

# MARKETING PLAN

## 2013 –2014

**Trenholm***State*  
H. Councill Trenholm State Technical College

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**REVISED AUGUST 2013**

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## **Introduction**

H. Council Trenholm State Technical College recognizes the importance of an effective marketing plan to promote the College, its image, and its resources to the community. The college Marketing Plan is a statement of how the College will seek to implement its mission and meet the objectives in the strategic plan.

This plan will serve as an operational instrument for the College's ongoing marketing objectives, strategies and implementation activities. The Plan will remain open for continuous refinement of the College's future marketing efforts.

The overall implementation of this plan is the responsibility of the Public Information Officer and Marketing Director with assistance from other pertinent assigned personnel.

## **Mission**

To provide a high quality Marketing Communications Program to support student recruitment, student retention and image enhancement for the college and to promote a college-wide plan that coordinates all marketing and outreach events and activities, and suggests a recruitment strategy consistent with enrollment trend data.

## **Strategic Direction**

To create and implement marketing activities to increase student enrollment and retention, improve brand identity to promote community awareness and enhance Trenholm State Technical College's reputation in the service area.

## Strategic Marketing Goals

1. Create and implement marketing activities to increase student enrollment from 1446 students in 2013 to 2000 students in 2014.
2. Create and implement marketing strategies to increase enrollment by 25 percent in 2014 for Continuing Education (Baseline: 105 students), Training for Existing Business and Industry (Baseline: 396 students) and Adult Education (Baseline: 1,039 students).
3. Create and implement marketing activities to increase student retention rate of 45.53 percent in 2013 by 2 percent in 2014.
4. Establish presence and position of Trenholm State Technical College as the first choice for education and training within the central Alabama region.
5. Improve use of all communication technologies to enhance marketing efforts, instruction, and student services.
6. Establish a distinct culture that defines H. Council Trenholm State Technical College as the place to discover the following:
  - Opportunities for Success
  - Quality Instruction and Service
  - Diverse Community Learners
  - Accessibility and Convenience
  - Cultural Opportunities
  - Technological Opportunities
  - Community, Business, and Institutional Partnerships
7. Establish college identity by marketing the crucial importance of Trenholm State and expounding the excellence of its mission.

## **Goal 1**

**Create and implement marketing activities to increase student enrollment from 1446 students in 2013 to 2000 students in 2014.**

### **Target Audiences**

- High school students and Adults 26 and over
- Parents, Employers, Business & Industry, Teachers, counselors, administrators, healthcare workers and other professionals needing certification
- Unemployed adults, women, and homemakers returning to the workforce
- Community Members
- Managers & HR Directors who seek affordable professional development training for their employees
- People looking for new and high-tech jobs and wish to learn specific skills

### **Strategies**

1. Direct website marketing to [www.trenholmstate.edu](http://www.trenholmstate.edu)
2. Develop relationships with high school guidance counselors through on-campus events.
3. Schedule recruitment team visits to high schools.
4. Conduct valid survey research to determine community perceptions of Trenholm State.
5. Reinforce Trenholm State's reputation as a crucial asset in providing affordable and accessible education to anyone.
6. Update College Viewbook and distribute to homes of high school students.
7. Present a polished, professional and "second to none" image in all communications with high school students to generate pride in attending Trenholm State, i.e., View Book, financial aid booklet, program brochures, etc.
8. Strengthen and recruit all high school students with equal intensity from "at risk" to "likely to succeed."
9. Invite high school students, teachers and counselors on campus for department/program tours.
10. Coordinate special events that will bring high school students on campus (e.g., Career Fair, Future Business Leaders of America (FBLA) competition, College Night, Job Fair, college credit summer camps, Senior Day, Welcome Day).
11. Establish a Trenholm State bus tour from high schools to each campus for select groups of students.
12. Use Trenholm State's faculty to establish a speakers bureau and conduct workshops/presentations in high school classrooms.
13. Publicize success stories of Trenholm State's graduates testimonial letters, successful graduates.
14. Promote the benefits of a technical college and the availability of financial aid for those who qualify.
15. Research current allocation and distribution of scholarship dollars; establish and market department-to-student scholarship recruitment packages.
16. Market evening courses and degree programs to working students.

