
FY21 Marketing Plan (6/25/20)

GOALS

1. Partner with key campus offices to elevate brand and collective efforts

Marketing to coordinate with

Partnering with Academic Affairs to determine, by data and imperative, these programs/clusters will receive priority marketing attention. Otherwise; general awareness centered on STCC value proposition and marketing campaigns outlined below.

- THEMES: affordability; open access; the 'community' in our name; technical
- PROGRAMS:
 - liberal arts transfer / general studies **
 - business (management, finance, marketing, accounting)*
 - behavioral sciences*
 - psychology, human services/social work *, urban studies, criminal justice **
 - technical arts and design*
 - web design, social media, communication, photography, TV production, animation*
 - healthcare administration*
 - coding and billing, health IT, medical assisting, medical office*
 - education*
 - child development *, early childhood *, elementary, secondary*
 - computer technologies*
 - computer and IT security *, computer systems engineering, programming*
 - * = programs under NECHE change review to be 100% online (expected Jan 2021)*

Admissions for enrollment events

- Partner with Admissions to deliver targeted virtual info sessions to the Springfield + 4 high schools; leverage data about their alumni at STCC
- Partner with AVP/WDC to develop specific marketing plan and calendar; awareness and program launches; Partner with 3rd party vendors to promote turnkey online class sales

OMA and Community for Community events

- Partner with OMA and Community to develop specific marketing plan and calendar
- Partner with OMA and Community Engagement to develop graphic identity for promotional materials (email, social posts, flyers)
- with OMA and Community Engagement to deliver virtual info sessions and develop value-added content strategy (blog posts and email marketing; follow-up use of video)

Foundation for collateral and Mission Moment stories/videos

- Partner with Foundation staff to promote alumni and campaign activities in line with overall STCC brand and marketing campaigns

Equity Considerations:

- All marketing to incorporate diverse students in examples; leverage data to tell stories.
- News releases and feature stories to be mindful of intersectionality

2. Marketing Campaigns

Develop and launch campaign for fall 20 and spring 21 enrollment

- "STCC Together" - Retention messaging to help STCC student continue studies
- "STCC to Your Plan" - Let COVID-displaced 4-year students know STCC gen-eds transfer via MassTransfer and other agreements to keep them moving toward a degree
- HS grad Gap Year
- Low-density value prop and assurance for potential fall in-person classes
- Email and postcard targeting stop-out re-enrollment

COVID recovery

- New & Prospective students: "The Road Back Begins at STCC" via "STCC to Your Plan"
- Current Students, plus Fac/Staff: "STCC Together"
- Non-matrices: "STCC to Your Plan"

Extend "This Is STCC" video library

- Student and faculty success stories
- Complete Early College video

Extend "I Hire" campaign with additional stories and videos

Extend "Smart Start" campaign with student-centric stories and videos

Reimagine and relaunch "2 Years" campaign for manufacturing, health, etc, where Academic Affairs determines top programs

Billboards - \$121,000 (assumes monthly change x4)

Timing	Armory	Mem Ave	91	391
July '20	STCC to Your Plan (affordability)			
Aug	STCC to Your Plan (transfer)			
Sept	This Is STCC (new story - TBD)			
Oct	Smart Start: Online Business Degree (MassTransfer)			
Nov	Winter Reg	Winter Online - Transfer To Your Home Campus		
Dec	Winter Online - The Most Affordable			
Jan '21	I Hire STCC (new story - TBD)			
Feb	Online Business degrees???	Online Digital Media degrees	Online IT degrees	Online Human Services degrees
Mar	I Hire STCC (new story - TBD)			
Apr	Online Human Services degrees	Online IT degrees	Online Digital Media degrees	Online Health degrees
May	Summer Online - The Most Affordable/Transfer			
Jun	2 Years/2 Words/You're Hired - Highlight the *8 fully-online degrees			

3. Internal Communications

Coordinate all internal comms to support each other while maximizing awareness across campus. Activate Student Success Plan recommendations.

Develop new campus brand guidelines document

- Formalize project intake process; set expectations
- Roll-out DIY design tool for campus (internal) flyers and posters to simultaneously ease workload on C&M team and expand speed of service

Revision STCCler as weekly email for all student-facing comms

Email distribution

- Develop email distribution list procedure and designated gatekeeper.

Email marketing (Constant Contact until new CRM in place)

- Develop branded themes that tie-in to marketing campaigns.

Website

- Continue iterating content and layout
- Address outstanding ADA/508 accessibility issues
- Address outstanding SEM issues; align with paid search

Portal (work with IT)

- Develop brand elements and best practices to improve usability and usage.

