

## **SUNY Orange Marketing and Communications Plan 2014-2015**

### **Introduction**

The purpose of the SUNY Orange Marketing and Communications Plan is to support the college mission by enhancing public awareness and participation in the college's associate degree and certificate programs, and student services. The plan seeks to increase the overall visibility of the college and reinforce its brand and reputation within the community. SUNY Orange prides itself on academic excellence, responsive student services, instructional technology, community partnerships, and economic development. SUNY Orange's marketing and communications efforts highlight high-quality education and dynamic services the college provides to its community, to support the college's growth, reach diverse student populations and communicate to its many constituencies through multiple channels.

To effectively communicate and market to existing and prospective students, SUNY Orange must use a variety of strategies, based on our target audience communication style, and constantly reevaluate its marketing methods and messages to meet our diverse student population.

This document provides an overview of the 2014-15 activities of Communications division of the Office of Institutional Advancement at SUNY Orange. The emphasis of this plan was determined by evaluating the changing needs of our diverse student body through current market research, student survey results and well as successful past marketing practices.

### **Situation**

As a result of the State of New York not meeting its mandated funding level, no anticipated funding increases from the County of Orange for academic year 2014-15, and enrollment numbers lowered than projected enrollment, the college has cut funding for all departments, including Marketing and Communications. This continues a trend of reduced funding for the marketing of the college and its programs.

### **Overview**

This plan supports a targeted approach to key demographic groups. It seeks to attract new students, retain current student and raise awareness of the College's image in the community.

### **Brand Identity**

SUNY Orange positions itself as a leader in high quality education. It is important that all marketing and communications materials present a consistent reinforcement of this position and the core values behind it through the use of images, slogan and language. A copy of the SUNY Orange logo, slogan and other branding images are available on the Publications and Publicity page of the SUNY Orange web site.

## Primary Audiences

SUNY Orange's Marketing and Communications Plan is focused on reaching the largest potential number of Orange County residents. The College defines its two primary target audiences as adults between ages 17-22 (also known as traditional students) and adults between the ages of 23-49 (non-traditional students).

Fall 2013 SUNY Orange student demographics

Age:            17-22   3760 students or 61% of the student population

                  23-49   2227 students or 36% of the student population

## The Competition

To determine how to represent SUNY Orange's unique value to prospective students, we must remain knowledgeable regarding the strategies and benefits promoted by the following competitors:

1. Other Community College
2. Mount Saint Mary College/SUNY New Paltz
3. Other regional four-year public and private colleges and universities
4. For-profit colleges
5. Online colleges and universities

## Marketing and Communications Activities and Objectives

The Marketing and Communication Division of the Office of Institutional Advancement supports the College's associate degree and certificate programs, student services, SUNY Orange Foundation efforts, continuing education, administrative functions, and College-sponsored activities (i.e. cultural affairs). This includes copywriting, layout/design and production support for media advertising, publications, promotions, public relations, direct mail and social media (including the web).

For the 2014-15 academic year, the Marketing and Communications Division has prioritized strategies related to three objectives. We expect that focusing resources in these key areas will allow us to increase the effectiveness of our efforts.

- Enhance the brand and reputation of the college through broad messaging
- Increase enrollment and awareness through targeted marketing and promotions
- Conduct surveys to support marketing and outreach decisions

## Marketing Methods, Marketing Materials and Media Usage Strategies

1. **Media Advertising:** Based upon data received from a student survey regarding the media with which the students are engaged, the following media advertising will be used for the 2014-15 academic year.
  - Television: Time Warner Cable and Cablevision

- **Radio:** WSPK (104.7FM), WRRV (92.7FM and 96.9FM)
  - **Print:** Times Herald Record and the weekly community newspapers
  - **Online:** Pandora, facebook ads, and google ad words
2. **Direct Mail:** In cooperation with the Office of Admissions, the Marketing and Communications Division develops a series of direct mail pieces that are sent to parents of high school seniors. The first mailing goes out in September, the second mailing is distributed in February and the third mailing is sent in May. Additionally, the college has developed a pilot mailing program with Valley Central High School wherein Valley Central mails SUNY Orange admissions information in June to all seniors who will graduate in the coming weeks and have no plans for college. The College also uses the Marketplace as another direct mail venue.
  3. **E-Mail:** The e-carillon is distributed to all alumni, donors and friends with whom the college has an e-mail address (approximately 6,000). This electronic newsletter is sent out twice a month. Often one of these newsletters will include information about an Admissions Office Open House, Fall or Spring Registration or other activities related to student enrollment.
  4. **Social Media:** Social media venues, such as Face Book, Twitter, LinkedIn, You Tube, Instagram and Flickr are used by the Marketing and Communications Division as another way to reach out to current students, prospective students and the community.
  5. **College Web Site:** The College purchases google ad words as a way to promote the college. Specific words purchased by the college age have included: affordable education, college open house, college application, college admissions, and affordable college.
  6. **Publications:** The SUNY Orange Marketing and Communications Division develops a wide assortment of college publication for student recruitment. They include publications such as the viewbook, search piece, academic program books, cluster inserts, parents brochure, transfer poster, college readiness brochure, athletic recruitment flyer, and other admissions driven projects. The division provides publication support for other non-recruitment projects.

#### **Special Market Initiatives**

1. **Rowley Center for Science and Engineering:** With the opening of the Rowley Center for Science and Engineering in the fall of 2014, SUNY Orange continues marketing and communications activities to promote the new center and the academic programs of Science, Technology, Engineering and Math (STEM). Many of the marketing methods, marketing materials and media usage strategies identified above will also be used to promote the Rowley Center for Science and Engineering.

Access current radio and print advertising to promote the science and engineering

Create a special poster promoting the Rowley Center

Conduct special events in the Rowley Center

2. Monroe-Woodbury Community: New for 2014-15 will be a series of initiatives to market the college to the students at the Monroe Woodbury High School. Although the SUNY Orange Office of Admissions makes frequent visits to all Orange County high schools, enrollment at the Monroe-Woodbury high school tends to lag behind (percentage wise) enrollments from other high schools in Orange County. In terms of class size, Monroe Woodbury is the second largest high school in Orange County (only behind NFA). However, in terms of SUNY Orange enrollment, Monroe Woodbury ranks #9 among Orange County High Schools.

Implement a Monroe-Woodbury HS bus trip and tour of SUNY Orange  
Print ads in the Photo News

3. Morrison and Newburgh Lab Schools: SUNY Orange has a new child care center on both the Middletown and Newburgh campuses. SUNY Orange has three target markets for both of these centers. The first target market is the children of current students. The second target market is the children of SUNY Orange staff and faculty. The third target market is the children of members of the community. A separate marketing plan has been developed for these child care centers.

Grapevine message  
Facebook posts  
Flyers  
One -Stop Center  
Employee welcome packets  
Pediatric doctor offices

4. Hispanic/Latino Market: In the last 15 years the fastest growing market at SUNY Orange has been from the Hispanic/Latino population. Currently the College is in the planning stages of a number of initiatives to address this growing market. Today the Hispanic/Latino population is over 24% of the current SUNY Orange student body.

#### **Assessment**

Develop a brand awareness survey

Review online reports offered by google and others to determine a change in user traffic.

Repeat media advertising survey to determine a change in media preferences

Analyze student opinion survey and CCSSE data

Conduct a review of the inquiries made and enrollment data for each of the four special marketing initiatives and determine effectiveness of the strategies.