

Thaddeus Stevens College Marketing Plan

Thaddeus Stevens College of Technology
250 East King Street Lancaster, PA 17602
717-299-7702
717-391-6929
baker@stevenscollege.edu

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by _____ in this marketing plan is confidential; therefore, reader agrees not to disclose it without the express written permission of _____.

It is acknowledged by reader that information to be furnished in this marketing plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to _____.

Upon request, this document is to be immediately returned to _____.

Signature

Name (typed or printed)

Date

This is a marketing plan. It does not imply an offering of securities.

Table of Contents

I. MARKETING PLAN 2008-09

1. Executive Summary.....	6
2. Marketing Mix.....	6
2.1.Product Marketing	6
2.2.Promotion	6
2.2.1. Advertising.....	7
2.2.2. Public Relations	8
2.2.3. Direct Marketing	9
2.3.Web Plan	10
2.3.1. Website Goals	10
2.3.2. Website Marketing Strategy	10
2.3.3. Development Requirements	10
2.4.Implementation Schedule	11
2.5.Branding	12
3. Controls	12
3.1.Implementation.....	13
3.2.Keys to Success	13
3.3.Market Research.....	13
3.4.Contingency Planning.....	13
3.5.Competition	14

II. MARKETING PLAN 2009-11 (strategic plan focus, goal #2), extended to 2015

4. Strategic Goal #2.....	16
4.1.Strategy 2.1.....	16
4.2.Strategy 2.2.....	16
4.3.Strategy 2.3	17
4.4.Strategy 2.4.....	17
4.5.Strategy 2.5	17
4.6.Strategy 2.6	18
4.7.Strategy 2.7	18

III. MARKETING PLAN 2015-18 (strategic plan focus, goal #7)

5. Target Marketing.....	20
5.1.Marketing Strategies for Low Enrollment Programs.....	20
5.1.1. Water and Environmental Technology	20
5.1.2. Collision Repair Technology	20
5.1.3. Masonry Construction Technology.....	20
5.2.Marketing Strategies for Targeted Demographics	20
5.2.1. Non-Traditional Students/Continuing Education.....	20
5.2.2. Latino Students	20
5.2.3. Women.....	21
5.3.Marketing Strategies for New & Short Term Certificate Programs	21
5.3.1. Metalcasting.....	21
5.3.2. Welding.....	21
5.3.3. Additional New Programs	21
5.4.Marketing & Public Relations Proposal Accelerated Metals Fabrication & Welding Degree	22
5.5.Marketing Proposal for Water & Environmental Technology and Residential Remodeling Programs.....	23

6. TSCT Strategic Goal #7 23
6.1.Strategy 7.1..... 23
6.2.Strategy 7.2..... 24
6.3.Strategy 7.3 24
6.4.Strategy 7.4..... 25
6.5.Strategy 7.5..... 26



THADDEUS STEVENS COLLEGE OF TECHNOLOGY

I. MARKETING PLAN 2008-2009

1. Executive Summary

This marketing plan is to serve as the guide for the 2008–2009 academic year at Thaddeus Stevens College of Technology. With an increased emphasis on recruiting and admitting stronger, academically-qualified students, the overall marketing of the school needs to be enhanced. A thorough review of several areas and the efforts to carry out these areas follow.

2. Marketing Mix

There are several areas of marketing that must be reviewed and covered for the coming year. Below is a breakdown of each area, as well as a milestone chart that identifies several key projects/areas of focus, deadlines and costs for these projects.

2.1. Product Marketing

The mission of Thaddeus Stevens College of Technology is to provide academically qualified, financially needy Pennsylvania residents the opportunity to receive a technical education and to prepare for a productive life within their community. Stevens is committed to lifelong learning, community outreach, and economic development by contributing to the technical workforce of Pennsylvania.

The vision of marketing for the school is many fold:

1. Increase general awareness of Thaddeus Stevens College locally and statewide.
2. Increase awareness of the Thaddeus Stevens Legacy Award and its benefits to financially needy students.
3. Ensure Thaddeus Stevens College is competitive with other institutions with similar programs.
4. Increase overall enrollment and retention of the students accepted at Thaddeus Stevens College
5. Increase enrollment in struggling programs such as Masonry Technology, Mechanical Engineering Technology, Computer-Aided Drafting and Electronics Technology.
6. Clearly develop branding and standards for name usage, image use, etc., to be followed consistently by faculty, administrators, etc.

2.2. Promotion

Our promotion strategy is broad but at the same time limited. Currently the strategy is comprised of the following elements:

1. **Published materials:** i.e., viewbook; program of study guide; Legacy Award information sheet; dual enrollment information sheet; posters; athletic brochure; catalogue
2. **Presentations:** i.e., classroom presentations; agency presentations; organization/club presentations
3. **Fair attendance:** Maintain presence at various college and career fairs
4. **Web site**
5. **New media:** *Facebook; MySpace*
6. **Radio Advertising:** i.e., open house advertisements on local radio station
7. **Newspaper Advertising:** Inclusion in Education Guides; free press; open house coverage; event coverage
8. **Public Relations:** i.e., press releases; event coverage

2.2.1 Advertising

Advertising has been an area that has been extremely lacking at Thaddeus Stevens College. Currently, advertising consists of the following item:

1. **Radio/Newspaper advertising:** Open house information only. Twice a year, the school will buy ads on WLAN-FM 97 and in local newspapers to advertise the upcoming open house events.