17. Actively recruit stop-outs and those who registered but did not attend.
18. Increase advertisement via TV commercials, social media and websites of education partners, etc.
19. Increase involvement of Ambassadors and Alumni.
20. Introduce a parent campaign.
21. Update Trenholm State Technical College's phone message frequently to include Trenholm State's scheduled events.
22. Develop a list of outreach activities sponsored or conducted by any campus group and update list quarterly.
23. Establish outreach teams to visit high schools and college night to promote the College.
24. Advertise in high school newspapers.
25. Coordinate events on campus including Senior Day, Transition Day, Welcome Day, etc.
26. Visit local career centers.

## **Goal 2**

**Create and implement marketing strategies to increase enrollment in Continuing Education (Baseline: 105), Training for Existing Business and Industry (Baseline: 396) and Adult Education (Baseline: 1,039), by at least 25 percent by 2014.**

### **Target Audiences**

- Young adults 18-25 years of age and adults 26 and over
- Employers, teachers, healthcare workers and other professionals needing certifications
- Unemployed adults, women and homemakers returning to the workforce
- Managers & HR Directors who seek affordable professional development training for their employees
- People looking for new jobs, older adults/retirees, people who wish to learn specific skills, and high school dropouts, former Adult Education students, parents, teachers, counselors, administrators, alumni, business and industry and churches

### **Strategies**

1. Identify new partnerships and strengthen existing partnerships with business and industry.
2. Identify and target prospective business partners for employee training.
3. Research workplace trends and respond to demand for training.
4. Make programs convenient for working adults (workplace courses and evenings).
5. Market evening, weekend and short-term non-credit courses and degree programs to working students.
6. Market programs to working adults through advertising and events (e.g., job fair, campus tours).
7. Position Trenholm State as a center for professional development training.
8. Develop and market "soft skills and work ethics" packages for employees taking Adult Education (AE) and transitional study courses to the workplace.
9. Publicize success stories of business partners and their employees trained by Trenholm State.

10. Increase advertisement of training offered through Workforce Development/Continuing Education, Training for Existing Business and Industry and Adult Education.
11. Identify and implement the most effective way to target employers and working adults with Workforce Development course offerings.
12. Distribute press releases, public service announcements and paid advertisements to media outlets.
13. Advertise testimonials of former students regarding the quality of educational offerings through Adult Education, Continuing Education and Training for Existing Business and Industry.
14. Utilize instructors for the Adult Education, Continuing Education and Training for Existing Business and Industry programs to actively promote the programs and benefits to students.
15. Maintain current databases to use for targeted marketing efforts.

### **Goal 3**

**Create and implement marketing activities to increase the student retention rate of 45.53 percent in 2013 by 2 percent by 2014.**

#### **Target Audiences**

- Trenholm State students, faculty and counselors
- Parents
- High school administrators and counselors
- At-risk students

#### **Strategies**

1. Identify the courses and programs receiving the highest number of withdrawals.
2. Encourage the faculty to utilize Enrollment Management in reaching out to at-risk students.
3. Promote the variety of student services and resources available to students and faculty.
4. Make students feel welcome and valued through quality customer service.
5. Establish a "sense of belonging" among students through student activities, student organizations, and student ambassador program.
6. Invite students' families on campus for special events.
7. Provide customer service training semi-annually.
8. Identify high risk indicators on the COMPASS Assessment and Retention Management System (Noel-Levitz).
9. Conduct advisor training and provide seminars and workshops for faculty on increasing the awareness of impact of retention strategies on attrition.
10. Re-visit Early Alert System annually to evaluate its success.
11. Coordinate on-campus events including organizations, cookouts, seminars, etc.
12. Send e-mail to faculty requiring them to remind students that registration is fast approaching.
13. Promote enrollment of fall, spring and summer semesters and other classes as appropriate.



14. Disseminate regular communications of announcements through college-wide e-mails, streaming video, marquees, website, etc.
15. Use automated phone messages that will be delivered to students who have applied but not registered.

