

COMMUNICATIONS AND MARKETING DEPARTMENT

Marketing Plan: Feb. 15-June 15



COMMUNITY
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of AURORA

COMMUNICATIONS AND MARKETING DEPARTMENT

This is report outlines the tactics that the Communications and Marketing Department will implement to support recruitment efforts.

Strategy

Begin moving away from 100% brand awareness message to a greater focus on recruitment with a call to action message.

Goal

Implement a registration campaign to support recruitment efforts and influence enrollment.

Timeline

February 15 – June 15
(although some tactics are already in place)

Registration

Summer: April 2 Fall: April 23

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Target Segments (as indicated by VPSA)

- Adults age 18-24
- Parents
- Latinx community
- Academic programs: Entrepreneurship
- Adults age 24-34

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Spring Registration PPC Campaign

- **Created a Pay Per Click Campaign for Spring Registration (Google Adwords)**
 - = Spring 2018 Open Registration
 - = Timeline: (Dec. 19 – Jan. 16)
 - = Nine ad word variations
 - = Campaign points to Apply Now landing page
www.ccaurora.edu/ppc/spring-2018-registration-is-now-open-apply-now.
 - = Will repeat this plan going forward.

Spring Registration Pay Per Click Ads

Get Started At CCA Today - Registration Is Now Open

Ad www.ccaurora.edu/get-started

Choose From 90+ Degree And Certificate Programs. Apply Today!

Small Classes · 90+ Programs · Affordable Tuition...

Spring Registration Is Open - Apply To CCA Today

Ad www.ccaurora.edu/apply-today

Prepare For Employment Or For Transfer To A 4-Year University. Apply Today!

Small Classes · 90+ Programs · Affordable Tuition...

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Graphic Design

- **Tactic #1: Support new Apply Now! call to action with graphic images.**
 - Social media, website, etc.
- **Tactic #2: Create marketing collateral to promote upcoming Open House events.**
 - [Feb. 16](#): direct mail postcard for Connect to CCA and Camino al Colegio Open House
 - [March 9](#): Summer/Fall registration postcard
 - [March 28](#): Radio ads (Camino al Colegio)
- **Tactic #3: Provide ongoing graphic design to support enrollment, including social media.**

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Recruitment Events

- **Connect to CCA Open House – March 10**
 - Direct mail postcard (combined with Camino event)
 - Pandora advertising: [Feb. 26 – March 10](#)
- **Camino al Colegio – April 12**
 - Direct mail postcard (combined with CCA Connect)
 - Spanish-language Radio Spots: [March 28 – April 12](#)
 - KXPK (La Tricolor)
 - KJMN (Jose 92.1)
 - 100 burritos from Viva Burrito!



FRONT:

Open House Direct Mail Postcard
English/Spanish

HI KRISTINE,

Our Open Houses are a great way for you to check out the campus, ask questions, talk to faculty, and have a good time! Join us for a tour and get all the information you need to help you apply and pay for college.

► Connect to CCA

Saturday, March 10 | 11:00 a.m. - 1:00 p.m.
CentreTech Campus, Student Centre, Rotunda (S100)
16000 E. CentreTech Parkway, Aurora, CO 80011
RSVP! www.ccaurora.edu/Connect-to-CCA

► Camino al Colegio (en español)

Jueves, 12 de Abril | 5:30 - 8:00 p.m.
CentreTech Campus, Fine Arts Building, Forum (F100)
16000 E. CentreTech Parkway, Aurora, CO 80011
¡Regístrate ahora! www.ccaurora.edu/Camino



16000 E. CentreTech Parkway
Aurora, CO 80011

Follow us on Social Media

www.facebook.com/ccaurora @ccaurora
 [@ccaurora](http://communitycollegeofaurora) ccaurora

BACK:
Open House Direct Mail Postcard
English/Spanish

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Website

- **Tactic #1: Update homepage slides with registration deadline and Apply Today! button.**
 - [Spring Registration](#) : “Welcome Back Red Foxes! Sign up for classes” message. (gray bar)
 - Prominent “Register” button directs to MyCCA.
 - [March 19-April 14](#): Summer Registration Open
 - [April 23 – August 19](#): Fall Registration Open



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[Apply Now!](#) [My CCA](#) [Locations](#) [Directory](#) [Contact](#) [Jobs](#)

Search...



