



MENDOCINO COLLEGE

2018-2019

Marketing & Outreach Efforts

Prepared by Janelle Bird

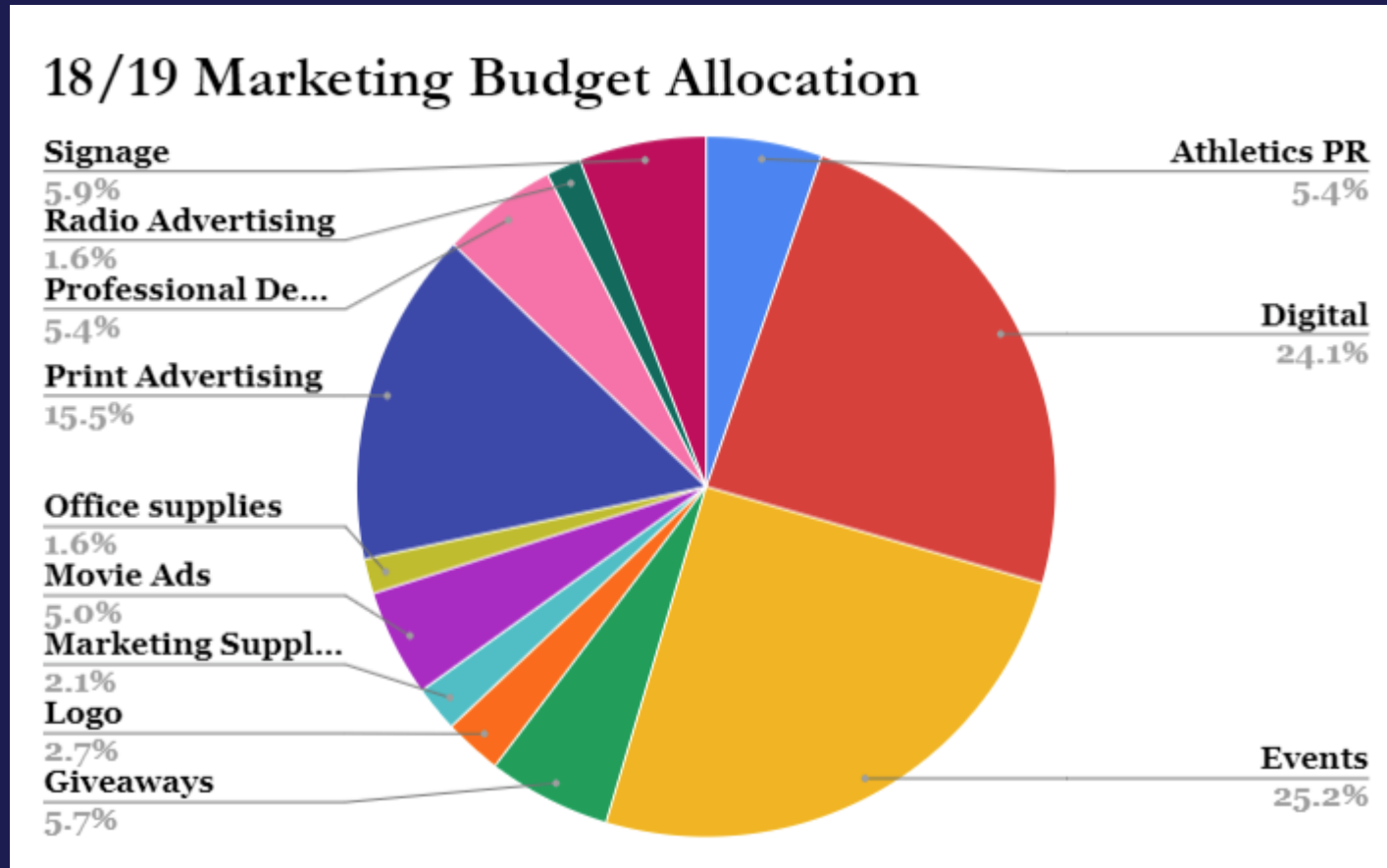
Director of Community Relations & Communication

MARKETING & OUTREACH COMMITTEE

- 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



18-19 DIGITAL ADVERTISING

Earn credit from home with online classes!

MENDOCINO COLLEGE
YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.