#### **Goal 4**

**Establish presence and position of Trenholm State as the first choice for education and training within the service area.**

#### **Target Audiences**

- Residents of service area
- Business and industry
- Montgomery Chamber of Commerce staff and membership
- Montgomery civic groups, students and churches
- Middle and high school teachers and counselors
- Media

#### **Strategies**

1. Conduct surveys to determine community perceptions of Trenholm State.
2. Identify education and training needs of Montgomery and surrounding communities
3. Offer classes at alternative location(s).
4. Build relationships through strategic placement of Trenholm State faculty and staff on appropriate boards and committees in the area. The President should encourage and faculty and staff should actively seek placement on appropriate boards and committees.
5. Disseminate press releases to the media to promote Trenholm State's enrollment, events, and programs. etc.
6. Increase advertising presence within service area and make Public Service Announcements.
7. Track annual enrollments by zip codes and programs to estimate student population and program needs.
8. Attend off-campus events and festivities.
9. Encourage members of the Marketing Committee to join local civic groups, attend community meetings, etc.
10. Advertise in all community publications to promote registration.
11. Advertise on county buses.

#### **Goal 5**

**Improve use of the Internet and other communications technology to enhance marketing efforts, instruction, and student services.**

#### **Target Audiences**

- Trenholm State faculty and staff
- Current and prospective students
- Former students
- Adults 26 and over

- Stop-Outs
- Distance learning students
- Military personnel
- Business and industry

## Strategies

1. Stay abreast of developing technology and maintain currency of technology at Trenholm State (i.e., hardware, software and training).
2. Present a professional image and effective communication on the Internet to demonstrate consistency with college publications and advertising.
3. Enlist professional help to improve web presence and effectiveness.
4. Utilize hot link from local Internet providers to the Trenholm State website.
5. Identify opportunities for enhancing instructional technology and marketing through interactive digital TV.
6. Expand distance learning course and program opportunities to meet the demands of target audiences once identified.
7. Keep mailing lists and databases current and purge data routinely to provide useful lists for targeted marketing efforts.
8. Improve department and faculty access to mainframe data.
9. Incorporate technological resources, services and training opportunities for employees.
10. Utilize electronic mail to develop an e-card to prospective students and parents.
11. Advertise the college through social media

## Goal 6

**Establish a distinct culture that defines H. Councill Trenholm State Technical College as the place to discover the following:**

- Opportunities for Success
- Quality Instruction and Service
- Diverse Community of Learners
- Accessibility and Convenience
- Cultural Opportunities
- Technological Opportunities
- Community, Business and Institutional Partnerships

## Target Audiences

- Advisory committees
- Media
- Trenholm State student organizations
- Trenholm faculty, staff and alumni
- Community leaders
- Community organizations

## Strategies

1. Build customer service program to enhance quality of service.

2. Feature the outstanding performance of Trenholm State employees in the employee newsletter, *Montgomery Advertiser* and other local media outlets.
3. Utilize local media to enhance instruction, cultural opportunities, and technology at Trenholm State.
4. Utilize local media to promote college events and other cultural opportunities.
5. Utilize the Internet and interactive TV to enhance instruction, cultural opportunities, and technology at Trenholm State.
6. Send alumni newsletter/e-card and use it to publicize partnerships. Feature faculty and alumni success stories.
7. Promote "points of pride" in the newsletter and the President's Annual Report and distribute the publications to advisory committees, faculty and staff, community leaders and all local elected officials.
8. Release stories to the media that reflect "points of pride."
9. Establish a faculty Speakers Bureau.

## **Goal 7**

**Establish institutional identity by marketing the crucial importance of Trenholm State and expounding the excellence of its mission.**

### **Target Audiences**

- Current and Prospective students
- Trenholm faculty, staff and alumni
- Business and industry
- Advisory committees
- Foundation Board Members
- Churches
- Montgomery Area Chamber of Commerce
- Media
- Community leaders

### **Strategies**

1. Use diverse media and creative messaging, a range of electronic, print, outdoor and direct mail.
2. Expand internal communications by coordinating messages via electronic, print and personal communication.
3. Enhance relations with media by providing innovative stories.
4. Enhance the College's web resources by providing specific pages for prime aspects of college functioning, serving both internal and external constituencies.