An increase in paid advertising is necessary in order to market to our potential demographic. Free advertising is okay, but it does not reach the individuals we are targeting. Newspaper advertising is also less effective as most high school students do not read the newspaper. We will continue to do some newspaper advertising as it does reach the parents/guardians of students.

Here is the proposed advertising for the 2008–2009 academic year:

1. **Newspaper advertising**
 - Advertise in as many education supplements as possible, specifically in key areas such as Lancaster, York, Harrisburg, Reading, Philadelphia, and Pittsburgh.
 - Advertise open house in November and April in local newspapers (Lancaster, York, Harrisburg, Philadelphia)
2. **Radio advertising**
 - Advertise open house in November and April on WLAN-96.9 (Lancaster); WQXA-105.7 (Harrisburg/York/Lancaster); WWKL-FM 92.1 (Harrisburg)
 - Advertise general commercials every 2 weeks for three months on the above listed stations.
3. **Television advertising**
 - No television advertising in 2008–2009.
 - Work closely to establish contracts and gain information to pursue this further for 2009–2010 academic year.
4. **Misc. advertising**
 - Advertise in organizational publications
 - PA School Counselor Association newsletters (6 annually)
 - Homeschoolers College Guide
 - Homeworkers of York, Inc., guide
 - Y-PA Magazine advertisement (distributed to all schools in PA)
 - College Guides: Sponsor ads in printed college guides, such as Conestoga High School College and Career Night (printed by Lancaster Newspapers, Inc.)

Thaddeus Stevens College Marketing Plan

Milestones					
<u>Advertising</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>	<u>Manager</u>	<u>Department</u>
<i>Education Supplements (various newspapers)</i>	9/1/2008	6/30/2009	\$5,000	CEB	Marketing
<i>Open House advertising (FALL) – newspaper</i>	10/15/2008	11/8/2008	\$3500	CEB	Marketing
<i>Open House advertising (SPRING) – newspaper</i>	4/1/2009	4/25/2009	\$3500	CEB	Marketing
<i>Open House advertising (FALL) – radio</i>	10/15/2008	11/8/2008	\$9,000	CEB	Marketing
<i>Open House advertising (SPRING) – radio</i>	4/1/2009	4/25/2009	\$9,000	CEB	Marketing
<i>Radio – general commercials</i>	9/1/2008	4/30/2009	\$36,000	CEB	Marketing
<i>Miscellaneous</i>	9/1/2008	6/30/2009	\$5,000	CEB	Marketing
Total Advertising Budget			\$71,000		

2.2.2 Public Relations

Public relations for the school must recognize the first goal of marketing the school: Increase general awareness of Thaddeus Stevens College locally and statewide.

Several methods of public relations must be considered.

- **Campus public relations**
 - Submit information about students to local newspapers. Information includes:
 - Student accomplishments, awards, and accolades
 - Students acceptance to college
 - Students graduating
 - Submit information about students to school newspapers and guidance offices.
 - When students are accepted, information to be sent to home schools
 - Submit media kits to local media outlets for upcoming events
 - Media kits should consist of press releases, full contact information, photos (when applicable)
 - Upcoming events include:
 - Graduation
 - Freshman check-in
 - Awards banquets
 - Special occasions (i.e., 100th Anniversary; Statue unveiling; Obama visit)
 - Homecoming
 - Energy Fair
 - Submit information to local newspapers about instructors and faculty.
 - Instructor/faculty accomplishments, awards, and accolades

Thaddeus Stevens College Marketing Plan

2.2.3. Direct Marketing

Direct marketing includes all publications and resources in the recruiting of new students to Thaddeus Stevens College.

1. **Publications:**
 - Viewbook: Continue to create a Viewbook which highlights all aspects of the campus
 - Program of study guide: Continue to create a comprehensive overview of each program with contact information for instructors
 - Legacy Award handout: Continue to create a one-page sheet discussing the Legacy Award
 - Dual enrollment handout: Continue to create a one-page sheet discussing dual enrollment
 - Bulldog head: A cutout, bulldog head with general school information on the back. Use as a fast fact sheet.
 - Events card: Create a piece that includes details about touring the campus, as well as the two open house dates.
 - Open house materials: Postcards, posters, etc., to be used to publicize and advertise our two annual open houses.
2. **Presentations:**
 - Update current PowerPoint presentation. Emphasis should include:
 - Majors
 - Legacy
 - Cost
 - Job Placements
3. **E-mail Blasts:**
 - Send a minimum of three e-mail blasts in 2008-2009
 - Two for upcoming open houses
 - One in December about applying
 - Double the number of recipients who receive e-mail
4. **College fairs:**
 - Ensure that materials are readily available for college fairs
 - Enhance the display of the table
 - Better display board
 - Possible looping PowerPoint presentation where available

