

East Georgia

STATE COLLEGE[®]

External Relations Committee

Marketing Plan

Approved for 2015 - 2016

Strategic Directions: Contribute to the successful fulfillment of 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
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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

07-06-15

EGSC Marketing Plan – Goals and Strategies, FY16

Goal 1: Implement marketing strategies that will target key groups to increase enrollment:

Target Audience: 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 with recruiters and via College Readiness Tour 2015-2016	Student 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	Ongoing	Communications Coordinator	Increased awareness by high school students and enrollment	Enrollment reports, student feedback
Events on three campuses; Community outreach events	Continuously	Will vary depending on event.	Increased enrollment, awareness	Feedback, attendance at events, increased enrollment
Social Media Interaction (Facebook, Flickr, YouTube, Instagram, Twitter)	Ongoing	Communications Coordinator and IT staff; 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	Fall and Spring	Admissions Staff	Increased awareness of EGSC	Feedback from HS Counselors, Number of attendees, increased enrollment

EGSC Marketing Plan – Goals and Strategies, FY16

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
College-wide brochure(s)	Updates and reprints as needed	Marketing & Communications	Increased interest and awareness of EGSC	Feedback from students, college staff
Website	Ongoing	Marketing/IT/Communications Coordinator	Increase awareness and keep audience engaged	Feedback and enrollment growth
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	Communications Coordinator	More awareness of programs at EGSC, increased enrollment	Feedback from speaking engagements

EGSC Marketing Plan – Goals and Strategies, FY16

Goal 2: Implement marketing strategies targeting current students to increase retention (Target audience: current students)

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Promotion of enrollment of fall, spring, and summer semesters, and other programs as appropriate	Continuous	Marketing/ Communications; Student Affairs;	Increased enrollment in classes	Enrollment reports, feedback
On campus events, activities, seminars, etc.	Continuous	Student Life	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	EGSC Augusta and Statesboro Directors; Registrar's Office; Student Life;	Increased awareness and student retention	Retention reports, faculty feedback
Regular communication of announcements through e-mails, website, etc.	Continuous	EGSC Augusta and Statesboro Directors; Communications Coordinator	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	Spring 2016	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, FY16

Goal 3: Implement marketing strategies to increase and strengthen community outreach; Strengthen brand message distribution. Target Audience: Community and political constituents; Potential students and donors

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Participation in off-campus events	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 value of EGSC's degrees	Continuous	Marketing/Communications Staff	Coordination in all EGSC publications, increased awareness of EGSC's programs	Feedback from community
Regular and on-going interaction on social media	Continuous	Student Affairs Staff; Communications Coordinator	Greater community awareness of registration opportunities	Enrollment reports, community feedback
Advertise with Spanish language stations and publications	TBD	Communications Coordinator	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	EGSC Augusta and Statesboro Directors	Raise awareness of programs and build community support	Feedback from community and board members
Public Service Announcements	Continuous	Communications Coordinator	Promotion of EGSC's programs throughout the SE region of Georgia	Feedback from community
Print advertisements to promote enrollment	Prior to each semester	Marketing/Communications Staff	Increased enrollment	Enrollment reports
Print advertisements in Spanish language newspapers	Prior to each semester	Marketing/Communications Staff	Increased enrollment by Hispanic students	Enrollment and demographic reports
Press releases to media to promote EGSC	Continuous	Communications Staff	Increased awareness of EGSC, increased	Enrollment reports, participation in on-campus events, media

EGSC Marketing Plan – Goals and Strategies, FY16

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
enrollment, events, programs, etc.			attendance to events, increased enrollments	coverage of programs and events
College-wide brochure(s) and PR Collaterals	Updates and reprints as needed	Marketing/Communications Staff	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, FY16

Goal 4: Expand Marketing Department to meet enrollment goals

Strategies	Target Date	Responsible Person/Group	Expected Outcome	Method of Assessment
Increase annual marketing budget	Summer 2015	VP, Business Affairs	Ability to consistently and effectively market in GA	Increased enrollment, greater visibility and awareness, ability to fully implement “Let’s Get Associated” campaign
Annual retreat to develop marketing plan for three campuses using the new recruitment marketing plan being developed by World Design Marketing	Late spring - 2016	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