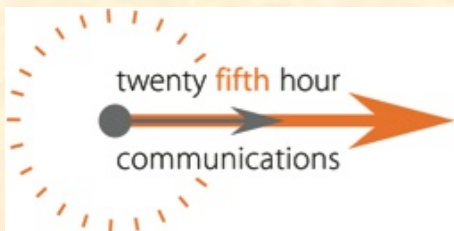




Las Positas College  
Fall 2014 Recruitment and Image Campaign  
*Interim Results*  
June-August 2014

Prepared by  
Jennifer Aries  
25<sup>th</sup> Hour Communications



# Newspaper Print and Online

## Livermore Independent

**LAS POSITAS**  
COLLEGE

**I choose LPC because:**  
They have the classes I need and the instructors are great.

FALL SEMESTER  
BEGINS AUGUST 18<sup>TH</sup>

Register now at  
[www.laspositascollege.edu](http://www.laspositascollege.edu)  
or call (925) 424-1000

### Online Results

6,990 Impressions

11 Click-thrus

**Print Cost: \$2,000**

**Online Cost: 5 weeks- \$0**

## Pleasanton Weekly

**LAS POSITAS**  
COLLEGE

**I choose LPC because:**

- They have the classes I need and the instructors are great.
- It has one of the highest transfer rates in the State.
- LPC graduates get jobs.

FALL SEMESTER BEGINS  
AUGUST 18<sup>TH</sup>

Register now at  
[www.laspositascollege.edu](http://www.laspositascollege.edu)  
or call (925) 424-1000

**LAS POSITAS**  
COLLEGE

### Online Results

33,892 Impressions

14 Click-thrus

**Print & Digital Cost:**

**\$2,000**

**I choose LPC!**

# Radio

## Pandora Online Radio



### Results

185,692 Impressions

975 Click-thrus

### Cost

\$1,000

## KKIQ



### Cost

40 ads @ \$50 each

\$2,000

I choose LPC!

# Stoneridge Mall Sky Banner



## Results

More than 1 million mall visitors during time skybanner was displayed.

## Cost

\$3,500 for 4 weeks

**Negotiated additional 2 weeks at no cost to LPC**

I choose LPC!

# Facebook

Las Positas College  
Written by facebook@25comm.com [?] · July 16 at 7:06pm · 🌐

I choose LPC because LPC graduates get jobs. Why will you choose LPC?

**Las Positas College**  
We have one of the highest transfer rates in the state AND we have the classes you need. Fall Semester Begins August 18th!  
[WWW.LASPOSITASCOLLEGE.EDU](http://WWW.LASPOSITASCOLLEGE.EDU) [Sign Up](#)

53,024 people reached [Boost Post](#)

Like · Comment · Share

👍 Woof Ditta, Miguel Daniel Garcia, Billa Sultanpuriya and 35 others like this.

🔗 1 share

Be Ho Great school. I went there!! Awesome professors! Especially Mrs. Stein and Mr. Cherrill!

RECOMMENDED PAGES

- John McTeague**  
162 people like this. [Like](#)
- Committee to re-elect Paul Samarge...**  
67 people like this. [Like](#)
- Norwood Diamond Club**  
78 people like this. [Like](#)
- Callahan Elementary School**  
153 people like this. [Like](#)
- Backstage Boosters**  
87 people like this. [Like](#)
- Myles Draughn**  
193 people like this. [Like](#)

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2014

## Results to Date

(Campaign ends August 7)

Reach: 111,547

Clicks: 2,058

Web Clicks: 1,646

### Cost

\$1,000

*I choose LPC!*

# Dublin Direct Mail Postcard



**Mailed**  
Approx. 20,000

**Cost**  
Printing and Postage  
\$5,985.20  
.29 per piece



*I choose LPC!*

# Direct Email Campaign

Total Emails Sent 7,780

Total Emails Opened 4,289

Total Clicks on LPC Link in Email 532

*I choose LPC!*

# Direct Email

Early Admission Students Applied But Not Registered

## Las Positas College

Congratulations on Early Admission to Las Positas College! We're excited that you've chosen to start your college career with us.

Choosing to attend LPC is a big step. Now take one more and register for Fall. We can help.

Just follow the link below or call LPC at (925) 424-1000 and tell them you're an Early Admission student.