Milestones					
<u>Direct Marketing</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>	<u>Manager</u>	<u>Department</u>
<i>Viewbook</i>	9/1/2008	9/30/2008	\$10,000	CEB	Marketing
<i>Program of Study Guide</i>	9/1/2008	9/30/2008	\$10,000	CEB	Marketing
<i>Legacy Award Handout</i>	9/1/2008	9/30/2008	\$1,000	CEB	Marketing
<i>Dual Enrollment Handout</i>	9/1/2008	9/30/2008	\$1,000	CEB	Marketing
<i>Bulldog Head</i>	9/1/2008	9/30/2008	\$4,404	CEB	Marketing
<i>Touring/Open House bookmark</i>	9/1/2008	9/30/2008	\$775	CEB	Marketing
<i>Open House Materials (fall)</i>	9/1/2008	9/30/2008	\$2,500	CEB	Marketing
<i>Open House Materials (spring)</i>	1/1/2009	1/30/2009	\$2,500	CEB	Marketing
<i>Classroom Presentations</i>	8/1/2008	8/30/2008	\$0	CEB	Marketing
<i>Email Blasts (3)</i>	9/1/2008	4/15/2009	\$500	CEB	Marketing
<i>Table Display Boards</i>	9/1/2008	9/30/2008	\$500	CEB	Marketing
Total Direct Marketing Budget			\$33,179		

2.3 Web Plan

A school's Web site can be one of the most effective marketing and recruiting tools. It should include concise information that viewers can learn the maximum from their visit to the site.

2.3.1 Web Site Goals

Goals for *www.stevenscollege.edu* are:

- Redesign template to be consistent with other marketing materials
- Redesign to make site more user friendly and easier to navigate
- Increase the number of photographs on front page of the site
- Consolidate old pages and same pages so users will see one, consistent set of information
- Remove old *dejazzd.com* site

2.3.2 Web Site Marketing Strategy

We will direct all students, parents, counselors, teachers, agencies, etc. to our Web site. This should be a complete hub of information and reference materials for these individuals to use. We will communicate this Web site by including the address ...

- in all printed marketing materials
- in all direct marketing materials
- in all advertisements for the school

We must also ensure that the address is accurate on all materials. A purge of information that includes *www.stevenstech.edu* should be made and replaced with newer materials.

2.3.3 Development Requirements

To make our Web site the biggest marketing tool we have, we must ...

- Constantly update and maintain sites
 - Full access provided to a select few employees
 - Selective access provided for instructors and various other employees
 - All changes, modifications, additions, etc., will be overseen by the Webmaster and Marketing Coordinator
- Consistent format and design used in major section.
 - Ensure all information is provided
 - Ensure there are no broken links
 - Ensure all links are live
- Redevelop the design
 - Include smaller masthead across the top of each page
 - Move navigation menu to left hand side of the page
 - Condense navigation links
 - Ensure navigation links direct to the same pages and not several variations of that page
- Clean up internal navigation
 - Do away with old pages/links
 - Consolidate similar pages
 - Create individual breakout links for designated areas

Thaddeus Stevens College Marketing Plan

2.4 Implementation Schedule

The following identifies the key activities that are critical to our marketing plan. It is important to accomplish each one on time and on budget.

<i>Milestones</i>			
<u>Advertising</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>
<i>Education Supplements (various newspapers)</i>	9/1/2008	6/30/2009	\$5,000
<i>Open House advertising (FALL) - newspaper</i>	10/15/2008	11/8/2008	\$3500
<i>Open House advertising (SPRING) - newspaper</i>	4/1/2009	4/25/2009	\$3500
<i>Open House advertising (FALL) - radio</i>	10/15/2008	11/8/2008	\$9,000
<i>Open House advertising (SPRING) - radio</i>	4/1/2009	4/25/2009	\$9,000
<i>Radio - general commercials</i>	9/1/2008	4/30/2009	\$36,000
<i>Miscellaneous</i>	9/1/2008	6/30/2009	\$5,000
Total Advertising Budget			\$71,000
<u>PR</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>
<i>Develop general media kits</i>	9/1/2008	10/30/2008	\$0
<i>Submit information to local newspapers</i>	9/1/2008	6/30/2009	\$0
<i>Submit information to schools</i>	9/1/2008	6/30/2008	\$0
Total PR Budget			\$0
<u>Direct Marketing</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>
<i>Viewbook</i>	9/1/2008	9/30/2008	\$10,000
<i>Program of Study Guide</i>	9/1/2008	9/30/2008	\$10,000
<i>Legacy Award Handout</i>	9/1/2008	9/30/2008	\$1,000
<i>Dual Enrollment Handout</i>	9/1/2008	9/30/2008	\$1,000
<i>Bulldog Head</i>	9/1/2008	9/30/2008	\$4,404
<i>Touring/Open House bookmark</i>	9/1/2008	9/30/2008	\$775
<i>Open House Materials (fall)</i>	9/1/2008	9/30/2008	\$2,500
<i>Open House Materials (spring)</i>	1/1/2009	1/30/2009	\$2,500
<i>Classroom Presentations</i>	8/1/2008	8/30/2008	\$0
<i>Email Blasts (3)</i>	9/1/2008	4/15/2009	\$500
<i>Table Display Boards</i>	9/1/2008	9/30/2008	\$500
Total Direct Marketing Budget			\$33,179
<u>Web Development</u>	<u>Start Date</u>	<u>End Date</u>	<u>Budget</u>
<i>Redesign main template</i>	9/1/2008	10/15/2008	\$500
<i>Consolidate similar pages</i>	9/1/2008	10/30/2008	\$0
<i>Remove dejazzd.com site</i>	9/1/2008	9/30/2008	\$0
<i>Update and maintain site</i>	7/1/2008	6/30/2009	\$0
Total Web Development Budget			\$0
Totals			\$104,679

2.5 Branding

Branding is a critical component for any company/school trying to find its identity. In the case of Thaddeus Stevens College, we need to solidify our branding and make it consistent across the board.

