



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, and public relations.

Scope of Services

The Marketing Department provides the following services to both internal and external departments and partners:

- Advertising
- Copy writing
- Digital signage
- Event support including advertising
- Photography
- Presentations
- Print and digital media
- Print and digital publications
- Public and community relations
- Social media
- Web development and maintenance

Roles and Responsibilities

The Marketing Department team is responsible for the development and maintenance of all content for print and digital communication channels, with a staff that includes a marketing director, marketing design lead, social media and graphic design specialist, marketing analyst and web developer. When available, the marketing team may also include student work-study positions that support design and web development projects.

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 page on iSite, where the requests are added, tracked, and prioritized in project management software then coordinated by the respective team member assigned to the request.

This page also hosts the College Brand Standards and Guidelines, as well as a library of digital templates, photos, and files for use by internal departments.

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.
- Four 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.
- Four to six paid advertising campaigns for college events such as: open houses, career fairs, expos, new programs, etc.
- Advertising, literature and support for over 20 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.

All team members of the Marketing Department are required to submit monthly numbers accounting for, events, and other activities. Reports of these activities are 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 staff surveys of marketing services, where feedback is reviewed and analyzed for quality improvement, and is then integrated into Marketing processes, products, and annual goals.