



LAS POSITAS COLLEGE

SUMMER & FALL MARKETING CAMPAIGN 2016

DATA-DRIVEN MEDIA PLAN

Objective: Generate brand awareness and enrollment by developing and managing marketing and public relations activities

Strategy: Included advertising (online and print), social media, direct mail and e-mail, new collateral, integrated website messaging with promotion strategy (e.g. –unique URLs for tracking advertising response rates), public relations, and more

Market Research: District-wide market research results and data guided the marketing strategy. Research included—

- 1. Current Student Survey to understand current insights about student behavior and mindset
- 2. Feeder High School Research Project interviewed high school counselors to better understand why, or why not, what they said to their students about our Colleges



Market research

CLPCCD 2016 Student Survey

Goal: Understand student behavior and media preferences



Primary Student Personas



Recent high school graduates, not yet fully employed





25%

34%

of enrolled students



Working adults pursuing a degree, certification, or career advancement





54%

46%

of enrolled students



Market research

CLPCCD High School Counselor Interviews

Goal: Understand what counselors say, or not, about our Colleges to prospective high school students

EXCERPT



College	Strengths	Weaknesses	
Berkeley City College (n=2)	Academic focusAccessible- public transportationClose to UC Berkeley	Lack of student gathering spaceOld facilities	
College of Alameda (n=2)	College cultureAvailable by phone		
Diablo Valley College (n=5)	 Reputation Concurrent program High transfers to UC Schools Football program Study abroad program Many courses – art/music, tech, science, health Online registration Assessment testing counseling Services for students with disabilities 	 Counseling department – difficult to get an appointment Impacted Some holes in College Connect program No early enrollment 	
Laney College (n=3)	 Easy to get to location / transit Good culinary program Readily available by phone Flexible deadlines for applications and concurrent enrollment Summer school offerings Math classes not impacted 	 Lack of diversity Too much like high school – "feels like 13th grade" 	
Ohlone College (n=3)	 Highly ranked Fire Science and Sign Language Programs Performing Arts and Music Programs Campus 	Traffic/ Busy area	

ADVERTISING STRATEGY

April - Present

ONLINE / TV / RADIO

- Direct eMail
- Facebook
- Pandora
- Comcast Television
- KYLD Radio Wild 94.9

PRINT

- Livermore Independent Print and digital ads
- Pleasanton Weekly Print and digital ads
- Tracy Press Print and digital ads
- Stoneridge Mall Skybanner
- Wheels Buses –Fall Fast Track (Late Start)
- Hacienda Movie Theater



TV AD: COMCAST































CSCA - in Oakland A's games





TV AD

Advertising date: June 20th to

August 14th

Advertising zone: Tri-Valley Area

Target:

• Adults 18-35

Frequency: Avg. 25x per week.

Program Focus: General Overview





https://vimeo.com/173807859

FACEBOOK AD

Number of clicks to LPC website: 18,025

Target Audience: Ages 16-55 with interests related to LPC programming and activities



SUMMER: Text was placed below ad on Facebook newsfeed

LAS POSITAS COLLEGE

SAVE. LEARN. Transfer. Work.

Apply or register now.

Classes begin August 17th—Financial aid is available.

www.laspositascollege.edu | 925.424.1015





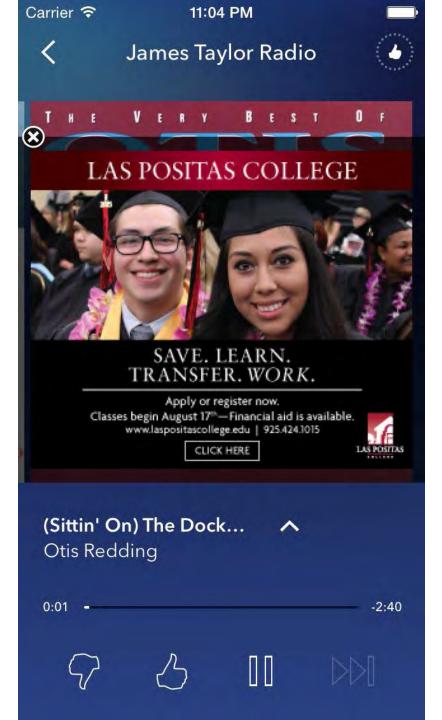




PANDORA AD

Number of clicks to LPC Website: 63,028

Target Audience: Ages 16-55 with interests related to LPC programming and activities