In order to achieve the above objectives, we must:

- Consistently use the appropriate name of the school.
 1. General rule of thumb, the school should be addressed by its full name:
Thaddeus Stevens College of Technology
 1. Direct marketing
 2. Public Relations
 3. Advertising
 2. In regard to media/press releases, the name should be used in full in the first paragraph of a press release. From that point forward, the school may be addressed as: **Thaddeus Stevens College**
 3. Never should the school be referred to as: **Stevens College, Stevens Tech, Thaddeus Stevens School of Technology**
- Consistently use the proper colors for the school. Burgundy and steel are the official colors of the school.
 1. When designing publications, the burgundy color can be formulated by using:
 - Pantone 1955
 - CMYK: C=8; M=100; Y=47; K=39
 2. When designing publications, the steel color can be formulated by using:
 - Pantone
 - CMYK: C=; M=; Y=; K=
- Consistent use of logos
 1. The bulldog seal should only be used for athletics.
 2. The official seal should only be used for official documents.
 3. Use of the Mellor Building image and variants of that building should be used for ...
 - Letterhead
 - Business cards
 - Envelopes
 4. All logos, seals, and variations of each should be approved by the Marketing Coordinator before being used in any materials.

3. Controls

Our marketing plan is structured to enable us to achieve the strategic goals we have set for ourselves in terms of enrollment of both tuition-paying and Legacy students. It is also set in place to better promote our programs and raise general overall awareness of the college in Pennsylvania's 67 counties.

The Marketing Coordinator, Director of Enrollment Services, Vice President for Student Affairs and the President of the College will ensure that the plan is implemented to the best of their ability and with the highest levels of efficiency and accuracy.

3.1. Implementation

The milestones table is attached. This table shows some of the general activities, their target completion dates, and ownership. The dates are dependent upon several variants and may be modified as a result of changes made throughout the academic year.

A monthly review of these milestones will be presented by the Marketing Coordinator. A monthly meeting of the Marketing Coordinator, Director of Enrollment Services, Vice President for Student Affairs, as well as other interested parties will be held to discuss the progress of these milestones and any adjustments necessary to their completion and success.

3.2. Keys to Success

The following we consider to be our keys to success:

- Increased requests for information from across the state.
- Increase in applications and qualified applicants.
- Increased visitation to *www.stevenscollege.edu*.
- Increased visitations of the campus during open houses and general visitation days.

3.3. Market Research

Continued market research is necessary to gauge the success of our methods, as well as to stay abreast of new strategies, methods, and techniques utilized by others.

Methods of continued research for Thaddeus Stevens College are:

- Surveying of parents/students
 - Any time information is requested, question students/parents as to where they first heard of the school.
 - These findings should be submitted to the Marketing Coordinator on a regular basis.
 - During orientation, use the Parent Survey designed by the Marketing Coordinator to find out marketing information from accepted students.
- Web sites/Magazines/Newspapers/Industry Trades
 - Continue to read and research articles written on the subject of marketing and recruiting in a two-year college environment.
 - Document all new ideas and possible techniques that could be utilized at Thaddeus Stevens College
- Membership with National Council for Marketing and Public Relations (NCMPR)
 - The NCMPR is the only organization of its kind that exclusively represents marketing and public relations professional at community and technical colleges.
 - Through NCMPR resources and connections, new ideas can flow and suggestions and modification on current practices can be reviewed.

3.4. Contingency Planning

The contingency plan for this marketing plan is:

- If any of the aspects of this plan fail, an evaluation by the Marketing Coordinator, Director of Enrollment Services, Vice President for Student Affairs and the President of the College must be done immediately.

- A thorough review of why this aspect failed should be completed and documented.
- The one foreseeable issue with this plan is funding. The College must be in agreement that enrollment and recruiting through marketing and public relations is critical. Funding for projects needs to be made available.
 - If funding for this plan is not available, alternative methods must be investigated. Free media is not the solution.
 - While more aggressive than in years past, this plan focuses on the short term and will be modified at the end of the academic year for more long-term purposes.
- Another foreseeable issue with this plan is immediacy. Although this plan will be effective, its results will not be seen overnight. Both internally and externally, a level of patience is desired to see how this plan reacts and produces. At the end of the academic year, a full review of the plan will be enacted and results will be fully reviewed. At that time, if a piece of this plan is deemed ineffective, it will be changed or removed from the overall action items for the next year.

3.5. Competition

Consideration must be given to colleges and schools recognized as our competition. Review of how they have been successful in marketing, as well understanding their offerings must be considered.

Schools recognized as our competition are as follows:

- Pennsylvania College of Technology
- Williamson Trade School
- Harrisburg Area Community College
- YTI
- PTI
- Specialized training schools

Ensure our marketing materials include, subtly, our differences and our strong points. Accent what it is that makes us different without drawing a direct contradiction between our programs and college with those of another school.



