

Northland Pioneer College Marketing Plan 2013-14

Mission Statement: *Who is NPC and what are our objectives?*

Northland Pioneer College creates, supports and promotes lifelong learning.

- NPC creates a learner-centered environment.
- NPC responds to community needs.
- NPC provides effective and responsive service to our constituencies.
- NPC fosters professional growth and collegial collaboration.

With this as our guide, the Marketing and Public Relations Office proposes the following focus for the current fiscal year, 13/14. NPC and the Marketing Office have limited resources and manpower so it is imperative that we chose a few key areas to focus on in any given year instead of trying to cover all areas at once.

Industry Trends: *What external factors will affect higher education this year?*

With the slowing of the U.S. economy, declining equity in homes, difficulty obtaining loans and the continued rising costs of a college education, it is becoming more difficult for students and parents to afford the cost of college. Community colleges have become a more affordable alternative to pursuing a college education and thus a more accepted path to a bachelor's degree. In addition, more students are pursuing a college education through classes offered over the Internet. Seventy-five percent of high school students have cell phones and use social media sites such as Facebook and YouTube.

Target Market: *Whom specifically do we want to deliver our message to?*

- Native American Students
- High school students who want a Bachelor's degree
- Traditional high school grads (juniors and seniors, girls in particular)
- Parents of HS students
- Direct to employment students (job retraining, unemployed (DES), better paying job, skill building)
- Men, ages 20-40 (traditionally low enrollment at all community colleges)

Goals: *What will the 13/14 marketing efforts accomplish?*

1. NPC will upgrade the public website at www.npc.edu to be responsive (mobile friendly) using Drupal 7. Will provide a better user experience for tablet and cell phone users and improve Google search engine results.
2. Build awareness and promote enrollment in NPC's two new programs, Construction Technology and Mechatronics (GIE grant).
3. Work to increase enrollment numbers of students who want a university transfer degree (*complete the first two years of a bachelor's degree at NPC, then transfer to an AZ university*)
4. Work to increase enrollment numbers of Native American students.
5. Inform parents of current NAVIT high school senior students of the benefits of completing their Associate degree through NPC.
6. Inform public about changes and new offerings in GED and other testing/certifications programs at NPC.
7. Inform all audiences in our service area that Northland Pioneer College has provided educational opportunities to their communities for forty years.
8. Promote and raise awareness of NPC student scholarship fundraising efforts.

Strategies: *How will NPC's marketing office accomplish its goals?*

- Seek additional funding from NPC's general budget to help cover the expense of this large project. Publish and award a RFP to contract with a Drupal web development company to rebuild the current npc.edu website to be responsive.
- Use Google Analytics results to guide responsive website layout, performance and usability.
- Continue to improve search engine optimization (SEO) so that NPC and its programs appear on page one or two in Internet search results for Google, Yahoo and Bing.
- Encourage NPC departments to establish and use social media sites to help promote NPC programs and events.
- Promote NPC's two new programs, Construction and Mechatronics and well as NPC's part in the "Get Into Energy Grant" (GIEG).
- While still highlighting the cost savings, stress the quality base education offered at NPC for transfer students. If data is available, stress the success rate our university transfer students have at other universities.

- Continue to focus on how higher education for Native American students can help them give back to their community and their family.
- Raise awareness among high school parents about NPC/NAVIT programs available to their child to help overcome enrollment barriers.
- Advertise NPC's new testing center for GED and other skill certifications.
- Update all NPC program brochures and distribute to all areas of the college.
- Advertise that this is NPC's 40th anniversary in as many outlets as possible.
- Promote an atmosphere of giving to NPC student scholarships both internally and externally.
- Work with IS and Career Services to purchase an email marketing program.

Tactics: *What will the NPC Marketing Office do?*

1. Work with Drupal web development company to redesign the entire npc.edu website including its function and look to be responsive to mobile devices. Aim for completion and launch of the new website before the start of the fall '14 semester.
2. Conduct research in Google Analytics about the most used pages, most searched terms and the types of mobile devices used most on npc.edu. Provide that research to the Drupal web development company to help them guide the website rebuild using web best practices for a responsive site.
3. Continue to work with outside contractor on SEO improvements to npc.edu.
4. Establish new Facebook pages for NPC programs and clubs. As needed, train faculty and students on use and best practices for NPC sites. Help post information to NPC Facebook pages. Work with NPC video faculty and students to encourage the creation of NPC student videos to publish on YouTube.
5. Create NPC brochures for Mechatronics and Construction programs. Put both programs on the cover of the NPC class schedule. Publish press releases about new programs. Work with GIE grant program to help promote Mechatronics and IMO.
6. Interview and publish stories of successful students who have transferred from NPC to a 4-year institution. Add this information to other NPC publications such as the transfer guide.
7. Publish and distribute a Native American brochure that focuses on their specific wants and needs.
8. Create new brochures for NPC/NAVIT programs stressing the benefit to students to complete the last few credits need to earn an associate degree.
9. Create a new GED brochure and other publications to advertise the benefits and procedures for various testing options.
10. Create a 40th anniversary logo. Highlight 40th anniversary events and programs focusing on faculty/staff/student involvement. Add "Forty years of" in front of NPC's tagline "expanding minds, transforming lives."
11. Produce fundraising documents to help facilitate raising money for student scholarships. Create professional identities and promotional items for NPC fundraising events. Raise public awareness of NPC's fundraising events and promote the benefits of them to encourage increased donations to the student scholarship fund.
12. Use an email marketing program to communicate with current and potential students. Email current students about important dates and events. One week before classes start, email students who filled out an enrollment form but have not registered yet to encourage them to attend.