The purpose of the Marketing/Outreach committee is to discuss marketing and advertising strategies to build enrollment, student participation on campus, and work with each department to meet their Marketing/Outreach needs. Specific 18/19 goals:

- Develop annual Mendocino College marketing plan
- Develop Mendocino College Branding Guidelines
- Provide college departments more access to marketing & event support
- Develop website
- Develop Social Media guidelines
18/19 Marketing Budget Allocation

- Signage: 5.9%
- Radio Advertising: 1.6%
- Professional De...
- Print Advertising: 5.4%
- Office supplies: 1.6%
- Movie Ads: 5.0%
- Marketing Suppl...
- Logo: 2.1%
- Giveaways: 2.7%

Total: 100%

- Events: 25.2%
- Digital: 24.1%
- Athletics PR: 5.4%

Total: 100%
18-19 Digital Advertising

- Online Banner Ads – Ukiahdailyjournal.com
- Mobile Geotracking Campaign - Clarus Corp
- Social Media boosts – Facebook & Instagram
18-19 Print Advertising

3x/yr:
Schedules - Mailed direct to homes, 60k copies printed

Mendocino College
FALL 2018
Class Schedule

Spring Classes Start January 22nd!
¡Las clases de primavera comienzan el 22 de enero!

Earn credit from home with online classes!
www.mendocino.edu

Mendocino College
SPRING 2019
Class Schedule
18-19 Print Advertising

3x/Yr:
Ukiah Rec Guide – Mailed direct to homes, 18k copies printed.
18-19 Print Advertising

Mendocino College
Your Community. Your College. Your Success.

Fall Classes Start August 20th!
¡Las clases de verano comienzan el 20 de agosto!

It’s not too late to enroll... Sign up today!

Have you received your Fall Schedule?
Check your mail or visit our website for the latest schedule and to enroll!
www.mendocino.edu

UKIAH · LAKEPORT · WILLITS · FT BRAGG

3x / yr:
Hometown Shopper mailed direct to homes – 44k copies printed

Mendocino College
Your Community. Your College. Your Success.

Spring Classes Start Jan. 22!
¡Las clases de primavera comienzan el 22 de enero!

Earn credit from home with online classes!
www.mendocino.edu

Campuses in four locations
UKIAH · LAKEPORT · WILLITS · FT BRAGG
18-19 Online & North County Push

Current Strategies

1. Your Future is Online
2. NCC Weekends to Success

- Hometown Shopper
- Q1 Media mobile ads
- Ukiah Rec Guide
- Social Media
- Mendocino College website
- Email direct to students
- Campus screens
Current Strategies

- 15 second program videos
- Radio ads
- Website redesign

19/20 Strategies – TBA once budget is determined.
18-19 Other Key Communications

Regroup Email for Email Campaigns and Emergency Communications
- Ab 705
- Student Email Update
- Weekly Events
- Emergency Text System
Outreach Events

**Mendocino College**

33rd Annual Native American Motivation Day
May 10, 2019 9:00 AM - 1:30 PM
Mendocino College Little Theatre
Center for Visual and Performing Arts - Ukiah Campus

**Cascada de Flores**

Children's Performance

SEPTEMBER 21, 2018
10 - 11 AM Doors open 9:30
Mendocino College Center Theatre

"The Tree and the Donkey who loved to sing" AKA "El Árbol y la Burra"
A bilingual and participatory storymelon with the song, ancient musical instruments, solo-rhythms and sweet characters of Mexican music and dance.

Cascada de Flores celebrates 15 years of working with and performing for youth of all ages and backgrounds.

More info: cascadadeflores.com

Event is FREE for students in grades 3-5

**Latino Student Retreat**

Friday, May 3
9:00am-2:00pm
In Reach Events

MAJOR EXPLORATION
LLRC Rm 4210 - Thur. May 9th - 12:30 to 1:30PM
Get assistance choosing or researching your major!
Meet Professors • Explore Schedules • Counselors on Hand

Financial Aid Awareness Day
Fill out applications and a survey to win prizes!

Week of Welcome

FALL 2018
Community Events

Mendocino College
6th Annual

Día de los Muertos
Day of the Dead Celebration
Miércoles 24 de octubre
Wednesday, October 24
4:00 p.m. – 8:00 p.m.
Pomo Plaza

Comida • Música • Artesanas • Altars • Botell Náhuatl y más!
Food • Music • Arts & Crafts • Altars • Traditional Dancing & more!

Rotary Club of Ukiah and Mendocino College

International Day of Peace
Día de la Paz

MENDOCINO COLLEGE
JOB FAIR
MARK YOUR CALENDAR
11.28.18
11AM to 6PM
FREE EVENT • OPEN TO ALL
LOWERY STUDENT CENTER - UKIAH CAMPUS
BRING YOUR RESUME!
HUNDREDS OF QUALITY JOB OPENINGS TO FILL!
Career Education Information Will Be Available
Meet with a wide range of employers from the region including:
Objectives

• This marketing plan aims to strengthen the reputation of Mendocino College within its surrounding communities and enhance its visibility. The goal is that the plan herein inspires student success and encourages those who are not directly connected with the institution to take notice of its academic reputation and contributions to the region.