THADDEUS STEVENS COLLEGE OF TECHNOLOGY II. MARKETING PLAN 2009-2011, *EXTENDED UNTIL 2015*

The Marketing Plan of Thaddeus Stevens College is continuously growing and adapting to meet the needs of the College, while maintaining and utilizing past successful strategies. The following pages include added strategies to promote greater visibility and awareness of the Stevens message throughout the Commonwealth.

4. Strategic Goal #2 (Marketing Plan 2009-11)

Committee: Allen Tate, Sophie Weibel, Chad Baker, Paul Culbreth, Erin Nelsen

Develop and implement a strategic marketing plan that will promote greater visibility and awareness of the Stevens message throughout the Commonwealth.

Performance Measures:

- Measure the current public awareness of the College and our message in five select target markets.
- Establishment of a consistent brand identity and message
- Increase market penetration within the five selected target markets.
- An overall increase of 20% in Annual Fund Participation of Alumni, Friends, Corporations, and Faculty & Staff.
- Annual increase of 5% in student applications from each of the five target marketing areas.
- Annual increase of 5% participation in each of the following events – Homecoming, Open House – Fall & Spring, Annual Golf Outing, Class Reunions, Car Show.
- Implement 20 executive briefings and presentations with business executives, School District Administrators, and key community decision makers and groups.
- Implement a consistent Legislative Communication Program that personally communicates with each Legislator at least twice during the year.

4.1 Strategy 2.1

Define and establish a unified consistent and credible Steven’s message throughout the Commonwealth.

Action Steps:

1. Determine our current message and brand through the use of external focus groups and re-clarify to eliminate inconsistencies.
2. Determine our current message and brand through the use of internal focus groups and re-clarify to eliminate inconsistencies.
3. Change our message if we are unsatisfied with the public’s perception of Stevens College.
 - a) Person(s) Responsible: Marketing Firm to conduct external Focus Group research; Chad and Allen to conduct internal Focus Group Research.
 - b) Cost: To be determined for Marketing Firm; no cost for Chad and Allen to conduct internal focus groups.
 - c) Time Line: 6 months

4.2 Strategy 2.2

Evaluate the current communication strategies and propose new strategies based on focus group research.

Action Steps:

1. Employ the services of a Market Research Firm to organize and conduct focus groups.
2. Determine the cost of any new strategies that are revealed during the focus group research.
3. Implement any new communication strategies that are effective and fall within budgetary constraints.
 - a) Person(s) Responsible: Marketing Firm to conduct Focus Group research
 - b) Cost: To be determined for Marketing Firm
 - c) Time Line: 6 months

4.3 Strategy 2.3

Implement consistent marketing communications and brand awareness strategies over the next two years in the following five market areas – South Central Pennsylvania, Philadelphia, Pittsburgh, Scranton/Wilkes Barre and Johnstown/Altoona.

Action Steps:

1. Identify various forms of communication for the respective areas (television, radio, cable, and billboard).
2. Disseminate Stevens brand in these five areas.
 - a) Person(s) Responsible: Chad Baker, Erin Nelsen
 - b) Cost: \$5,000 per area = \$25,000 total
 - c) Time Line: 12 months

4.4 Strategy 2.4

Implement a consistent and sustainable Governmental Affairs Communication program.

Action Steps:

1. Build positive relationships with state legislators and policy makers.
2. Create a Statewide Alumni Advocacy Network/Chapter to promote and support the work of TSCT.
3. Cultivate chairpersons for alumni chapters.
4. Open the College to host special legislative committee meetings.
5. Send quarterly updates on governmental affairs to chapter members to encourage their political support action.
6. Give special recognition to certain political leadership at annual College events.
 - a) Person(s) Responsible: Alex Munro in collaboration with Dr. Griscom and the Alumni Association's Governmental Affairs Committee
 - b) Cost: \$12,000
 - c) Time Line:

4.5 Strategy 2.5

Produce various new publications and communication tools directed to the corporate, Alumni and friends target markets designed to increase the College's public support.

Action Steps:

1. Produce a joint College/Alumni Foundation Annual Report.
2. Re-design website and use other technology tools for constituency communications.
3. Produce various niche marketing brochures (Foundation, Legacy, Scholarships, Gov. Affairs, etc.).
4. Redesign direct mail pieces to obtain more response.
5. Establish an emotional message that shows benefits and results.
6. Increase exposure of representative students to businesspersons, alumni, and friends.
 - a) Person(s) Responsible: Allen Tate, Sophie Wiebel, Chad Baker, Alex Munro, etc.
 - b) Cost: \$22,000 (Advancement costs)
 - c) Time Line: June 30, 2010

4.6 Strategy 2.6

Develop one new “Signature Event” for the College. Seek o leverage the event to attain significant marketing and public relations coverage that elevates the College’s profile in the local Community.

Action Steps:

1. Continue to develop media relationships throughout Pennsylvania.
2. Establish a media plan for each campus event.
3. Ensure press releases are prepared and released in advance for campus events and activities.
4. Establish sponsorship opportunities to assist in underwriting college events.
 - a) Person(s) Responsible: Chad Baker, Allen Tate, Alumni Office
 - b) Cost: A self-sustaining and profitable event
 - c) Time Line: June 30, 2010

4.7 Strategy 2.7

Implement a self-sustaining infrastructure to support ongoing marketing efforts after two years.