EARN CREDIT ONLINE!

Spring Classes Start Jan. 22!

CAMPUSES IN FOUR LOCATIONS
UKIAH · LAKEPORT · WILLITS · FT BRAGG

WWW.MENDOCINO.EDU

ADJ-200 Intro. Admin. of Justice
ADJ-202 Concepts of Criminal Law
ANT-200 Physical Anthropology
AOD-166 Marijuana: An Overview
BIO-202 Human Biology
BIO-220 Marine Biology Lecture
BIO-245 Intro to Enviro Toxicology
BUS-107 Customer Service
BUS-132 Entrepreneurial Mgmt.
BUS-135 Human Resource Mgmt.
BUS-136 Introduction to Mgmt.
BUS-136 Introduction to Mgmt.
BUS-150 Entrepreneurial Marketing
BUS-151 Introduction to Marketing
BUS-170 Business Comm. Skills

BUS-201 Managerial Accounting
BUS-230 Introduction to Business
CAM-152 Food & Equip Safety/Sanit.
CAM-161 Food Start-ups
CAM-260 The Meaning of Food
CDV-121 Infant/Toddler Curriculum
CDV-134 Advanced Administration
CDV-140 Work w/ School Aged Child
CDV-180 Child, Family & Community
CDV-200 Psychology of Development
COM-250 Intro. to Comm. Studies
CSC-105 Introduction to Linux I
DAM-105 Intro. to Digital Design
ENG-246 American Literature II

ENG-265 California Literature
ENG-80 Academic Reading & Writing
GEO-201 Cultural Geography
HUS-170 Introduction to Social Work
KIN-109 Fitness Instructor Training
KIN-214 Intro. Sport Injuries
MTH-121 Trigonometry
MTH-220 Statistics
MTH-80 Intern. Algebra for STEM
NRS-200 Environmental Science
SCT-172 Introduction to Clean Tech
SOC-200 Introduction to Sociology
SOC-235 Mexican American Culture
POL-200 American Gov. & Politics

REGISTER NOW!
Spring Classes Start Jan. 22nd



To enroll, click on: [Register/WebAdvisor](#) at www.mendocino.edu

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

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MENDOCINO COLLEGE

MENDOCINO.EDU

**STARTS
HERE!**

ENROLL NOW!