ABOUT CCA

GETTING STARTED

STUDENTS

PROGRAMS & CLASSES

OUR PEOPLE

NEWS & EVENTS

BUSINESS & COMMUNITY

WELCOME BACK RED FOXES!

Sign up for classes

[Register](#)

IMPORTANT
UPDATE



SPRING REGISTRATION IS OPEN NOW!

Check out the spring 2018 schedule and start scheduling your classes now.

[SPRING 2018 SCHEDULE](#) >

CURRENT
STUDENTS



FUTURE
STUDENTS



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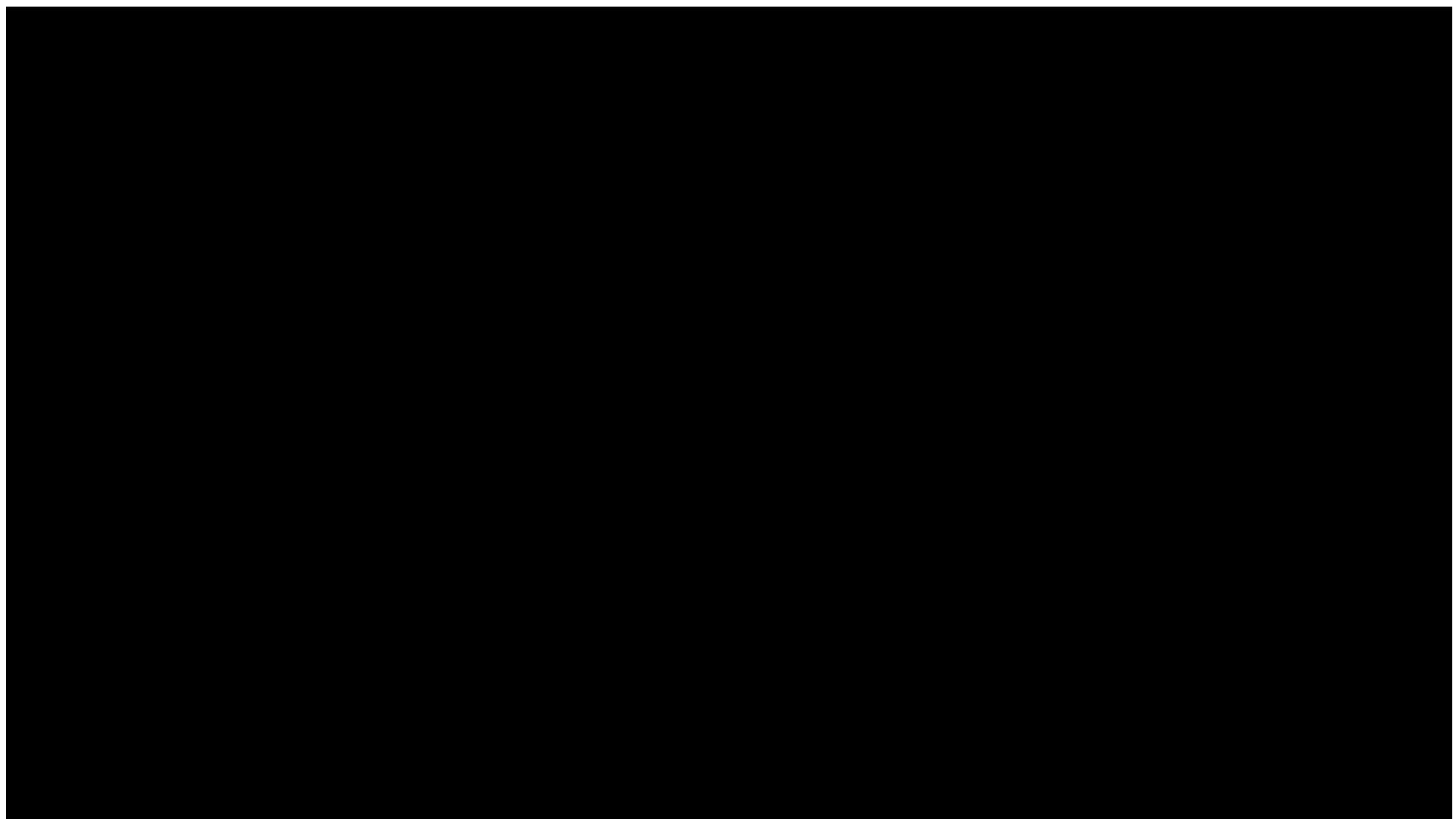
Website (continued)

