



ACHIEVING **DREAMS**

Student Success
Starts Here!

MARKETING AND COMMUNICATIONS PLAN

UPDATED: SEPTEMBER 2013

EXECUTIVE SUMMARY

Key Messages

Student Success Starts Here!

Start Your Career Here!

Real Education. Real Results.

Lane Community College provides high quality, affordable education

Lane Community College offers more than 50 Career and Technical programs

Lane Community College is a leading partner in the business community

Goals

1. Increase enrollment
2. Deepen engagement
3. Create strategic communications

Situation Analysis

Current marketing efforts focus on student recruitment, retention, and building relationships and partnerships with community and business leaders.

This year, Lane will launch a focused recruitment effort to increase enrollment across all demographics, including traditional transfer, career and technical, international, and continuing education students.

The March 2013 launch of Lane's redesigned website enhanced Lane's critical marketing tool, assisting in improving our ability to recruit and retain students. Lane will maintain an invigorated and consistent outreach effort that will focus on strengthening awareness of Lane's affordable, high-quality programs and services. The development of a strategic communications goal will help leverage greater awareness of Lane and support ongoing strategic marketing efforts to increase enrollment.

Summary

This Marketing & Communications plan was developed based on our belief that Student Success Starts Here. We have raised the level of awareness about Lane and the engagement with Lane significantly. This important work has established a foundation for us as we continue to focus on the goal of increasing enrollment. Lane will launch a targeted recruitment effort, while maintaining continued focus on strategic communications.

GOALS

1. Increase Enrollment

Lane will focus on increasing outreach to high school students, teachers and counselors, recent high school graduates, and parents. Although our primary objective is to increase enrollment in transfer and Career and Technical programs, we will also work to increase enrollment of international students and those pursuing Career and Technical degrees/certificates.

Increasing awareness of Lane's programs will require tailoring each marketing effort to the expectations and abilities of target audiences. The overarching campaign is 'Student Success Starts Here!' and includes 'Start At Lane' and 'Start Your Career Here.'

Key messages for recruitment encompass tuition savings and quality program opportunities. Marketing efforts will include specifically promoting the 50-plus Career and Technical programs at Lane.

An effective website is the primary tool for recruitment and retention and is also one of the first points of contact a prospective student has with Lane. With the site's launch in March 2013, users now experience a simple platform with landing pages for each user type, mega menus, and a more engaging design with relevant and up-to-date content. This year we will work to ensure program pages are well written, consistently formatted, and most of all, a valuable resource.

2. Deepen Student Engagement

Engaging students means involving them in the conversation. Regular interaction with students, faculty, and staff establishes connections and builds valuable relationships. Everyone at Lane has an important role to play. When students are engaged, they take ownership of their commitment to Lane and are more invested in the success of their education. Student engagement leads to increased enrollment and retention.

Many of the strategies used to attract new students can also serve to increase their level of engagement. We have expanded our involvement in social media platforms and will continue monitoring social media trends. Participation in online conversations provides us with a better understanding of our students' interests and needs.

Campus branding elements, e.g. RTEC mural, on and off campus events, branded giveaways, and the increased involvement of the college mascot, Ty, help generate student engagement.

3. Create Strategic Communications

Lane will be more strategic with all outreach and communication efforts. This includes continuing to build relationships with both traditional and non-traditional media. Establishing consistent and more frequent connections with media will enhance Lane's ability to promote our stories and key messages with the broader community. We will evaluate our activities to determine which media outlets may best communicate our message or story and develop a calendar for media outreach and opportunities. Lane will continue to engage established businesses and organizations to help us promote Lane news, activities, and other key Lane communications. We will also continue to evaluate our communication channels to strategically and effectively use every opportunity to promote Lane and support marketing efforts to enhance engagement and increase enrollment.

Lane will launch a new webpage, lanecc.edu/newsroom, which will contain up-to-date images and video, news releases, stories about Lane, contact information, and facts to make it easier for media and the community to get accurate and current information about Lane. The page will also focus on enhancing the ability of staff and departments to better advocate for Lane in their social and professional networks. The Newsroom page will play a key role in our ability to share our own stories and stay in front of media trends.