

# Northland Pioneer College Marketing Plan 2010-11

## **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, 10/11. 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 10/11 marketing efforts accomplish?*

1. NPC will continue to refine the public website at [www.npc.edu](http://www.npc.edu) to enhance user experience
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?*

- 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
- Use social media to communicate about NPC programs and events
- Use Google Analytics results to refine website layout, performance and usability
- 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.
- Create marketing copy that focuses on how higher education for Native American students can help them give back to their community and their family.
- Create an information sheet that informs parents about Dual and NAVIT programs.
- Update all NPC program brochures and create new ones as needed
- Build out the Career and Technical Education division's web pages on [www.npc.edu](http://www.npc.edu)
- Conduct bulk post card mailings advertising Fall and Spring registration periods
- 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.
- Publish an NPC Career Guide

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

1. Work with SEO company to improve public website keywords, urls, referrals to our website from external sources, broken links and site copy to improve search engine results. This will improve NPC web visibility for our programs.
2. Create a NPC Social Media Policy. Maintain and improve the “Ernie Eagle” Facebook page. Increase the number of “friends” each month. Talk about NPC students, achievements and events in an engaging way. Advise other NPC departments and programs on how to establish a Facebook presence.
3. Use page click data from Google Analytics to drive homepage layout and page organization. Add feature that will improve user interface and lesson copy load.
4. Suggest ways in which the Drupal program language and the public website (www.npc.edu) can be used to improve the user interface of Jenzabar for student registration, form submission and class schedule search
5. Utilize tuition comparison chart to quickly illustrate the cost savings on guaranteed transfer degrees in many advertising outlets (movie theatre ad, newspaper ads, print schedule, website, flier, career guide)
6. Create brochure geared specifically toward Native American students. Copy will talk about how higher education can help them give back to their community and help their family.
7. Create flier that explains dual and NAVIT programs, gives a list of participating high schools and contact information for the high school. Post this information on the public website.
8. Create a full list of all the program brochures available. Distribute to NPC academic advisers and recruitment so they can ensure they have all print materials available for students. The Marketing Office will track usage, distribution and cost.
9. Create the Division, Department and Program pages for CTE. Organize and create web pages based not only one NPC internal structure but also on the best way to market what they offer.
10. Use registration bulk post card mailings to help enrollment and to also to drive students to register earlier. Track daily enrollment numbers to see if postcards are having intended affect.
11. Work with the Recruitment Adviser to get the NPC general information brochure placed in local businesses. Refine the Small Business Development Center’s brochure to advertise the Show Low office instead of the Phoenix office.
12. 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.
13. Maintain a stock of NPC promotional items to give to our target audiences to improve college visibility.
14. Have a professional photographer come to NPC campuses at least once per academic year to take photos for cover of class schedule and student/program shots. Keep images current.
15. Update facts and programs listed in the NPC Career Guide to keep it current.
16. Purchase advertise time on movie theatre screens in Show Low and Pinetop
17. Utilize PAC events to create good will in our communities and create awareness of our programs
18. Conduct a NPC Media Survey in the Spring 2011 semester to track student media usage
19. Meet with NPC deans in fall semester to allow them to choose 4-5 key programs for Marketing to promote this academic year
20. Purchase live radio time to allow NPC deans/faculty to promote their programs to the public
21. Produce “Eagle Briefs” every two weeks during the fall and spring semesters to inform students of events and important information.
22. Help publicize the NPC Online Bookstore. Encourage early registration, publish “how to use the site” information and the availability of apparel.
23. Promote and help producing a “College 101 For Parents” event in Spring 2011
24. Work to improve Learning Adventures visibility and enrollment through the public website
25. Work with Dr. Solomonson to produce NPC student videos to place on YouTube. Have students produce videos that show what it is like to be an NPC student.