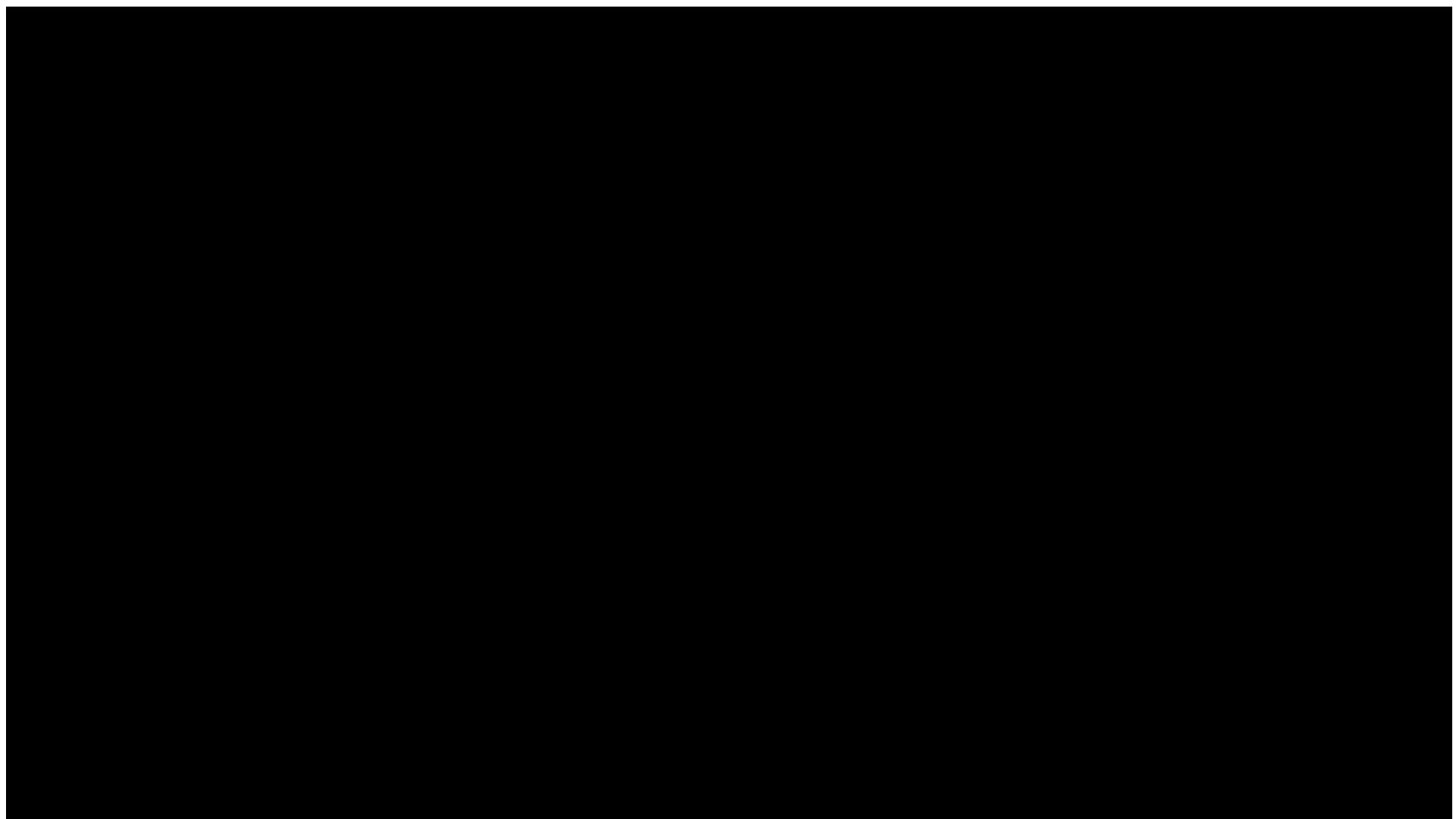
- **Tactic #2: Refresh image sliders on website with high impact photography, more effective CTA, and showcase programs.**
 - **Slider 1:** Registration Open/Welcome Back-Register (new message for each enrollment period)
 - **Slider 2:** Realize Your Potential
 - **Slider 3:** Guided Pathways
 - **Slider 4:** Theatre ([Jan. 28-Feb. 3](#))
 - **Slider 5:** Community Value
 - **Slider 6:** Diverse Learning
 - **Slider 7:** CCA Events ([February + rotating](#))

