

Enrollment Management Initiative #6 – 24-40 Cohort Increase by 2%
Report on Marketing Plan Possibilities 3/26/2013

With the input received from the workgroup, meetings with Admissions and Records and Counseling, including data from the annual Orientation survey results and the recent ongoing survey by Admissions and Records, we have put together three plans of progressively robust outreach to this audience. First is grassroots and low-cost, second includes increased outreach, and the third is an all-out campaign based on our successful “Summer Starts” campaign from 2012.

Points to consider:

- Counseling’s all-student Orientation survey result: “Friends/family” is most often attributed to participants “influence” to attend Cuesta with a 59% rank in 2010 and 61% rank in 2012.
- Cohort A&R survey result (to date): “How did you hear about Cuesta?” Friends 46.9% was the highest for the English language survey, and a flyer “folleto” was the highest at 50% for the Spanish language survey. However, the Spanish language survey had only 4 respondents, and the English survey had 241.
- Cohort A&R survey result (to date): “Please indicate your primary instructional site” San Luis Obispo at 74.9% was the highest for the English language survey, and Paso Robles was the highest at 50% for the Spanish language survey. However, the Spanish language survey had only 4 respondents, and the English survey had 241.

Theme possibilities:

YOUR NEXT STEP Continue marketing visuals that we have now

AM I A RETURNING STUDENT? Having them define themselves in this cohort

WE’RE SAVING YOU A SEAT! Empty chair with reentry students around to visualize the experience

WE’RE HERE FOR YOU! Focused on the programs available with Cuesta employees engaging students

I hope in the meeting today, we will discuss what direction the Enrollment Management Committee is interested in supporting and recommending to the workgroup for the marketing office to move forward as part of the plan. Issues from the workgroup also included servicing students once we capture them, which is not addressed in this plan but should not be lost in the discussion of serving this cohort.

MARKETING ACTION ITEM	For Fall 2013 and Spring 2014	Notes
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PLAN 1 - The Grassroots Plan		
Flyer printing (distribution via employees and volunteers on and off campus)	\$500	locations for distribution suggested by workgroup includes: Employment Agencies, Social Services Offices, Veterans Organizations, etc.
Postcard/flyer mailed out to former Cuesta students (non-transferred) in the age range	\$3,000	depends on how many, could be capped by a certain timeframe - like past 5 years
Postcard/flyer mailed out to those who are going to Cuesta in the age range	\$4,000	send to them to invite friends/family to go to Cuesta - Fall 12 number around 2,400
Update to the website a new landing page for reentry with testimonials of other Re-entry students (pic/text)	\$0	no cost, could be a similar page to the /nextstep page originally targeted to high school students
Update to the website with testimonials of other Re-entry students (video)	\$1,000 - 5,000	Possibly need to be outsourced, depends on how many we want and quality
Very limited print advertising	\$1,300	Using the Classifieds in newspapers to capture job seekers highest price ad 7 days each semester
TOTAL GRASSROOTS EST. COST	\$9,800 - \$14,800	

PLAN 2 - The Outreach Plan - all of the above plus		
Create a Re-entry only event (aka College Night for Grown-Ups)	\$4,000	Costs of staff time not included but for advertising, rentals, food , etc.
Pay for advertising with local Chambers of Commerce encouraging them to send their employees for additional education	\$2,000	Printing, purchase of lists and mailing each semester for SLO, PR and AG Chambers
Facebook ads/sponsorship targeting the age range in SLO County - those with Cuesta in profile and not in profile	\$1,000	Best to do both to capture the friends audience
Limited advertising - likely radio in English/Spanish, maybe some television to reinforce the flyers	\$12,000	Suggest an ad campaign to be fleshed out with our PR partner - includes professional creation of ad
Other county event - Mid-State Fair, etc	Up to \$5,000	Looking at larger county-wide events that this age range attends.
TOTAL OUTREACH EST. COST	\$33,800 - \$37,800	

PLAN 3 - The Campaign Plan - all of the above plus		
Farmer's Market Outreach	\$500	includes space and additional promotional items, needs college commitment
RTA External Bus Ads	\$4,000	capturing carless constituents
Print Advertising	\$20,000	Tribune, Tolosa Press, Paso Robles Press/Atascadero News, SLO Life SLO Journal, New Times
Radio Advertising	\$15,000	Multiple stations in English and Spanish
TV Advertising	\$30,000	KSBY and KCOY
County-wide postcard mailing	\$32,000	for both semesters
Additional print and collateral	\$2,000	banners, handouts, etc.
TOTAL CAMPAIGN EST. COST	\$137,300 - \$141,300	