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



SUMMER MENDOCINO COLLEGE
2019 CLASS SCHEDULE

SUMMER REGISTRATION BEGINS APRIL 27TH
MENDOCINO.EDU/REGISTER

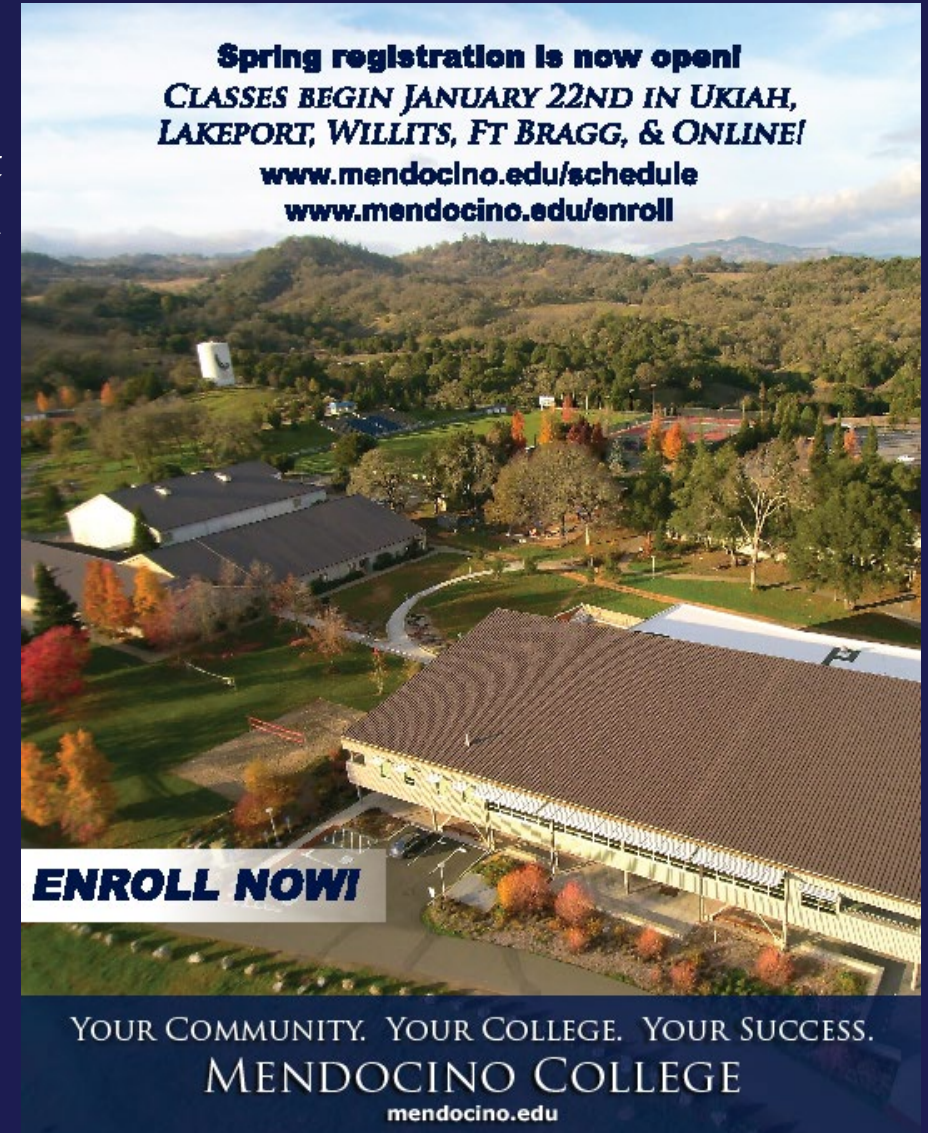
Everyone is Welcome!
CLASSES BEGIN JUNE 10th

- LARGE SELECTION OF ONLINE CLASSES
- MULTIPLE CONVENIENT LOCATIONS
- EARN UNITS TOWARDS AN ASSOCIATE DEGREE OR CERTIFICATE
- ADVANCE YOUR CAREER WITH TECHNICAL EDUCATION
- PREPARE TO TRANSFER TO A 4-YEAR COLLEGE OR UNIVERSITY
- ONLY \$46 PER UNIT - FINANCIAL AID AVAILABLE

YOUR COMMUNITY
YOUR COLLEGE
YOUR SUCCESS

MC

www.mendocino.edu/register



Spring registration is now open!
**CLASSES BEGIN JANUARY 22ND IN UKIAH,
LAKEPORT, WILLITS, FT BRAGG, & ONLINE!**
www.mendocino.edu/schedule
www.mendocino.edu/enroll

ENROLL NOW!

YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.
MENDOCINO COLLEGE
mendocino.edu

18-19 PRINT ADVERTISING

MENDOCINO COLLEGE

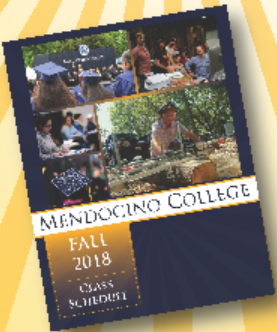
YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.



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

MENDOCINO COLLEGE
YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.



YOUR FUTURE IS ONLINE
www.mendocino.edu/online

Summer & Fall
Enrollment
Now Open



CAMPUSES IN FOUR LOCATIONS
UKIAH · LAKEPORT · WILLITS · FT BRAGG

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

18-19 CAREER EDUCATION MARKETING

Current Strategies

- 15 second program videos
- Radio ads
- Website redesign

19/20 Strategies – TBA once budget is determined.

18-19 OTHER KEY COMMUNICATIONS

**Coming....
This Fall....**

**EVERYONE
CAN PLACE DIRECTLY
INTO TRANSFER
LEVEL MATH &
ENGLISH**

Contact the Learning Center
for details at 468-3046 or
placement@mendocino.edu

Regroup Email for Email Campaigns and Emergency Communications

- Ab 705
- Student Email Update
- Weekly Events
- Emergency Text System

.... CAMPUS EMERGENCY TEXT SYSTEM

IMPORTANT

Mendocino College is testing our Emergency Text System and we want to make sure you are receiving our messages.