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Video

- **Tactic #1: Refresh brand awareness video with Apply Now message.**
 - Include Apply Now! Message
 - English + Spanish version
 - Will run on TV, theaters, and radio (converted)
 - Sonora Cinema (Aurora)
 - Telemundo, Univision TV

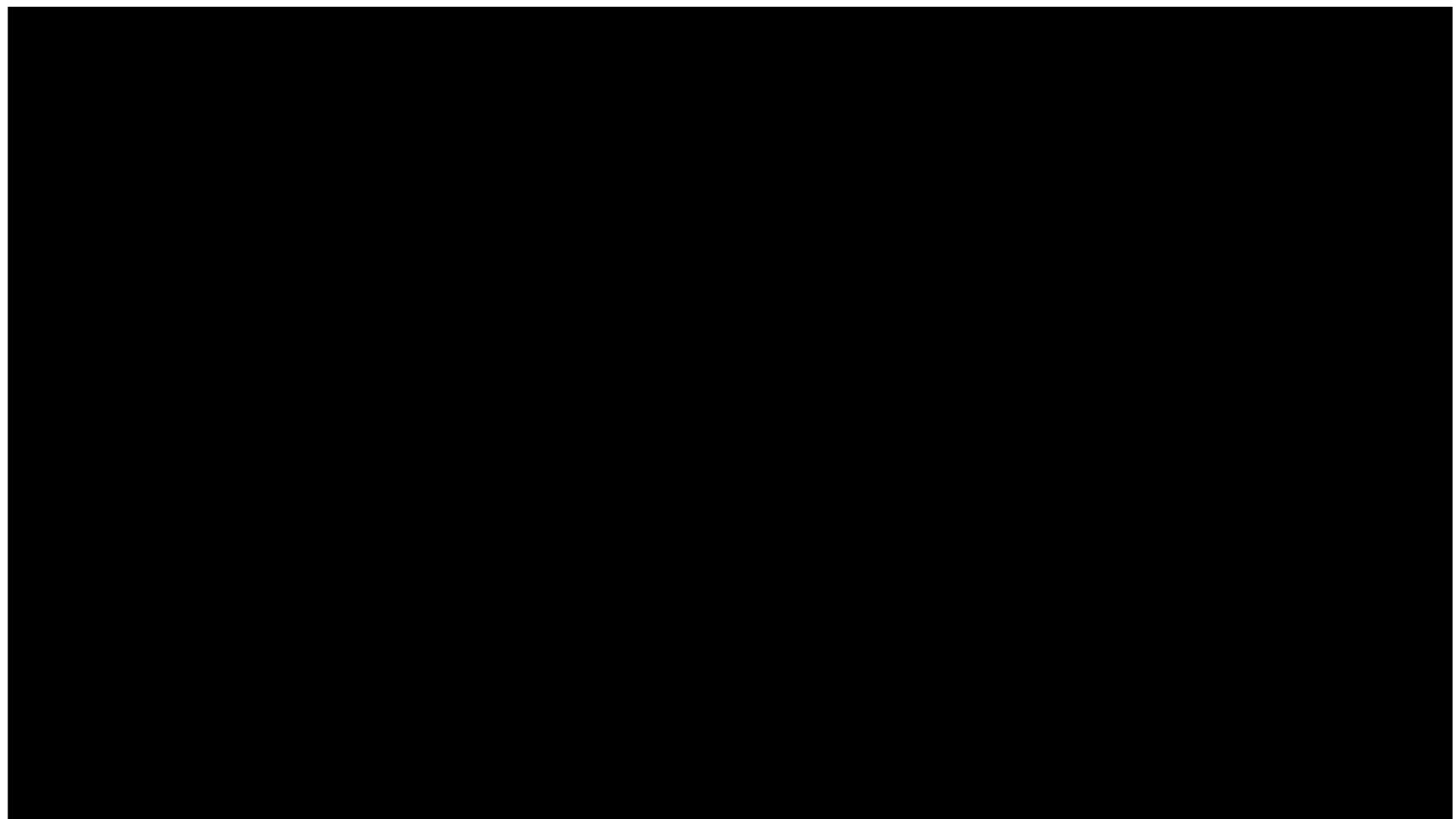




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Video

- **Tactic #2: Repeat Social Media Video Spot**
 - “What does the Fox Say?” video with registration message.



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Program Marketing

- **Tactic #1: Repeat mini campaigns to generate program inquiries and increase enrollment.**
 - [Entrepreneurial Launch Certificate Program](#)
 - = Pay Per Click Ads
 - = Banner message on MyCCA
 - = Blog on website and program pages
 - = Facebook, Twitter posts (program and scholarship)
 - = Fox Reminders, student emails
 - = Aurora Chamber ads
 - = Flyer



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Starting A Business?
Receive Professional Guidance!



Banner Ad | Aurora Chamber Website

Homepage Ad
Aurora Chamber Website

