directions: Advance the College's mission by:

- Positioning East Georgia State College to compete for academically strong students
- Continuously seeking out opportunities to promote the college's internal programs, services, faculty, staff and students
- Elevating the college's reputation for excellent financial stewardship and raising this profile among corporate, foundation, and individual donors
- Identifying, establishing and maintaining internal and external partnerships that enhance the college's communication system and the exchange of information with constituents
- Establishing a comprehensive communications program to continuously educate and cultivate alumni support and foster a sense of community and commitment to East Georgia State College

Goal Summaries:

- ✓ Implement marketing strategies that will target key groups to increase enrollment
- ✓ Implement marketing strategies targeting current students to increase retention
- ✓ Implement marketing strategies to increase and strengthen community outreach
- ✓ Expand Marketing Department to meet enrollment goals

EGSC Marketing Plan – Goals and Strategies, FY15

**Goal: Implement marketing strategies that will target key groups to increase enrollment:
 High School Students
 Working Adults
 Military and Veterans**

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Outreach to visit high schools and college nights to promote enrollment	Continuously 2014-2015	Student Affairs; External Affairs	Increased enrollment of high school students	Enrollment reports, word of mouth
Outreach to local military bases to promote enrollment	Fall, Spring and Summer	Student Affairs; Marketing; EGSC Augusta and Statesboro Directors	Increase enrollment of military/veterans and their families	Enrollment reports, word of mouth
Advertise in high school newspapers	2014-2015	Public Relations Director	Increased awareness by high school students and enrollment	Enrollment reports, student feedback
Events on three campuses	Continuously in 2014-2015	Will vary depending on event.	Increased enrollment, awareness	Feedback, attendance at events, increased enrollment
Quarterly Newsletter – transfers/careers and updates	Fall, 2x spring and summer - continuous	PR Director; EGSC-A Director and EGSC-ST Director	Increased parental, student and community awareness of transfer opportunities at GRU and GaSouU	Feedback from students, parents, HS counselors, increased transfer classes
Facebook pages	Ongoing	IT and Marketing; EGSC units for content management	Increased community and student awareness	Measured hits on page, comments and overall increase term over term.
HS Counselors Breakfast or Luncheon	Spring	Admissions Office	Increased awareness of EGSC	Feedback from HS Counselors, Number of attendees, increased enrollment

EGSC Marketing Plan – Goals and Strategies, FY15

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
College-wide brochure	Updates and reprints as needed	Marketing Director	Increased interest and awareness of EGSC	Feedback from students, college staff
Website	Ongoing	Marketing/IT	Increase awareness and keep audience engaged	Feedback and enrollment growth
“I am going to College!” event	Spring 2015	EGSC Augusta Director	Increased awareness and enrollment at EGSC	Feedback from attendees
Media Day event	Fall 2014	PR Director	HS student awareness of EGSC programs	Feedback, increased attendance
Student Ambassadors program to work recruitment events and provide campus tours	Continuous	Student Life	Increased awareness and enrollment in EGSC	Number of events worked, Feedback
Speakers Bureau	Continuous	PR Director	More awareness of programs at EGSC, increased enrollment	Feedback from speaking engagements
List of outreach activities sponsored or conducted by any campus group will be established and updated quarterly	Ongoing	TBD	An outreach plan and related budget will be developed annually based on cost effectiveness	An outreach plan that operates within budget

EGSC Marketing Plan – Goals and Strategies, FY15

Goal: Implement marketing strategies targeting current students to increase retention

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Promotion of enrollment of fall, spring, and summer semesters, 8-week classes, and other classes as appropriate	Continuous	Marketing; PR; Student Affairs;	Increased enrollment in classes	Enrollment reports, feedback
On campus events barbecues, seminars, etc.	Continuous	External Affairs; EGSC Augusta and Statesboro Directors	Increased attendance by students at on campus events will lead to higher retention rate	Retention reports, number of attendees at events
E-mails sent to faculty asking them to remind students that registration is approaching	When registration begins before each new semester 2014-2015	EGSC Augusta and Statesboro Directors; PR Director; Registrar	Increased awareness and student retention	Retention reports, faculty feedback
Regular communication of announcements through site-wide e-mails, website, etc.	Continuous	PR Director; EGSC Augusta and Statesboro Directors; External Affairs Staff	Increased awareness of programs leading to student retention	Retention reports, student feedback
A marketing plan will be developed to inform the community of the value of an Associate's Degree	Fall 2014	Marketing, EGSC Augusta and Statesboro Directors; Student Affairs Staff	Increased knowledge of importance of Associate Degree, more students will graduate with degree	Graduation reports

EGSC Marketing Plan – Goals and Strategies, FY15

Goal: Implement marketing strategies to increase and strengthen community outreach; Strengthen brand message distribution

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Attend off-campus events and festivities	Continuous	All Faculty and Staff	Greater community awareness of EGSC	Enrollment reports, feedback
Join local civic groups, attend meetings, etc.	Continuous	All Faculty and Staff	Increased awareness of EGSC	Feedback from faculty and staff
Advertise in Community publications to promote registration	Continuous	PR Director	Coordination in all EGSC publications, increased awareness of EGSC's programs	Feedback from community
Flyers announcing enrollment	Continuous	Student Affairs Staff; Marketing/PR Staff	Greater community awareness of registration opportunities	Enrollment reports, community feedback
Advertise in local theaters – 30 sec. video advertisement	Spring 2014 thru Spring 2015	Marketing Director	Increased awareness of EGSC programs on a large scale, increased enrollment	Feedback from community, enrollment reports
Advertise on Spanish language stations	TBD	Marketing Director	Better reach to Hispanic communities, increased enrollment of Hispanic students	Feedback from community, enrollment reports, demographic reports
Establish and convene an Advisory Board for Statesboro and Augusta	Fall 2014	EGSC Augusta and Statesboro Directors	Raise awareness of programs and build community support	Feedback from community and board members
Public Service Announcements	Continuous	Public Relations Director	Promotion of EGSC programs throughout Augusta region	Feedback from community
Print advertisements to promote enrollment	Prior to each semester in 2014-2015	Marketing Director; PR Director	Increased enrollment	Enrollment reports

EGSC Marketing Plan – Goals and Strategies, FY15

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Print advertisements in Spanish language newspapers	Prior to each semester in 2014-2016	PR Director	Increased enrollment by Hispanic students	Enrollment and demographic reports
Press releases to media to promote EGSC enrollment, events, programs, etc.	Continuous	PR Director	Increased awareness of EGSC, increased attendance to events, increased enrollments	Enrollment reports, participation in on-campus events, media coverage of programs and events
College-wide brochure	Updates and reprints as needed	Marketing Director	Increased interest and awareness of EGSC	Feedback from students, college staff
Student Ambassadors program to work recruitment events and provide campus tours	Continuous	Student Life	Increased awareness and enrollment in EGSC	Number of events worked, Feedback

EGSC Marketing Plan – Goals and Strategies, FY15

Goal: Expand Marketing Department to meet enrollment goals

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Hire administrative assistant for Marketing department	ASAP	Marketing Director and search committee	Perform administrative duties for Marketing Director; increase output of marketing and enrollment	Work output, press clippings, expanded marketing plan
Increase annual advertising budget	TBD	VP, Business Affairs	Ability to consistently market in GA and SC	Increased enrollment, greater community awareness
Annual retreat to develop annual marketing plan for 3 campuses	Early spring	Marketing; Student Affairs; EGSC Augusta and Statesboro Directors	Development of annual integrated marketing plan	Development of strategic marketing plan; faculty, staff and student input and feedback