A practice text message will be sent to you on February 12th. If you DO NOT receive that message, please contact Admissions and Records to update your cell phone number on file at registration@mendocino.edu

MENDOCINO COLLEGE

SAFETY FIRST

OUTREACH EVENTS

COLLEGE & UNIVERSITY DAY!




**Pomo Plaza
Ukiah Campus!**

**Free BBQ Lunch
11:30AM - 1PM**

**Meet with college
representatives and find
Admission Requirements, Transfer Options, Financial Aid**

WEDNESDAY, SEPTEMBER 19TH, FROM 10:00 AM - 1:00 PM

VISITING COLLEGES & UNIVERSITIES

Brandman University	Pacific Oaks College
Dominican University	Pacific Union College
Fashion Institute of Design & Merch.	Sacramento State University
Fresno Pacific University	Simpson University
Holy Names University	Sonoma State University
Humboldt State University	UC Berkley
National University	UC Davis
	UC Merced

For more information, stop by Student Services - MacMillan Hall

Celebrating Hispanic Heritage Month



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 Abuelo"
A bilingual and participatory story exploding with the song, ancient musical instruments, poly-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
Contact to reserve seats for your students: Monica Flores, monicaflores@mendocino.edu; 707.467.1008

MENDOCINO COLLEGE



KEYNOTE & BREAKOUT SESSIONS **33rd Annual** **FREE LUNCH WILL BE PROVIDED**

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




MENDOCINO COLLEGE




LaTino STUDENT RETREAT

Friday, May 3
9:00am-2:00pm



IN REACH EVENTS

MAJOR

The Sequel!!

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*

MENDOCINO COLLEGE **Financial Aid Awareness Day**

Fill out applications and a survey to win prizes!

UKIAH CAMPUS - Tuesday, Feb. 26th Noon - 2pm

LOWERY CENTER

Financial aid staff will be available to answer your financial aid-related questions. Resources and snacks will be available. Complete your FA survey to be entered in an iPad* drawing!
LLRC ASSESSMENT LAB (Room 4111)

Complete your 2019-2020 FAFSA or Dream Act application, Foundation Scholarship application, and your survey.

ALSO: Wednesday, February 27th 5pm - 7pm
MacMillan Hall Room 1290

Support for anyone needing to complete their applications.

COAST CENTER - Fort Bragg

Monday, Feb. 25th 10am to Noon
Learning Commons

NORTH COUNTY CENTER - Willits

Tuesday, Feb. 26th 8am to 10am
Learning Commons

LAKE CENTER - Lakeport

Tues., Feb. 26th 10am to Noon
Room 7110

Financial aid staff will be available to answer your financial aid-related questions. Resources and snacks will be available. Complete your FA survey to be entered in an iPad* drawing!
Contact Financial Aid with Questions: 707.468.3110



Sponsored by:
SBMC Savings Bank
OF MENDOCINO COUNTY
MENDOCINO COLLEGE
Foundation



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 • Artesanías • Altares • Ballet Folklórico y más!
Food • Music • Arts & Crafts • Altars • Traditional Dancing & more!

Patrocinado por/Sponsored by:



Gracias en especial a/Special thanks to:
Student Equity Committee
Accion Renta
Contreras Meat Market
Lalo's Mexican Food
Pedroncelli Winery
Scha's Bakery Cafe
Sonoma Superior

Para más información / For more information:
jvasquez@mendocino.edu • 707-467-1026 • 707-468-3115



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:



1000 Hensley Creek Rd., Ukiah CA 95482 • 707.468.3012



MENDOCINO COLLEGE

2019-2020

Marketing Plan

Prepared by Janelle Bird

Director of Community Relations & Communication

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”

TARGET AUDIENCES

Internal Audiences Include:

- Students
- Faculty
- Staff

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

KEY MESSAGES

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.

MARKETING CAMPAIGN THEMES

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 providing a quality, affordable education that promotes a student's best path to a four year university.

SITUATIONAL ANALYSIS

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.

GOALS

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.

GOALS

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.