Action Steps:

1. Determine a marketing budget and establish it as an annual line item.
2. Recommend consistent marketing staffing needed to conduct ongoing marketing efforts.
 - a) Person(s) Responsible: Chad Baker, Allen Tate
 - b) Cost: To be determined based on marketing plan and research
 - c) Time Line: 2 years



THADDEUS STEVENS COLLEGE OF TECHNOLOGY III. MARKETING PLAN 2015-2018

The Marketing Plan of Thaddeus Stevens College is continuously evolving to meet the needs of the College while maintaining and utilizing past successful strategies. The following pages include added strategies to further support the College's Mission, Enrollment Goals, and Retention/Progression Goals.

5. Target Marketing

5.1 Marketing Strategies for Low Enrollment Programs

5.1.1. Water and Environmental Technology

- November & June Facebook Ads.....\$400
- December Targeted Email Blast\$653
- Online Video PreRoll (November)\$1446
- Two month TV Campaign..... \$7500 (Perkins)
 - Given the number of women in this program, we could advertise both women and WET in the same commercial
- Campus Digital Sign Message (Sept, Nov) No Cost
- New printed piece\$1000 (estimated)
- Signage at Hershey Park\$1500
- **ESTIMATED OVERALL COST\$12,499**

5.1.2. Collision Repair Technology

- Media Coverage of ICAR Grant Remake (OCT)..... No Cost
- December and February Facebook Ads\$400
- Online Video PreRoll (January).....\$1446
- February Targeted Email Blast\$653
- Campus Digital Sign Message (December, February) No Cost
- New printed piece\$1000 (estimated)
- Signage at Hershey Park\$1500
- Two month TV Campaign..... \$7500
- **ESTIMATED OVERALL COST\$12,499**

5.1.3. Masonry Construction Technology

- January & May Facebook Ads.....\$400
- Online Video PreRoll (March).....\$1446
- June Targeted Email Blast.....\$653
- Campus Digital Sign Message (September, March) No Cost
- New printed piece\$1000 (estimated)
- Media coverage of Habitat Project..... No Cost
- Two month TV Campaign.....\$7500
- **ESTIMATED OVERALL COST\$10,999**

5.2 Marketing Strategies for Targeted Demographics

5.2.1. Non-Traditional Students/Continuing Education

- Collaborative Content Article with LNP (September, October)\$1590
- September Targeted Email Blast.....\$653
- September & June Facebook Ads\$400
- Printed Piece/Posters.....\$1500 (estimated)
- Campus Digital Sign Message (October, January, May) No Cost
- Mobile In App Targeting (January).....\$1000 (estimated)
- Dedicated page on www.stevenscollege.edu No Cost
- Career Fair News Story..... No Cost
- Sponsorships (Sporting Teams; Hershey)\$7500
- **ESTIMATED OVERALL COST\$12,643**

5.2.2. Latino Students

- Advertising in La Voz Newspaper.....\$2850
- Admissions Presentation on SACA radio & TV No Cost

Thaddeus Stevens College Marketing Plan

- Print pieces for specific programs in Spanish \$1000 (estimated)
- Mobile In App Targeting.....\$1000
- **ESTIMATED OVERALL COST****\$4,850**

5.2.3. Women

- March Facebook Ads\$200
- TV Campaign.....\$5000 (Perkins)
- Campus Digital Sign Message (October, March, May) No Cost
- Article in LNP No Cost
- News Story on WGAL..... No Cost
- Collaborative Content Article with LNP (December)..... \$795
- **ESTIMATED OVERALL COST****\$5,995**

5.3 Marketing Strategies for New & Short Term Certificate Programs

5.3.1. Metalcasting

- Print pieces with dates of classes \$1000 (estimated)
- Two ads in LNP\$1590
- Ads in La Voz (Spanish translated ads)\$950
- Postcard mailer to employers\$2000 (estimated)
- **ESTIMATED OVERALL COST****\$5,540**

5.3.2. Welding

- Print pieces with dates of classes \$1000 (estimated)
- Two ads in LNP.....\$1590
- Ads in La Voz (Spanish translated ads).....\$950
- Postcard mailer to employers.....\$2000 (estimated)
- **ESTIMATED OVERALL COST****\$5,540**

5.3.3. Additional New Programs

- Two Month TV Campaign.....\$7500
- Campus Digital Sign Message No Cost
- Print Pieces for each program.....\$1000/program(estimated)
- Dedicated pages on www.stevenscollege.edu No Cost
- Dedicated ad on front of website No Cost
- Targeted Email Blast\$653
- Mobile In App marketing\$1000
- Media Releases announcing new programs No Cost
- **ESTIMATED OVERALL COST****\$10,153**

5.4 Marketing and Public Relations Proposal: Accelerated Metals Fabrication & Welding Degree

Publication

Two sided, four color piece to advertise the January start date.

