

## PROMISING PRACTICES EXCHANGE

Please send your completed forms to Joe Holliday: [jholliday@sbctc.edu](mailto:jholliday@sbctc.edu).

1. Which of the five areas of Strategic Enrollment does this practice address? (Check all that apply)

- Alignment with K-12
- Re-engaging Adult Students
- Onboarding New Students
- Retaining Students
- Responding to the COVID-19 Pandemic

2. Name of practice: Integrated Media & Marketing Plan

3. Description of practice:

In 2018-19, SPSCC went through a rebranding process with the help of Interact Communications. Part of that process included training for our marketing team on how to build a comprehensive, ongoing integrated marketing plan that encompasses all of our target audiences, key timelines, priorities, and tools and aligns them with our annual budget.

The process of building and maintaining this plan has led to multiple improvements in the planning, execution, and results of our enrollment campaigns.

- **Planning** – Our integrated plan covers 18+ months and is continually rolling and allowed us to switch from an annual, intensive campaign planning process to continual monitoring, improvements, and adjustments. It also allows us to maximize our budget each year and feel confident that we are making the best use of our advertising dollars.
- **Execution** – The integrated planning process includes every media stream and vendor that we plan to use and our monthly budget for each so we are able to have contracts in place as early as possible and see potential pitfalls such as monthly p-card limits. We also contract with a digital services vendor who can fully understand our goals and plans and helps us track results and make budget or platform adjustments as needed throughout the year.
- **Results** – With the ongoing nature of our integrated marketing plan, we can constantly track and report on results and assess weekly, monthly, and annual trends. A perennial challenge for many college marketing teams is the difficulty of establishing clear data that connects marketing efforts to final enrollment numbers. While our plan doesn't magically fix this issue, it gives us clear indicators such as participation in promoted events and submitted "Request Info" forms linked directly to our

ads. By then following these prospects through our CRM (Radius) we can make some reasonable predictions about our impacts on enrollment.

Building and maintaining this integrated marketing plan takes consistent time, effort, and intention by our Director of Strategic Communications. This Director not only creates the plan, they monitor the budget, work with the vendors, manage the creative assets, and lead all of the tracking efforts. They also are the first to spot technical issues such as problems with the analytics tracking codes or the CRM intake forms. This kind of dedicated, hands-on management is critical to the success and sustainability of this plan.

While the plan is developed and managed by our Public Relations team, it only succeeds because we receive significant collaboration and support from Outreach, Enrollment, Advising, Instructional Divisions, Purchasing, and many other departments throughout campus. By leveraging strong campus wide relationships and recent improvements to our Strategic Enrollment Management approach, we are able to plan with confidence knowing that the strategies and tactics we are using align not just with our own PR goals, but with the institution's goals as well. The integrated media and marketing plan is not a stand alone solution but an integral piece of SPSCC's enrollment strategy.

4. Results: What evidence do you have that this practice is achieving desired results?

Since implementing this integrated marketing and media plan in the summer of 2019, SPSCC has seen evidence of growth in several key metrics including engagement with online content, increased form submissions to the CRM, and increased participation in key enrollment events. Additionally, pre-COVID we were seeing enrollment and retention growth and, while we've seen decreases during COVID, they have been less dramatic than we would have expected. We will share detailed results in our presentation

5. Based on your review of the Excellent Practices Rubric, please indicate whether you believe this practice is emerging, promising, or excellent. (Select only one)

Emerging

Promising

Excellent

Name: Kelly Green

Title: Executive Community Relations Officer

Email: kgreen@spscc.edu

School: South Puget Sound Community College

Submission date: 4/26/2021