

Northland Pioneer College Marketing Plan 2008-09

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, 08/09. 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.

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 08/09 marketing efforts accomplish?*

1. NPC will have a competitive, informative, industry standard web presence at www.npc.edu
2. 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)
3. Work to increase enrollment numbers of Native American students.
4. Inform parents at the current 17 high schools that offer Dual Enrollment that their son/daughter can earn credits toward a college degree while in high school.
5. Increase awareness in our coverage area that NPC offers many direct to work employment skills programs, job retraining, and skills enhancement.
6. Increase community awareness of NPC locations and offerings.
7. Build community relations through advertising art and cultural events offered at NPC.

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

- Contract with an outside vendor to rebuild NPC's public website from the ground up.
- Change and refine NPC's slogan/tag line to reflect NPC's unique selling proposition (quality and affordability). Get rid of "Strong minds, strong communities."
- Deploy a web content management system to allow all members of NPC's faculty and staff to manage their NPC information on the public website through an approval and posting process.
- Increase awareness among parents of current high school students that they can save a lot of money on their child's college education by having them complete their first two years of a bachelor's degree at NPC.

Strategies: *(continued)*

- Increase recruitment efforts on reservation school sites
- Conduct direct mail campaigns utilizing letters and postcards
- Ask local business in each community we serve to display NPC's general information brochure
- Increase public awareness of the events offered at the Performing Arts Center in Snowflake.
- Increase the visibility of campuses and centers when driving by the locations.

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

1. Complete the public website project at www.npc.edu this fiscal year
2. As the functionality and organization of www.npc.edu moves toward completion, utilize it more heavily for information distribution and form generation
3. Remove the old slogan from the logo and keep it graphically separate from it. Use the new logo on all **NEW** marketing materials produced and change out the old logo/slogan when ever feasible.
4. Change NPC's slogan/tag line to "*Quality education you can afford.*" Use the new one on all **NEW** marketing materials produced and change out the old logo/slogan when ever feasible.
5. Produce a printed guide with step-by-step instructions on how to use Drupal, the new web content management system for www.npc.edu. Work with IS to have them conduct training sessions so NPC's faculty and staff will feel comfortable with the new process and want to use it.
6. Conduct bulk postcard mailings that hit our target audiences for: registration times, dual enrollment, parents of high school students wanting bachelor's degrees
7. Advise various departments on letter writing campaigns they could conduct to help increase their enrollment (example: Dual Enrollment to all freshman parents of participating high schools)
8. Create a general NPC information brochure that will be placed in local community businesses around our campuses and centers.
9. Create a pool of "student success stories" to illustrate NPC's strengths and help our target audiences see themselves achieving the same things by attending NPC.
10. Print all **external** brochures about NPC programs in 4 color to bring them up our to competitor's standards
11. Increase the amount of fun and enticing NPC promotional items to give to our target audiences to help public college visibility.
12. Once IS has completed its technology upgrades, publicize the improvements to build confidence in our ability to deliver a quality education.
13. Hire a professional photographer to create a library of images for the college (buildings, students, faculty, special equipment, areas of study, etc.)
14. Create a "Career Guide" for NPC that highlights the programs we offer
15. Focus enrollment advertising at PDC, LCC, St. Johns, Whiteriver, Hopi and Kayenta by marketing to those surrounding communities
16. Focus enrollment advertising on our target markets listed above
17. Increase the amount of radio advertising versus news paper because it reaches a larger audience
18. Create a list of talking points for all of NPC faculty and staff to use when communicating about the college (quality education, affordable, accessible, student friendly, small class sizes, easy university transfer, quick path to high paying job, college is achievable)
19. Purchase advertise time on movie theatre screens in Show Low and Pinetop
20. Utilize PAC events to create good will in our communities and create awareness of our programs
21. Conduct a media survey of NPC students to get a better handle on what media outlets they use
22. Meet with NPC deans in fall semester to allow them to choose 4-5 key programs for Marketing to promote this academic year
23. Purchase live radio time to allow NPC deans/faculty to promote their programs to the public