## Marketing Action Plans

1. Create positive perceptions through image building.
2. Establish recruitment teams to include students, faculty and staff.
3. Implement customer service programs to increase retention.
4. Enhance the awareness of course offerings to increase student enrollment.
5. Maximize the use of technology for promotion, student services and instruction.
6. Recruit workforce development, continuing education and training for existing business and industry students.
7. Market recruitment packages.
8. Conduct at least 25 on-campus events and tours annually.
9. Create and establish a unified voice and visual identity for Trenholm State.
10. Implement a public relations plan that provides information to media outlets on a continuous basis.

## Action Plan 1 Create positive perceptions through image building.

### Action Plan (Steps/Procedures/Assignments)

1. Conduct community perception surveys annually.
2. Disseminate Trenholm State's Viewbook and/or similar publications to high school students.
3. Release news stories on business partners and workers trained at Trenholm State.
4. Enlist professional help to improve web presence and effectiveness.
5. Distribute Annual Report early January to college governance, faculty, staff, and all elected officials.
6. Release stories to the media that reflect Trenholm States "points of pride," including graduate, student and faculty success stories.
7. Disseminate monthly newsletters to inform faculty, staff, community leaders, local business and industry highlighting "points of pride."
8. Conduct a customer service survey each semester.
9. Participate in college/career day activities.

**Timeline:** Begin Date: October 1, 2013 End Date: Ongoing

**Responsible Office:** Public Information Officer

**Evaluation Mechanisms:** Compare community perception survey results to previous community perception survey results annually

**When to Evaluate:** Quarterly

**Evaluator (s):** Director of Institutional Research and Advancement, Public Information Officer, Marketing Team, College Advisory Board Member

**Reports results to:** Dean of Student Services, Director of Institutional Research and Advancement.

## **Action Plan 2                      Establish recruitment teams.**

### **Action Plan (Steps/Procedures/Assignments)**

1. Identify knowledgeable recruitment team members at Trenholm State to maintain strong relationships with high schools within the service area.
2. Train recruitment team members.
3. Distribute viewbooks, program brochures and other promotional items.
4. Communicate with faculty at high schools to inform them of the availability of workshops at Trenholm State.

**Timeline:**                      Begin Date: October 1, 2013                      End date: Ongoing

**Responsible Office:** Recruitment

### **Evaluation Mechanisms:**

1. Reply card distribution during special events and track responses through the Office of Admission
2. Track Fall Term enrollments of recent high school graduates by high schools attended.

**When to Evaluate:** 1. Evaluate reply card throughout the year. 2. Track retention rates at the end of academic year.

**Evaluator (s):**                      Dean of Student Services, Director of Institutional Research and Advancement, College Advisory Board Member, MIS Director

**Report results to:**                      Dean of Student Services, Director of Institutional Research and Advancement

**Action Plan 3      Implement customer service program to increase retention.**

**Action Plan (Steps/Procedures/Assignments)**

1. Circulate ads and publications to keep student services and departmental registration areas informed about advertising messages.
2. Feature outstanding performance of employees in Trenholm State's *Update* newsletter.
3. Identify the courses and programs receiving the highest number of withdrawals.
4. Send progress reports to high school administrators and counselors regarding their graduates' performance at Trenholm State so that the high schools can evaluate the success of their college preparedness programs.
6. Ensure student satisfaction survey is completed each semester.

**Timeline:**                                      Begin date: October 1, 2013                                      End date: Ongoing

**Responsible Office:**                                      Dean of Student Services, Public Information Officer

**Evaluation Mechanisms:**

1. Track retention rate.
2. Track percentage of course/program withdrawals and reason(s) for withdrawal.
3. Track number of requests from faculty to Student Services for calls to at-risk students
4. Track number of student withdrawals each semester to determine percent of students re-enrolling during the academic year.