Quote from H&H Graphics Cost: \$465

Radio

101.3 FM: 55, 30 second commercials to run between mid-October and end of November.

Quote from 101.3 (also includes print advertising which is outlined below)..... Cost: \$2001

92.7 FM: 140, 30 second commercials to run between mid-October and end of December.

Quote from 92.7 (also includes print advertising which is outlined below)..... Cost: \$2001

Thaddeus Stevens College Marketing Plan

Television

Fox 43: 30 second commercials featuring the MFWT program, including shots from within the lab and testimonial which will run between mid-October through December.

Estimated Cost (meeting with Fox 43 10/9) Cost: \$6000

WHTM 27: 30 second commercials featuring the MFWT program, including shots from within the lab and testimonial which will run between mid-October through December. This would also include a live interview on their midday show, Good Day PA

Estimated Cost (meeting with WHTM 10/9)..... Cost: \$6000

Comcast Cable: 30 second commercials during all Philadelphia Flyers games broadcast on cable and 30,000+ impressions on their online viewers. Agreement would be for a full season, however, the end of October, November, and December games could be used to advertise the MFWT program.

Estimated Cost (meeting with WHTM 10/9)..... Cost: \$6000

Print

1/8 page ad in the FUN 101.3 print piece being delivered on November 18th. Print pieces will be delivered to over 117,000 households in Lancaster County with the following school districts: Elizabethtown, Donegal, Manheim Central, Warwick, Hempfield, Manheim Township, Conestoga Valley, Penn Manor, & Lampeter-Strasburg Cost: Included in above

1/4 page ad in the ESPN 92.7 print piece being delivered on November 18th. Print pieces will be delivered to over 117,000 households in Lancaster County with the following school districts: Elizabethtown, Donegal, Manheim Central, Warwick, Hempfield, Manheim Township, Conestoga Valley, Penn Manor, & Lampeter-Strasburg Cost: Included in above

Full page ad in November La Voz magazine (Color ad translated to Spanish) .. Cost: \$475

Lancaster Newspaper Ad..... Cost: \$185

Online

LancasterOnline.com..... Cost: \$195

Coordinated Email Blast:

This would target individuals 25-40, within a 25 mile radius of the College, interested in trades, specifically welding, metals fabrication, metalworking, etc. Already built in to Vitamin D package.

..... Cost: No Cost

Facebook Advertising:

Target ads on Facebook.com which will direct prospective students to the MFWT program page at www.stevenscollege.edu. Already built in to Vitamin D package. Cost: No Cost

Total Estimated Cost for intensive advertising campaign: Cost: \$18,997

5.5 Marketing Proposal: Water & Environmental Technology and Residential Remodeling Programs (July 2015)

Television..... **Total Cost: \$10,000**
High impact ads to run July 6 – July 31. Ads would run during daytime and late evening programming to hit targeted audiences.

- a) WPMT Fox 43..... **Cost: \$5,000**
 - i. Run ads during Women’s World Cup Final (Sunday, July 5); MLB All-Star Game (Tuesday, July 14); Women’s Open (Weekend of July 11)
 - ii. Run ads during daytime, early evening, and late night.
- b) WGAL NBC 8..... **Cost: \$5,000**
 - i. Awaiting schedule proposal from WGAL

Radio..... **Cost: \$475**
Advertising with 92.3 FM, ESPN

- a. Ten 30 second spots during MLB All-Start, July 14

Website **Cost: No Cost**
New banners for both WET and Residential Remodeling will appear on the front page of the website.

Social Media..... **Cost: No Cost**
Run regular updates on all of our social media pages promoting WET and Residential Remodeling. *In order to advertise, I do not believe we will have sufficient time to execute a functioning campaign.*

Digital Signage **Cost: No Cost**
New ads will be created for the digital sign at the front of campus.

6. Thaddeus Stevens College Strategic Goal #7

Implement the College’s Marketing Plan to Support the College’s Mission, Enrollment Goals, and Retention/Progression Goals.

6.1 Strategy 7.1

Develop a strategy to enhance the perception and raise awareness of the College among parents, educators, counselors, and school administrators.

Action Steps:

1. Implement a survey of parents of current students to determine where they first heard of the College and other questions based on the awareness of the school.
 - a) Action:
 - i. Develop a survey utilizing SurveyMonkey
 - ii. Work with the Office of Assessment for review of the survey
 - iii. Administer survey
 - iv. Analyze results
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: Minimal
 - d) Measure of Success: 50% response rate from current parents
2. Develop a focus group of various educators
 - a) Action:
 - i. Develop a survey utilizing SurveyMonkey
 - ii. Work with the Office of Assessment for review of the survey
 - iii. Administer survey

- iv. Analyze results
- b) Person(s) Responsible: Office of Marketing and Public Information
- c) Cost: Minimal
- d) Measure of Success: 50% response rate from current parents

6.2 Strategy 7.2

Develop marketing strategies to target students identified as successful candidates by the Admissions Office.

Action Steps:

1. Develop standard definition for successful student/candidate.
 - a) Action:
 - i. Review applications and enrollment information to determine, based on graduation information, what qualifies a student as successful.
 - b) Person(s) Responsible: Office of Enrollment Services
 - c) Cost: \$0.00
 - d) Measure of Success: Comprehensive report on successful students for each program, demographic, Stevens Grant, etc.
2. Determine data to be used to create a marketing strategy.
 - a) Action:
 - i. Survey soon-to-be and recent successful graduates to obtain information as to where they first learned of the College.
 - ii. Analyze results of the survey
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: Minimal
 - d) Measure of Success: 50% response rate from recent graduates
75% response rate from soon to be graduates

6.3 Strategy 7.3

Develop a strategy that highlights the competitive value and cost comparisons of the College in contrast to other options.