• As defined in the Strategic Planning priorities: Make MLCCD the “Place to be”
Internal Audiences Include:
- Students
- Faculty
- Staff
- International Students
- Parents
- Community Members & Stakeholders
- Business Partners
- Media
- High School Teachers, Guidance Counselors, and School Administrators
- Returning/Training Professionals
- Veterans

External Audiences Include:
- Middle School Students
- High School Students
- Traditional Students (18-24 Age Group)
- Prospective non-traditional Students (including adult education students)
- Life Long Learners
- Our Diverse Community, including; Latino, Native American, Foster Youth, African American, and Asian Students
- International Students
- Parents
- Community Members & Stakeholders
- Business Partners
- Media
- High School Teachers, Guidance Counselors, and School Administrators
- Returning/Training Professionals
- Veterans
MENDOCINO COLLEGE IS THE COMMUNITY’S COLLEGE

As the only community college currently serving Mendocino County and portions of Lake County, it is the goal of the institution to establish ourselves as the college that belongs to the community.

MENDOCINO COLLEGE FACULTY AND STAFF ARE COMMITTED TO STUDENT SUCCESS

With student success at the forefront of all programs, goals, and campaigns, it is essential to have all audiences understand that Mendocino College faculty and staff are committed to student success in all that they do.
Online class marketing opportunities:
- List of certificates and degrees that are available completely online.
- More flexible: work full time and take classes during your own time (nights, weekends, etc)
- Removes barriers like transportation costs etc.

NCC marketing opportunities:
- Weekends to success

YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.
This tagline demonstrates that Mendocino College is the Community’s College.

YOUR FUTURE STARTS HERE
This tagline demonstrates that Mendocino College faculty and staff are committed to student success.

EXCELLENCE IN EDUCATION, AFFORDABLE PRICE!
This tagline demonstrates that Mendocino College is dedicated to proving a quality, affordable education that promotes a student’s best path to a four year university.
When the economy is strong, unemployment is low. Right now, unemployment is at an all-time low, which may contribute to a decline of Mendocino College enrollment.

To maximize resources, our college has to be very creative and tactical about how marketing resources are utilized. In planning marketing resources, it may benefit departments and programs to combine forces/resources to get things accomplished. If we think in terms of cross-promotion and multi-purpose collateral we can get more bang for the buck.
INCREASE ENROLLMENT

Other specific 19/20 goals:
• Increase awareness and understanding of the Mendocino College Career Education opportunities;
• Change the perceptions of what a CE means; and, ultimately;
• Motivate and increase enrollment in the Mendocino Colleges’ Career Education (CE) programs and increase employer engagement with these programs.
• Increase FTES for online and North County Center (NCC) to 1000+.
• Increase enrollments of part-time students (strategy during low unemployment rate times).
• Increase social media reach

Mendocino College will focus on increased marketing in multiple mediums and outreach in all communities served to focus on high school students, teachers and counselors, recent high school graduates, parents, and those looking for a career change. We will utilize a variety of media and materials to accomplish this.
MAXIMIZE STUDENT RETENTION

Through effective internal marketing, maximize ongoing student enrollment, increasing retention. Retention efforts will focus on increasing student engagement. When students are engaged, they take their commitment to Mendocino College and their education more seriously.

To help increase student engagement, we will continue to work closely with student services and ASMC and support the facilitation of the wide array of successful student and community oriented events that show the diverse culture our campus embodies.

We will also increase our use of social media platforms, focusing on developing engaging content that generates good conversation amongst users.
STRENGTHEN INTERNAL AND EXTERNAL COMMUNICATIONS

Increase both internal and external communications for more effective messaging to increase enrollment and maximize student retention. We will focus on incorporating and repeating the college’s key marketing messages at every opportunity using a variety of communication tools.

The Mendocino College Communications Director will continue to build relationships with faculty, staff, students, and the media. Establishing consistent and more frequent connections both internally and externally will enhance Mendocino College’s opportunities and ability to promote our stories and our key marketing strategies within the broader community. Our students and employees are our best ambassadors!

We aim to roll out a new logo and finalize the college branding guide in order to strengthen the use of our campus branding elements. This will be useful in cross promotional campaigns that will drive our 19/20 marketing efforts.

We will continuously assess our goals and progress to determine which communication channels may be most effective for relaying our message.
**Recommended Marketing Channels**

1. Local movie theater video ads (Ukiah & Willits)
   30 sec. ad, total estimated cost: $5000

2. Print Advertising
   Hometown Shopper & Ukiah Recreation Guide have good regional reach and are a good value. Willits
   Weekly ads (prior to semester starts and late add class starts).
   Sports related public relations (Joe Langstaff)
   Total estimated cost: $8000

3. Radio - Produce a :60 sec. radio spot, total estimated total cost: $3000


5. Online - Google Search Ads or Display Ads
   Setup Google Search or Display advertising campaign to target the geographic region served by the
   College. Total estimated cost: $2500

6. Online – YouTube
   15s videos, Estimated cost: $1000
Recommended Marketing Channels

7. Mobile Device ID Targeting – Q1Media Every mobile phone and tablet has a *unique device ID* used to distinguish it from every other device in the world, and these identifiers are frequently captured from converted clicks and leveraged for re-marketing campaigns. Mendocino College has used this advertising tactic in the past and seen better than average click-through-rates. Estimated cost: $10,000
Recommended Marketing Channels

Other:
Schedules mailed direct to homes
Student e-blasts & texts
Free social media posting
Events
Tabling community events, career fairs

***Total estimated marketing cost for 19/20 fiscal year: ~$32,500