An advertisement for the Community College of Aurora Entrepreneurship Program. It features the college's red logo and name at the top. Below is a photograph of three diverse individuals (two men and one woman) in a professional setting, possibly a classroom or office, looking at something together. At the bottom, the text reads "Entrepreneurship Program" and "\$1,000 Scholarships Available!"



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COMMERCIAL

POWERFUL TRUCK-MOUNTED CLEANING

Declare-It-Clean
Commercial and Residential Cleaning

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303-263-7449

“I started my business at CCA.”

declareItClean.com
- Maria Avina

Learn more at www.ccaurora.edu/StartMyBusiness

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Program Marketing

- **Repeat mini campaigns to generate program inquiries and increase enrollment.**
 - [IT Tech and Support Certificate Program](#)
 - = Pay Per Click Ads
 - = Blog on website, program page, community newsletter.
 - = Created landing pages, PPC landing pages
 - = Facebook, Twitter posts
 - = MyCCA banner promotion
 - = Flyer

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Program Marketing

- Continue mini campaigns to generate program inquiries and support enrollment.
 - EMS and Fire Science Programs
 - = Pay Per Click Ads
- **Tactic #3: Provide marketing support to programs to increase enrollment.** (e.g. Music Entertainment & Entrepreneurship, Cybersecurity, Logistics, Construction, etc.)