Action Steps:

1. Develop comprehensive report reviewing direct competitors of TSCT, the cost, and other vital statistics.
 - a) Action:
 - i. Pull data from applicants as to where they have applied in addition to TSCT.
 - ii. Survey current students to determine if they considered other colleges.
 - iii. Research competitors through website, direct inquiries and other measures.
 - a) Person(s) Responsible: Office of Marketing and Public Information
 - b) Cost: Minimal (Operating Budget)
 - c) Measure of Success: Report of findings
2. Utilizing Career Placement data to create branding/talking points relative to marketing.
 - b) Action:
 - i. Pull data from annual graduate surveys relative to where students are working, annual salaries, etc.
 - ii. Use data in branding the College's high graduation rate and placement rate.
 - iii. Compare this information to other institutions.
 - c) Person(s) Responsible: Office of Marketing and Public Information

Thaddeus Stevens College Marketing Plan

Office of Career Services

- d) Cost: Minimal (Operating Budget)
 - e) Measure of Success: Increased use of updated statistics in all marketing areas
3. Create repository of testimonials from all TSCT constituents.
- a) Action:
 - i. Interview, video record, & photograph successful alumni.
 - ii. Interview, video record, & photograph industry representatives.
 - iii. Use collected materials when necessary
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: \$25,000 (Operating Budget)
 - d) Measure of Success: Collection of video recordings, photographs and written material made accessible to necessary parties at TSCT

6.4 Strategy 7.4

Evaluate the College's message and brand and establish a unified, consistent message through all marketing efforts.

Action Steps:

1. Determine our current message and brand through the use of external focus groups and re-clarify to eliminate any inconsistencies.
 - a) Action:
 - i. Work with Marketing firm to establish focus group of industry, community members/leaders, and other constituents of the college.
 - ii. Review and analyze data collected.
 - b) Person(s) Responsible: Office of Marketing and Public Information & outside Marketing firm
 - c) Cost: estimated \$10,000 (Operating Budget)
 - d) Measure of Success: Full report on focus group findings
2. Determine our current message and brand through use of internal focus groups and re-clarify to eliminate any inconsistencies.
 - a) Action:
 - i. Work with Marketing firm to establish focus group of current students, faculty, and staff at the College.
 - ii. Review and analyze data collected.
 - b) Person(s) Responsible: Office of Marketing and Public Information & outside Marketing firm
 - c) Cost: estimated \$10,000 (Operating Budget)
 - d) Measure of Success: Full report on focus group findings
3. Develop new message, if deemed necessary, and develop branding standards for the College.
 - a) Action:
 - i. Review reports from focus group and pull all relevant information.
 - ii. Create a branding style guide for the College which focuses on consistent messages, image usage, and talking points to better enhance our overall messaging.
 - iii. Ensure the measures are carried out through constant review and analysis of advertising, publications, etc.
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: Minimal (Operating Budget)
 - d) Measure of Success: Monthly report of branding stability and annual review of messaging effectiveness

6.5 Strategy 7.5

Strengthen the message of the College through developmental and enhancement of the College's new media and website.

Action Steps:

1. Develop a comprehensive review of existing website, portal, social media and other media considered under this topic.
 - a) Action:
 - i. Create a full list of TSCT social media pages
 - ii. Conduct an internal website review panel with current students
 - iii. Review analytics from both social media and external website
 - iv. Create report highlighting findings.
 - b) Person(s) Responsible: Office of Marketing and Public Information &
 - c) Cost: Minimal (Operating Budget)
 - d) Measure of Success: Report reviewing status of current new media and website

2. Develop a comprehensive social media strategy for the College.
 - a) Action:
 - i. Develop a social media calendar highlighting specific dates, announcements, activities, etc. to be featured throughout the year
 - ii. Determine messaging for each social media platform based on analytics and demographics.
 - iii. Create more shareable content to be used on all platforms.
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: Minimal (Operating Budget)
 - d) Measure of Success: Strategic Social Media Plan document

3. Develop an advertising plan for social media platforms.
 - a) Action:
 - i. Work with digital marketing firm to develop comprehensive plan to better target and gain most value for cost.
 - ii. Determine demographics to be advertised to
 - iii. Develop content to be used in advertising (i.e. graphics, video, etc.)
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: \$25,000 (Operating Budget)
 - d) Measure of Success: 10% increase in social media followers
20% increase in applicants identifying social media as primary source of awareness of the College

4. Develop a website enhancement strategy.
 - a) Action:
 - i. Utilize branding standards to ensure website meets requirements
 - ii. Utilize ADA compliance standards to ensure website meets all standards
 - iii. Review analytical data to determine necessary data for creating more hits to website, longer stays on each page, and overall accessibility
 - b) Person(s) Responsible: Office of Marketing and Public Information
 - c) Cost: Minimal (Operating Budget)
 - d) Measure of Success: Strategic Website Enhancement Plan document