**When to Evaluate:**                                      End of each academic year.

**Evaluator (s):**                                      Dean of Student Services, Director of Institutional Research and Advancement, MIS Director, Public Information Officer

**Report results to:**                                      Dean of Student Services

## Action Plan 4 Enhance the awareness of Trenholm State and program offerings to increase student enrollment.

### Action Plan (Steps/Procedures/Assignments)

- Develop a positive working relationship with representatives of the area media outlet.
- Increase the number of press releases, public service announcements, and paid advertisements to local media outlets (newspaper, radio, television and magazine publications).
- Emphasize student success stories.
- Update current advertisements in local phone directories annually.
- Utilize college personnel to inform the public of opportunities at Trenholm State.
- Utilize alumni to disseminate information about Trenholm State.
- Distribute College publications/brochures detailing its program offerings.
- Utilize selected instructors in radio advertisements.
- Develop a website that is student oriented.
- Increase online advertising presence.
- Execute social media/networking campaign.

**Timeline:** Begin date: October 1, 2013 End date: Ongoing

**Responsible Office:** Student Services, Public Information Officer, Recruitment

**Evaluation Mechanism:** (1) Track semester enrollment. (2) Track inquiries regarding the College's programs. (3) Track articles appearing in the media.

**When to Evaluate:** End of academic year

**Evaluator(s):** Dean of Instruction, Public Information Officer, College Advisory Board Member, Recruiter

**Report Results to:** Dean of Student Services, Dean of Instruction



**Action Plan 5 Maximize the use of technology for promotion, student services and instruction.**

**Action Plan (Steps/Procedures/Assignments)**

1. Utilize hot link from local Internet providers to the College’s web site.
2. Improve departmental and faculty access to mainframe data to ensure proper student advisement and appropriate scheduling of classes.
3. Incorporate technological resources, services and training programs for employees.
4. Categorize e-mail addresses for more effective internal communication.
5. Provide students access to computers and the Internet.
6. Publicize state-of-the-art technology.
7. Identify opportunities for enhancing instructional technology and marketing through interactive digital TV.
8. Enhance opportunities for online registration and orientation.
9. Keep mailing lists and databases current and purge data routinely to provide useful lists for targeted marketing efforts.
10. Identify target audiences for distance learning and instructional TV courses and determine effective methods of marketing to those target audiences.
11. Promote distance learning courses (e.g., computer courses) on the Internet.
12. Promote Cisco and Microsoft certification training opportunities.
13. Enhance the website so that it will serve as the College’s first level marketing tool and reflect the institutional mission of the College.
14. Publicize student-oriented activities through traditional and social media.

**Timeline:** Begin date: October 1, 2013 End date: Ongoing

**Responsible Office:** Assistant Dean of Information Technology, Public Information Officer, Management Information System (MIS), Institutional Research and Advancement.

**Evaluation Mechanisms:** Compare technological advancements/soundness to other colleges, business and industry.

**When to Evaluate:** End of academic year

**Evaluator (s):** Dean of Instruction, Assistant Dean of IT, Dean of Development and Dean of Student Services

**Report results to:** Institutional Research and Advancement, Dean of Instruction, Dean of Workforce Development

**Action Plan 6      Recruit Students for Workforce Development,  
Continuing Education and Training for  
Existing Business and Industry Students**

**Action Plan (Steps/Procedures/Assignments)**

1. Identify top 20 employers.
2. Research workplace trends and respond to demand for training.
3. Investigate opportunities to make complete programs available for working adults by offering courses on-site at workplace or during evenings and weekends.
4. Market evening, weekend and short term courses and degree programs to working students.
5. Promote benefits of employee training.
6. Develop and market re-certification packages for teachers after school or during summer term; take the re-certification courses to the schools/workplaces.
7. Develop and market "soft skills and work ethics" packages taking Adult Education and developmental studies courses to workplaces.
8. Develop and market a pre-employment assessment program.
9. Utilize and integrate vocational rehabilitation programs in recruitment efforts.
10. Design programs tailored specifically for the needs of local business and industry.
11. Disseminate calendar of events planned for each semester.