GOALS

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

4. Social media boosts, total estimated cost: \$3000.

5. Online - Google Search Ads or Display Ads

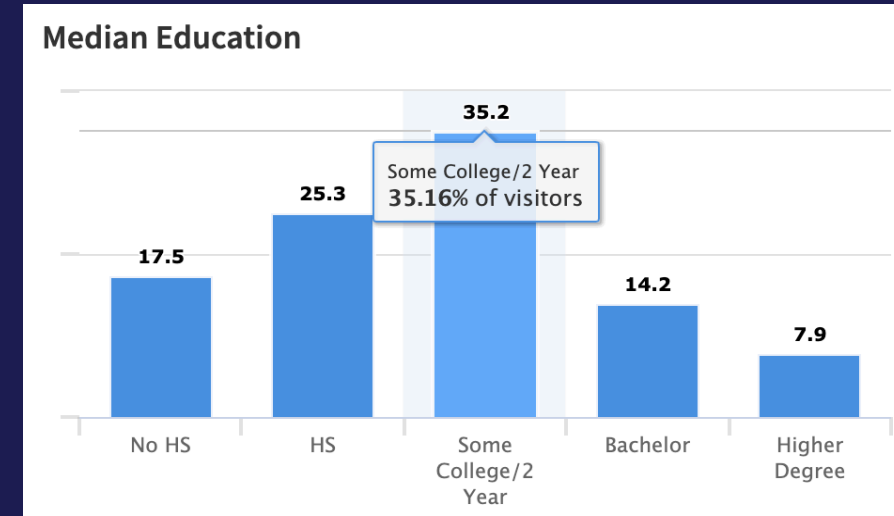
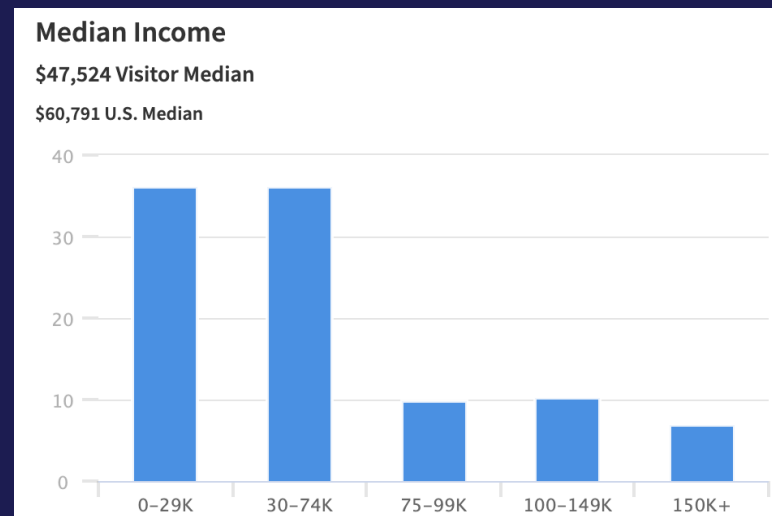
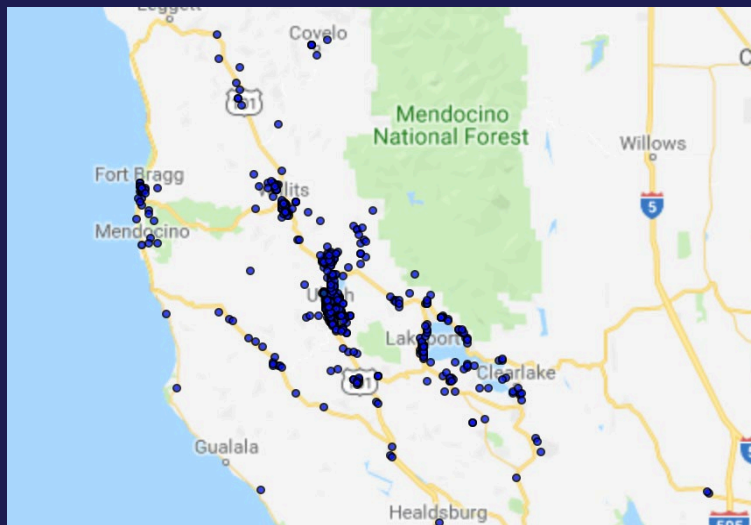
Setup Google Search or Display advertising campaign to target the geographic region served by the College. Total estimated cost: \$2500

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