ONLINE (News Paper Ad)

Target Audience: Ages 16-55 with interests related to LPC programming and activities

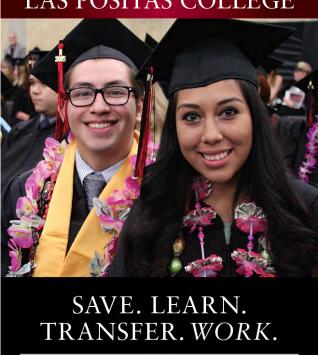
Where: Tracy Press -- Livermore

Independent -- Pleasanton

Weekly







Apply or register now. Classes begin August 17th—Financial aid is available. www.laspositascollege.edu | 925.424.1015

CLICK HERE



LAS POSITAS COLLEGE

SAVE LEARN. TRANSFER WORK. Apply or register now.

Classes begin August 17th — Financial aid is available. www.laspositascollege.edu | 925.424.1015

CLICK HERE

STONERIDGE MALL SKYBANNER -- 2016

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

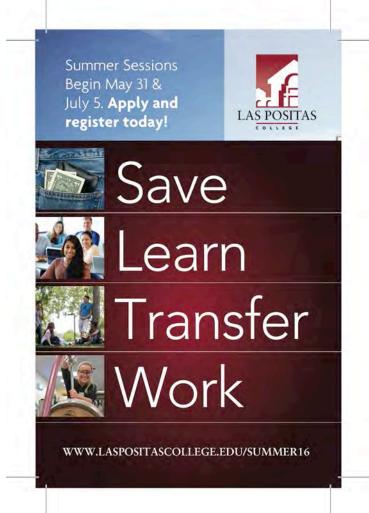




SAN FRANCISCO (LIVERMORE) PREMIUM OUTLETS--2016





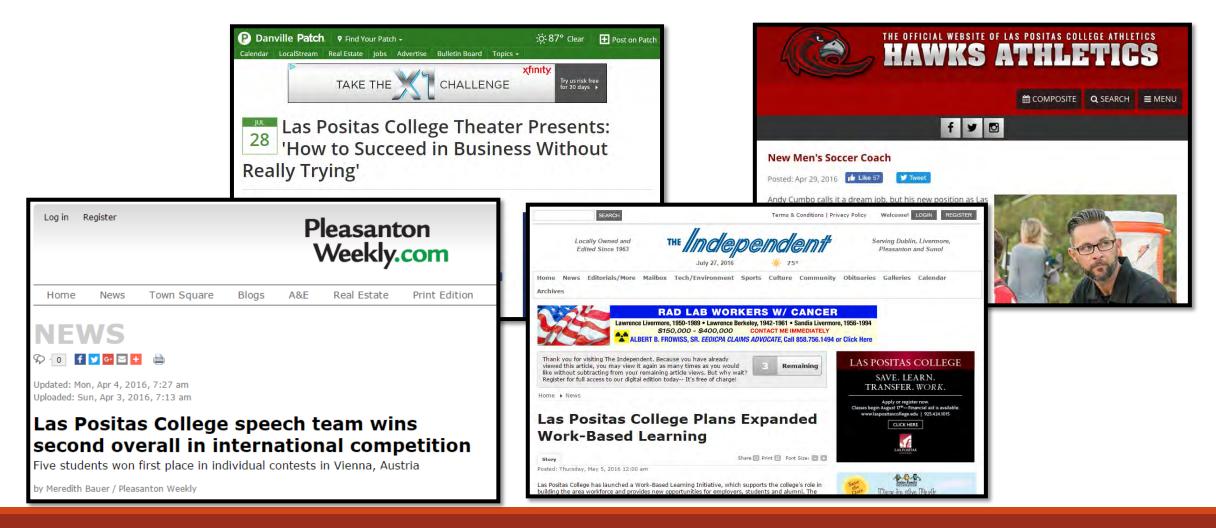




PRINT AD

Tracy Press -- Livermore Independent -- Pleasanton Weekly





PUBLIC RELATIONS

Drafted and distributed 36 press releases: 21 picked up by media outlets





DIRECT EMAIL TO STUDENTS

Emails sent to students who (example)...