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CCA Social Media Analysis

- Facebook **15,563 followers / 16,222 likes**
- Twitter **840 followers / 257 likes**
- Instagram **79 followers / 176 likes**
- Snapchat **new**

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Social Media

- **Tactic #1: Snapchat account has been activated.**
- **Tactic #2: Posts for Summer Registration**

Facebook, Twitter

- March: Registration Coming
- April, May, June: Registration Open
- April 2: First Day of Registration

Instagram

- March 26: Summer Registration Begins Next Week

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Social Media (continued)

- **Tactic #3: Posts for Fall Registration**

Facebook, Twitter

- Week of April 2, 9, 16: Registration Coming
- After fall schedule: push look at schedule to register
- April 22: First Day of Registration!
- Last week of April – August: Registration is Open

Instagram

- April 16: Fall Registration begins on Sunday!

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Social Media (continued)

- **Tactic: #4: Incorporate video and hashtag for registration.**
 - Fox Spot – Registration Open
 - #BeTheFox
 - = Hashtag campaign to run week before registration begins until registration closes.
 - = Continue for all registration campaigns.

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Paid Advertising – February 15 through June 15

- Outdoor (billboards, transit shelters)
- Pandora
- Transit (light rail)
- Theaters (incl. Sonora Cinema)
- Television (incl. cable, Univision/Telemundo TV)
- Retargeting
- Social Media Ads
- Print Ads
 - El Comercio de Colorado, LaPrensa de Colorado
 - Aurora Guide (magazine)
 - Aurora Newcomers Guide (TBC)

APPLY NOW!



www.ccaurora.edu/ApplyNow



Realize Your
POTENTIAL

Adrienne J.
Entrepreneurship
Program 2017

OUTDOOR: Billboards

**Note: Creative will be resized for
digital/Pandora ads, light rail, transit
shelters**

¡APLICA HOY!



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www.ccaurora.edu/ApplyNow



Realiza Tu
POTENCIAL

Andrea O.
Asociación de Arte
2016

OUTDOOR: Billboards

**Note: Creative will be
resized for
digital/Pandora ads,
light rail, transit shelters**



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POWERFUL TRUCK-MOUNTED CLEANING

Declare-It-Clean
Commercial and Residential Cleaning

Classic expectations. Incredible results.

303-263-7449

“I started my business at CCA.”

- Maria Avina

Learn more at www.ccaurora.edu/StartMyBusiness

Print Ad (Latinx):
El Comercio, La Prensa (TBC)

Realize Your Potential at CCA **APPLY NOW!**

We can help you **prepare for employment** or **transfer to a four-year university** with our 90+ degrees and certificates.

- Biology
- Business
- Chemistry
- Computer Information Systems
- Criminal Justice
- Emergency Medical Technician
- Film/Video Media
- IT Tech and Support
- Law Enforcement
- Paralegal
- Patient Care Technician
- Phlebotomy
- Studio Art
- Theatre and Event Technology
- Translation and Interpretation
- And more...

www.ccaurora.edu/GetStarted

Andrea M.
Associate of Arts
2016

Print Ad
Aurora Guide (magazine)

Realize Your Potential at CCA **APPLY NOW!**

We can help you **prepare for employment** or **transfer to a four-year university** with our 90+ degrees and certificates.

- Biology
- Business
- Chemistry
- Computer Information Systems
- Criminal Justice
- Emergency Medical Technician
- Film/Video Media
- IT Tech and Support
- Law Enforcement
- Paralegal
- Patient Care Technician
- Phlebotomy
- Studio Art
- Theatre and Event Technology
- Translation and Interpretation
- And more...

www.ccaurora.edu/GetStarted



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Laura P.
Associate of Science
2016

Print Ad
Newcomer's Guide

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PR/Earned Media

- **Tactic #1:** Identify student success stories and programs about the college to pitch to news media.
- **Tactic #2:** Share news about the college and programs with external groups. Offer to make presentations.

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Other Tactics

- **Student/Personal Emails (June-August)**
 - Students who attended last semester but have not registered for upcoming semester.
 - Students who created an account but have not registered.
- **Text messages (June-August)**
 - Students who attended last semester but have not registered for upcoming semester.
- **Internal Communications (March 19-August 19)**
 - Summer and Fall images; Registration message
 - Wayfinding monitors, Student Life screens, desktop image