<http://www.laspositascollege.edu>

It's that easy.

On behalf of all of us at LPC - WELCOME!



**Las Positas College**  
3000 Campus Hill Drive  
Livermore, California 94551  
(925) 424-1000

To and From:

chooseipc@laspositascollege.edu

### Results

Sent	342
Opened	216 – (63.9%)
Clicks	46 – (21.3%)

### Cost

Total one year subscription for  
up to 25,000 email addresses:  
\$936

I choose LPC!



# Direct Email

New Students Applied But Not Registered

## Welcome to Las Positas College!



We're excited you've chosen to apply to LPC.

Just click [this link](#)  
or call  
(925) 424-1000

to register for classes today!

Fall Semester begins August 18th.

The LPC Family is waiting for you.  
Let's get you on your way  
to success!



To and From:

chooseipc@laspositascollege.edu

### Results

Sent	1,421
Opened	842 – (60.2%)
Clicks	195 – (23.2%)

I choose LPC!

# Direct Email

Continuing Students Not Yet Registered

Las Positas College



Hi,

We noticed you haven't registered for Fall. How can we help? We don't want you to miss out on an exciting semester at LPC.

We've added classes and stand ready to continue providing you with the best education around!

[Click here to register.](#)

**Classes Begin August 18th!**

Las Positas College  
3000 Campus Hill Drive  
Livermore, California 94551  
(925) 462-1000

mailto:chooselpc@laspositascollege.edu

To and From:

chooselpc@laspositascollege.edu

## Results

Sent	2,497
Opened	1,357 – (56.1%)
Clicks	135 – (9.9%)

I choose LPC!

# Direct Email

Returning Students From Spring and Fall 2013 Applied But Not Registered

## We Miss You at Las Positas College!



Welcome Back!

We've received your application but noticed you haven't registered yet. We're excited to have you commit to another semester with us.

How can we help you take the next step?

Remember, financial aid and payment plans are available for those who qualify.

[Click here to take the next step.](#)

Classes begin August 18th. We look forward to seeing you back on campus!

**Las Positas College**  
3000 Campus Hill Drive  
Livermore, California 94551  
(925) 424-1000

To and From:  
chooseipc@laspositascollege.edu

### Results

Sent	3,520
Opened	1,709 – (50.1%)
Clicks	104 – (6.1%)

I choose LPC!

# Summary

## Image and Recruitment Campaign

### Advertising Campaign

- Above industry average click-thru rates on all digital advertising
- Staggered run dates to maximize exposure and dollars
- Leveraged previous relationships to negotiate:
  - Two additional weeks at Stoneridge Mall – no cost
  - Five weeks online advertising at Livermore Independent – no cost
  - Graphic design fees at reduced cost
  - Marketing consultant fees at greatly reduced cost

### Social Media Campaign

- Increased Facebook “Likes” by 250 in just two months
  - Increased Facebook engagement with followers
- Created Twitter and Instagram accounts and promoted Commencement

### Digital Results

281,493 people saw the college website or “drove by the house”

6,372 people opened an email/clicked on an ad or “opened the front door”

3,153 people clicked on the embedded link provided in the ad or “walked in the front door”



I choose LPC!



# Recommendations for the Future

## Image and Recruitment Campaign

This initial investment in Las Positas College has created buzz after years of public relations and marketing dormancy. It is critical that LPC continue this program and build its presence in the community in order to achieve its goals and mission.

### Recommendations

Continue public relations and marketing investment and push to:

- Increase marketing position in the East Bay and Central Valley, and inform community members about the college, its programs and services
  - Increase FTES
  - Generate community education enrollment
  - Increase event attendance and facility use
  - Generate donations and votes
- Grow relationship with Hispanic community
- Build trust in LPC among high school students, counselors, parents
- Begin planning and implementing Spring 2015 and Summer 2015 enrollment campaigns
- Coordinate 40<sup>th</sup> Anniversary activities with marketing campaign
- Begin discussion about website redesign and purchasing a content management system
  - Marketing communications should take the lead in this discussion
- Create consistent image and message with print and digital publications across all divisions and departments



# Thank You!

Questions?

Barry Russell, Ph.D.  
President

925.424.1001

[brussell@laspositascollege.edu](mailto:brussell@laspositascollege.edu)



I choose LPC!

