



# Marketing Plan

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## 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, 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
- Videography
- Web development

## Roles and Responsibilities

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

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 call center technicians maintain the front reception desk, receive all incoming calls and requests for information, follow-up with prospective students and schedule tours.

## 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. Six reports 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 2021 Accomplishments

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

### *Major Initiatives*

- COVID-19 Campus reopening plan, communications, signage, videos, and weekly reports required by the Utah System of Higher Education

- Conducted twice weekly rapid COVID-19 testing in partnership with the Utah State Health Department and Utah National Guard since February
- Held a large ribbon cutting event to launch the Allied Health Building
- Support the Foundation with the Life Changer Reception recognizing donors and community partners
- Produced the first edition of the Viewbook
- Produced wall art and displays celebrating student success and pathways
- Supported outreach and recruitment to attain 20% increase in enrollment over FY2019, per the three-year strategic plan
- Promoted scholarships as a recruitment tool to attain enrollment goal

## **FY 2021 Goals for Marketing**

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

- Develop a comprehensive response and recovery plan related to COVID-19, including evolving campus and external messaging
- Look for efficiencies, reduce and manage FY21 budget, in preparation for possible 2%, 5% or 10% decrease
- Increase student enrollment by 7% for both secondary and post-secondary students
- Plan and hold a launch event for the Allied Health Building
- Develop, along with the Web Developer, a web payment tool for institutional use for events, fees, and memberships
- Complete a Request for Proposal (RFP) to retain a new advertising agency
- Attend the Summer (virtual) COE Conference, and recertify to participate on site team visits
- Attend a virtual professional development conference