STCC2GO app

- Develop promotional plan and content calendar
- Explore push notifications and partner with IT/Student Affairs to develop procedure

STCCy Notes blog

- Make home for all campus newsletters; distribute via Constant Contact.
- Encourage STCC community to contribute non-feature (ie - PR) writing and stories to promote campus awareness of events/initiatives.
- Invite virtual event and webinar guest speakers to provide written perspective vis-a-vis STCC

"STCC Around"

- Develop WTCC segment into interview-style show
- Repurpose for STCCy Notes content with insights and links

WTCC PSAs and station ID

- Strengthen ties between WTCC and campus with improved and more-frequent PSAs and branded station identification

Expand "Points of Pride" to all STCC schools (STEM piloted in fall '19)

- Document can be leveraged as leave-behind collateral for fundraising and community relations.

Regular news clip round-up email (bi-weekly)

- Improve campus awareness and "good vibes" by pushing round-up to faculty and staff.

President's Perspective

- Continue highlighting JBC voice and campus strategic initiatives/updates.

Student and faculty voices on social media

- Develop cross-functional advisory committee of faculty and students to ensure these voices are reflected in marketing and outreach

B19 LCDs (plus others) and B2 digital sign

- Develop resource and asset guide to promote events and news on B19 LCDs and others on campus.
- Develop calendar and intake process for B2 digital sign

4. Content Development

For each piece of content (ie - news releases, feature stories, blog posts, etc), create multimedia matrix and content calendar to include at least 4 tactics from the following to enable consistent and omnipresent messaging:

- News release
- Feature story
- Blog post
- Facebook post
- Instagram post
- Tweet
- LinkedIn post

Video/YouTube

- Seek small sound-bites from longer-form videos

Word template (inclusive of brand colors/fonts) to up-level day-to-day documentation created across campus

Webinars

PPT slides (for admissions, community, and faculty outreach)

- Incl. new campus-branded template

STCC LISTENS Community Series

- Partner with Multicultural Affairs, Community Engagement, and Student Affairs to develop series of three panel videos highlighting thought leaders vis-a-vis STCC place in community.

Tentatively 7/9; 7/22; 8/5; 8/19

STCC Alumni Policymakers (Tosado, Williams, Ramos)

STCC: The Right Choice (Aviles, Smith)

STCC & Springfield: A Special Educational Relationship (St. Martin, Waters, Warwick, Lalime)

- Launch as live features on YouTube.
- Repurpose as audio radio show for broadcast on WTCC.

Collateral Deliverables

- Admissions Playbook
- Admissions Playbook
- Student Ambassador Playbook
- Faculty Marketing/Outreach Playbook
- Guidance Counselor Resource Guide
- "Fact Book"

- Expand new admissions “Road Piece” insert inventory
- Update “STCC to the Facts” each semester

5. Digital Marketing - \$100,000 (Google + Social Media)

Launch always-on digital marketing to Springfield+4. Date-driven messaging (Open House, Registration, etc) to be surrounded by general awareness.

- Hire single agency (\$15k) to coordinate, manage, analyze, and measure digital (search engine and social media).
Target 3 groups: traditional students; non-traditional students; influencers
Synchronize with non-digital advertising (TV, radio, print)
- Develop robust Google/Bing ad strategy to include text and display versions of ads highlighting key academic clusters and programs and enrollment events
- Develop robust social media strategy reflective of demographics and lifestyle choices for traditional, non-traditional, and influencer audiences.
Recruit students to lend their voices to Facebook, Instagram, and perhaps TikTok.
- Continue deployment of lead generating landing pages; transition to potential new CRM
- Continue semesterly stop-out re-enrollment outreach by email; postcard; digital
- Expand marketing with Career Coach tool

6. Enrollment Marketing

Envision collateral and messaging to support admissions and retention.

- Partner with admissions for collateral and college fair event needs
- Create “Choose Your Own Adventure” virtual enrollment event
 - *Integrate “STCC to Your Plan” message*
 - *Weekly with invite to each cohort of students*
 7/8: CJ
 7/16: Psych/SW
 7/23: Business
 7/30: TBD
 8/6: Go public for all students
 - *Feature intro video and 2 videos each from Admissions, Advising, Testing, and Financial Aid*
 - *One-hour live chat; follow-up with 1:1 appts*
 - *Landing page; email; social; Zoom*
- Online info sessions
 - *Zoom webinars and Facebook Live events*
- Complete flyers for LAPS and SHPS; install rack in B19 admissions area.
- Partner with Univision for Spanish-language ads where English ads appear on 22 and/or 40.
- Develop content in Spanish, Vietnamese, Arabic, Russian
- Partner with Workforce to develop marketing plan/calendar for their programs

7. Event Support

Provide marketing strategy and design support for

- Celebrate Springfield
- Open Houses
- Physics of Basketball
- College For Kids
- Multicultural Affairs
- Community Engagement
- Virtual Events

8. Campus Signage

Clean look and beautification go a long way for campus pride. The community will see updated visuals as sign of the campus' strength and vitality.

- Continue to partner with Facilities, pending access to campus
 - Post-COVID health & safety signage*
 - Smoke-free campus results/signage/communications*
 - Rejuvenate wood (maroon & gold) signage as needed*
 - Update wayfinding directories as needed*
 - Lamp-post banners, timed for re-populating of campus*
- Partner with Events and IT to create process for listings on B2 exterior sign