- who had not returned for more than one semester
- who had applied but not enrolled

Messages included: reminder to enroll for classes, or return, information on student services, and more

Dates: July 2016

SENT TO	Total Emails Sent	Opens	Click-through
Applied, Non-Registered & Registered	25,043	6,001	318



OTHER COLLABORATIONS

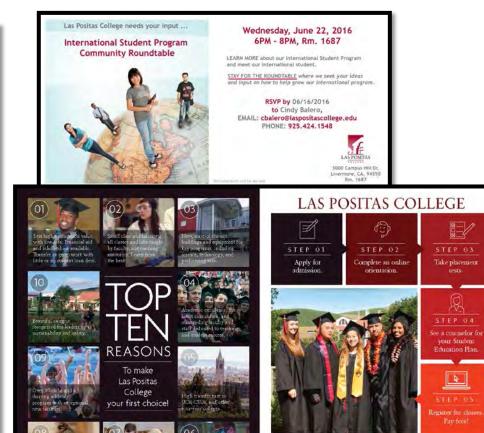
Assisted Las Positas College with additional marketing communication support-

Highlights:

- International Students Program
- Admissions Summer/Fall Class Schedule
- LPC Folder Designs
- Website Re-design
- Wheels/LPC Partnership
- Athletics Public Relations Professional To Boost Social Media Content And Print/Online Stories
- "One More Class" Campaign











OTHER COLLABORATIONS

Save. Learn. Transfer. Work.

YOUR FIVE STEPS TO SUCCESS







Las Positas College Athletics added 2 new photos — at

Las Positas College.

March 12 · Livermore · 3

There have been great crowds for the men's and women's CCCAA State Basketball Championships on a rainy weekend at Las Positas. The Hawks are hosting the Final Four for the first time, and what a treat "The Nest" has been for basketball aficionados.

"When we petitioned to get it, this was the vision: being able to see the stands full," a beaming Las Positas Athletic Director Dyan Miller said as she gazed out at the packed house Saturday ni... See More



OTHER COLLABORATIONS



UP-COMING WEBSITE

Tentative Phase 1 roll-out: Fall 2016

DRAFT CONCEPT





Admission & Aid

Academics

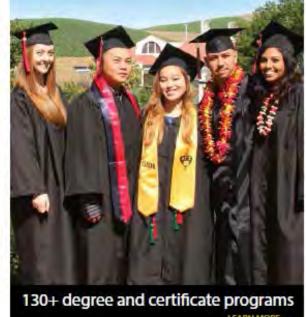
Students

Why Las Positas College?

Athletics

About





Events

28

TRANSFER: UC Davis Rep Visit Tuesday, 10:00 am

JUN 28 Drop in Resume Assistance Tuesday, 11:00 am

JUN 29 TRANSFER: CSU East Bay Rep Visit Wednesday, 10:00 am

JUN

Drop in Resume Assistance

News

Math League Student Places in top 1% April 28, 2016

Bonds Would Upgrade Community Colleges' Labs and Classrooms April 28, 2016

Las Positas College ready for NorCal final April 28, 2016



WINS CHAMPIONSHIPS! SCORES AT STATE, U.S.

Las Positas won championships for both men

"One More Class" Campaign

DRAFT CONCEPT

Take one more step to strengthen your future.



Take one more step toward success.



Take one more class.

Have you registered for 9 to 11.5 units for the Fall semester? Yes?!

Take one more class and it could pay out big dividends toward achieving your educational goals.

Research shows you will be more successful by taking just one more class: Save on fees.

Maximize financial aid.

Finish sooner and get that job or degree you want!



laspositascollege.edu

Fast Track Classes start August XX

UPCOMING MARKETING ACTIVITIES & COLLABORATIONS

- Advertising Late Start Classes University newspapers, Facebook, Pandora
- Spring Recruitment Campaign planning begins September 1
- Spring class schedule production
- New marketing collateral...and more!



LAS POSITAS COLLEGE

SAVE. LEARN. TRANSFER. WORK.

Apply or register now.
Classes begin August 17th—Financial aid is available.
www.laspositascollege.edu | 925.424.1015