<b>Timeline:</b>	Begin date: October 1, 2013	End date: Ongoing
<b>Responsible Office:</b>	Dean of Workforce Development, Public Information Officer	
<b>Evaluation Mechanisms:</b>	Track workforce education enrollments at the end of each quarter.	
<b>When to Evaluate:</b>	Quarterly	
<b>Evaluator (s):</b>	Director of Institutional Research and Advancement, College Advisory Board Member, MIS Director, Office of Admissions, Dean of Student Services, Workforce Development Division	
<b>Report results to:</b>	Dean of Instruction, Dean of Workforce Development, Dean of Student Services, Dean of Development/Campus Director	

**Action Plan 7                      Market recruitment package.**

**Action Plan (Steps/Procedures/Assignments)**

1. Research current allocation and distribution of scholarship dollars; establish and market department-to-student scholarship recruitment packages.
2. Develop and market special curricula for select groups of students (i.e., the Trenholm State Honors Program).
3. Develop and market a "computer training/college credit/job opportunities" package.
4. Distribute scholarship newsletter to counselors and currently enrolled students.
5. Develop a range of marketing publications that cover the core educational opportunities of the College.

**Timeline:**                      Begin date: October 1, 2013                      End date: Ongoing

**Responsible Office:**                      Dean of Student Services, Enrollment Management

**Evaluation Mechanisms:**                      Track publicity of scholarship awards.

**When to Evaluate:**                      Each semester

**Evaluator (s):**                      Dean of Student Services, Dean of Instruction,  
College Advisory Board Member

**Report results to:**                      Dean of Student Services/Dean of Instruction

**Action Plan 8****Conduct at least 25 on-campus events and tours annually.****Action Plan (Steps/Procedures/Assignments)**

1. Identify and evaluate existing on-campus events.
2. Identify "contact person(s)" for each event.
3. Develop standard special event guidelines for on-campus events (for example, invitations, handouts, refreshments, giveaway items, promotional items, student ambassadors, etc.)
4. Implement system for posting and keeping current "calendar of events and important dates" on public information display and the College's web site.
5. Develop and maintain database/ mailing list(s) and mail "calendar of events and important dates" postcards and other special event announcements.
6. Continue training and develop guidelines for student ambassadors conducting campus tours.
7. Implement "Educators on Campus" program for high school teachers and counselors and expand to include social services agencies.

**Timeline:** Begin date: October 1, 2013 End date: Ongoing

**Responsible Office:** Public Information Officer, Admissions Director, Student Services Office

**Evaluation Mechanisms:** (1) View book and other reply cards distributed during special events and track response through Student Services. (2) Track fall term enrollments of recent high school graduates by high schools attended. (3) Compute responses from reply card for each special event at the end of each semester. (4) Track enrollment of students at the end of the each academic year. (5) Track retention rates at the end of each academic year.

**When to Evaluate:** At the end of each semester.

**Evaluator (s)** Dean of Student Services, Student Activities Coordinator

**Report results to:** Dean of Student Services/Director of Institutional Research and Advancement

## **Action Plan 9    Create and establish a unified voice and visual identity for Trenholm State.**

### **Action Plan (Steps/Procedures/Assignments)**

1. Create a college logo committee to work with an outside company to develop a new college logo.
2. Create new college logo
3. Establish new college tagline
4. Create 50<sup>th</sup> anniversary logo
5. Use parking decals as marketing tools

**Timeline:**                                      Begin date: October 1, 2013                                      End date: Ongoing

**Responsible Office:**                                      Marketing Director and Public Information Officer

**Evaluation Mechanisms:** Evaluate Perception and student survey results

**When to Evaluate:**                                      At the end of summer semester

**Evaluator (s)**                                      The Marketing Committee

**Report results to:**                                      President,

**Action Plan 10    Implement a public relations plan that provides information to media outlets on a continuous basis.**

1. Develop an annual media schedule for recurring stories, events, activities, etc.
2. Send out articles and feature stories related to college initiatives, events, programs, etc.
3. Maintain and update media contact list
4. Develop “creating success” database
5. Compile administration/faculty achievement and expertise inventory.

