



Marketing Plan

Introduction

The Davis Technical College (College) Marketing Department is responsible for the development and maintenance of all public information and community relations for the College, including brand guidelines, institutional image, publications, public relations, student recruitment and institutional events.

Scope of Services

In accordance with the Public Relations Policy, the Marketing Department provides the following services to both internal and external departments and partners:

- Advertising
- Call Center
- Copy writing
- Digital signage
- Event coordination
- Fairs and expos
- Government relations
- Photography
- Planning and development of strategic initiatives
- Presentations
- Print and digital media
- Print and digital publications
- Public and community relations
- Social media
- Student recruitment
- Videography
- Web development

Roles and Responsibilities

The Marketing Department has three distinct but collaborative teams that support all College initiatives and requests: Creative Services, Events and Recruitment.

The Creative Services team is responsible for the development and maintenance of all content for print and digital communication channels, with a staff that includes a creative services coordinator, a graphic designer, a marketing copy writer, a videographer/photographer, and web developer. When available, the Creative Services team may also include student work-study positions that support design and web development projects.

The event specialist is the primary point of contact for all institutional events, as well as for events held on College campuses by external clients. The event specialist is responsible for room reservation, catering coordination, event planning, event décor, logistics, customer service, and coordinates staging needs with the college custodial staff.

The Recruitment team is comprised of multiple college recruiters, call center technicians and student ambassadors, whose primary responsibility is the recruitment and enrollment advisement of prospective students. The Recruitment team also maintains outreach relations and public information with community partners such as school districts and non-profit and government service providers, making presentations and hosting campus tours. The call center technicians maintain the front reception desk, receive all incoming calls and requests for information, follow-up with prospective students and schedule tours. The student ambassadors assist the Recruitment team with tours, calls and events.

Targeted Populations

All public information and engagement activities of the Marketing Department intends to reach broad and targeted populations, such as school aged children in K-12 districts; adults who are unemployed, underemployed, disadvantaged, underrepresented, diverse and minority groups; intergenerational poverty and low to moderate income individuals; occupational training for career advancement; veterans; church, non-profit and government service providers.

The Marketing Department also engages and informs public officials about College initiatives, such as municipal, county and state government representatives.

Resources

In addition to the services indicated above, the Marketing Department receives project and event requests through a dedicated landing page on the College website, <http://davistech.edu/marketing>, where the requests are added, tracked, and prioritized in project management software then coordinated by the respective team member assigned to the request.

The Marketing Department maintains a landing page, <http://davistech.edu/media>, that hosts the College Brand Standards and Guidelines, as well as a library of digital templates and files for use by internal departments and external partners.

The Marketing Department also maintains the internal network and equipment for digital signage, which includes all internal TV's and a large external marquee.

Annual Marketing Activities

The Marketing Department plans and accomplishes a comprehensive outreach strategy that includes the following activities:

- Annual print and digital publications such as a Quick Facts Guide, program rack cards, the Business Plan, the Annual Report, flyers, brochures, catalogs, banners, posters and other displays.
- Three recurring paid advertising periods, six to eight weeks in lengths, that include digital, radio, transit, TV, magazine, and theater ads; social media campaigns; and billboards.
- The College participates in or hosts over 35 major events annually, which includes graduation and honor society ceremonies, recruitment fairs, student competitions, tournaments, luncheons and dinners, and open houses.

Evaluation of Services

Reporting:

The Marketing Director reviews data weekly to evaluate whether outreach, recruitment, and enrollment are being met. Data reports include, but are not limited to, the “Performance Scorecard” that tracks monthly headcount and membership targets versus annual goal, “Students Who Have a Student Number but Have Not Enrolled” report which helps to identify those students who need enrollment navigation assistance, and the “Membership and Headcount” report. A “Lead Generation” report is also used daily by the Recruitment team to follow-up with prospective students.

All team members of the Marketing Department are required to submit monthly numbers accounting for time spent on projects, events, recruitment activities. A monthly report of these activities is created and presented to the Davis Tech Board of Directors for their review.

Team Planning:

The Marketing Director meets monthly with the Training Division Directors to evaluate progress and assess needs in all training programs.

Surveying:

The College also conducts an annual staff survey of marketing services, where feedback is reviewed and analyzed for quality improvement, and is then integrated into Marketing processes, products and annual goals.

FY 2018 Accomplishments

The Marketing Department has accomplished the following projects and/or events:

Major Initiatives

- Name change and associated branding campaign

- 40th Anniversary Gala with 750 attendees and associated anniversary brand items
- Allied Health Building collateral, which aided getting funded by 2018 Utah State Legislature
- Redecorated the rotunda and main hallways then updated all of the furniture. Huge increase in student use in those areas
- Events: 35 major events, including three Graduations ceremonies with 1,200+ attendees each, two National Technical Honor Society Induction Ceremonies with 300+ attendees each, Gala, Career Fair with 1,200+ attendees, Northern Utah STEM Expo with 5,000+ attendees, Explore the Possibilities with 650+ high school students, two Open Houses with 150 attendees each, State TSA, HOSA, Career Day with 600+ junior high students, and the Golf Tournament where \$36,000 was raised for student scholarships.
 - 280 YTD (as of 6/30/18) total events on campus, a 12% increase over prior year
- Web: 1,105 web update requests, 130 digital signage requests, 1,115 job postings and 261,082 web visits (as of 6/30/18)
 - 106% increase in web update requests over prior year, 44% increase in job postings
- Creative Team: 1,509 projects including 166 video/photo requests, 786 copy writing/social media assignments, and 557 design projects (as of 6/30/18)
 - 47% increase in projects over prior year, 4% increase in video/photo projects, 64% copy writing/social media assignments, 43% in design projects
- Recruitment: Hired two new recruiters, Casey Brown and Pamela Fobert
- Recruitment: 3,127 leads, 19,609 calls, 9,375 emails, 776 individual tours, 24 group/school tours, and 132 presentations
 - 92% increase in leads, 17% increase in calls, 52% increase in emails, 2% increase in tours, 57% increase in presentations

FY 2019 Goals for Marketing

The College plans to implement the following marketing related goals during the coming fiscal year:

- Design and launch a new college website that facilitates enrollment and addresses Americans with Disabilities Act (ADA) requirements
- Develop communication and advertising that improves awareness of technical education benefits in conjunction with UTech's Year of Technical Education
- Increase participation in services that help students overcome barriers including academic, financial, transportation, mental health and child care to improve graduation rates by 5%
- Expand community outreach by 33%, to increase enrollment of underemployed and unemployed adults, minority groups and veterans

- Add five to seven student, faculty, alumni, and partner stories that represent the diversity and success of our student population
- Increase adult enrollment by 5% through increased recruitment and outreach