**Timeline:**                                      Begin date: October 1, 2013                      End date: Ongoing

**Responsible Office:**                      Public Information Officer, Student Services Office

**Evaluation Mechanisms:** (1) Evaluate perception and student survey results (2) Track fall term enrollments (3) Compute responses from reply card for each special event at the end of each semester.

**When to Evaluate:**                      At the end of each semester.

**Evaluator (s)**                                      Dean of Student Services

**Report results to:**                      Dean of Student Services

## **MARKETING ACTIVITIES/PROMOTIONAL STRATEGIES**

The following methods are integral to achieving the marketing goals of the college.

However, funding resources may impact the ability to implement all of the planned activities.

### **Website**

The College website is the first contact that most prospective students will have with the College. Therefore, this communication channel should be utilized as the College's number one marketing tool. While we have invested in some website improvements, it is crucial that we continue to evaluate and make improvements. We must develop a process for regularly evaluating all information shown on the website. We need to systematically assess the data regarding the hits per day, how long visitors stay, where they spend time, etc. Monitoring this data to track the effectiveness of campaigns and marketing initiatives will help us measure the impact of our efforts. It is believed that this is an excellent time to closely monitor our website so that we may maximize our full enrollment potential.

### **Community Outreach/Public Relations**

- Provide key messages/materials to Trenholm State faculty and staff to increase their ability to raise support and advocate for the College.
- Provide employees with current and relevant stories and information for presentations.
- Ensure a consistent look to posters, fliers, brochures, etc.

### **President's Outreach**

- Ensure that the President is visible to the public by establishing an ongoing schedule of community activities.
- Coordinate electronic communications to individuals identified as key supporters.

- Ensure that the President is visible in college newsletters.
- Create a *President's Corner* section in the monthly newsletter

### **Business Partnerships**

- Partner to maximize advertising efforts and communication opportunities that demonstrate the mutually beneficial relationship between the College and the business community.
- Establish ongoing relationships with key business leaders to keep them up-to-date of college activities.

**Brand Development-** College branding begins with the internal structure of the College. Before we extend outside of the college, we must educate the faculty, staff and students so that they may effectively share our key messages and improve word-of-mouth communications.

- Create a College Brand Guide for faculty and staff that can be used as a quick reference for key messages, graphics standards and suggestions for developing written and verbal communications.
- Coordinate brand training for faculty, staff and the Marketing Committee.
- Create and distribute information to include proper use of the correct logo, use of correct colors; make sure stationery is consistent.

**Events-** Support the planning and promotion of key events for the purpose of community outreach and student recruitment.

**Promotional Items-** Coordinate the production of branded promotional items for distribution at various events to support recruitment activities.

### **Media and Public Relations**

- **Media Planning-** Determine the appropriate media mix for college promotions.



This will include a media strategy targeted for specific audiences, a flowchart summarizing the action elements of the strategy and will prioritize optimizing relationships.

- **Earned Media-** Update PR plan to include editorial opportunities and secure publicity to feature important college events and accomplishments.
- **Media Placement-** Negotiate rates, place media, track and evaluate media placements.
- **Social Media-** Develop a strategy for utilizing social media tools to promote the College and provide opportunities for students to connect via these tools.

## **EVALUATION**

This plan provides a detailed description of the activities that will create a strong marketing initiative for Trenholm State Technical College. Through frequent evaluations, the College will determine if goals were achieved within the scheduled time and if marketing strategies enhanced the College's goals and mission to contribute to the accomplishments of said objectives in academics, alumni relations, student recruitment, image building and/or relations with business and industry.

The College will use assessment tools to evaluate and utilize input from the College's Marketing Team to measure progress. Through evaluation and research, the College will adapt or supplement its marketing strategies to meet the overall objectives of the plan. The objectives and strategies are flexible and can be amended to meet the specific and periodic needs of the College.

The results of this marketing plan will be evaluated and will assist the College in the development of future plans to meet long-range goals and objectives. Activities will be prioritized according to the budget and updated to meet the changing needs of the College.

The Marketing Plan is submitted to the President's Cabinet for review and final approval each year.

# MARKETING PLAN

## 2013 –2014

**Trenholm***State*  
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