



MARKETING AND
COMMUNICATIONS PLAN

UPDATED: JANUARY 2015

EXECUTIVE SUMMARY

Key Messages

Lane is the community's college.

Lane is an economic development engine.

Lane faculty and staff are committed to student success.

Marketing Campaign Themes

Student Success Starts Here

Start Your Career Here

My Success Started Here

Real Education. Real Results.

Goals

1. Increase enrollment
2. Maximize student retention
3. Strengthen strategic communications

Situation Analysis

Lane is the community's college. We offer academic opportunities for students and play an important role in the local economy. We are a national leader in community college education and a premier provider of workforce training in Oregon.

Lane celebrated its 50th Anniversary on October 19, 2014. Marketing and communication efforts brought the community together to celebrate the history and success of Lane during the past 50 years. This important milestone presents an opportunity for the college to continue raising awareness and support for Lane and future initiatives.

While the nation's economy continues to improve, Lane's enrollment has declined as our potential students enter the workforce rather than pursue their education. This trend is common during times of economic recovery, and community colleges around the nation face similar challenges along with declining financial support from governmental sources.

While Lane adapts to decreased enrollment, marketing efforts will focus heavily on student recruitment and retention as well as building relationships and partnerships with community, business, and governmental leaders. Strategic communication efforts will focus on reaching target audiences with our key messages. In Spring 2014, Marketing became involved with a comprehensive project to develop a Strategic Enrollment Management plan, the results of which will focus our work and resources.

GOALS

1. Increase Enrollment

Lane will focus on increasing outreach to high school students, teachers and counselors, recent high school graduates, and parents. We will utilize a variety of media and materials to accomplish this. Our primary objective is to increase enrollment in transfer and Career Technical programs.

The overarching marketing campaign themes include "Student Success Starts Here," "My Success Started Here," "Start At Lane," "Start Your Career Here," and "Real Education. Real Results." Key messages for recruitment encompass cost savings, smaller class sizes, myriad degree and career path options, and the high-quality education.

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. We will continue to augment the website by developing content and navigation cues designed specifically to reach prospective students and their parents.

Social media also plays an important role in recruitment efforts. Through targeted advertising, engaging content, and creative messaging, social media allows us to supplement campaign messaging in a form that is relevant to high school students, recent graduates, and other prospective students.

2. Maximize Student Retention

Retention efforts will focus on increasing student engagement. When students are engaged, they take ownership of their commitment to Lane and are more invested in the success of their education. Upon graduation, they become advocates for the college and are more likely to support the Foundation. Regular interaction with other students, faculty, and staff establishes connections, builds valuable relationships, and strengthens students' resolve to persevere and achieve their dreams.

To help increase student engagement, we will deepen our involvement in social media platforms with a strong emphasis on developing engaging content that generates conversations. Online advertising with strong calls to action will be used to communicate about important deadlines critical to retaining current students.

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

3. Strengthen Strategic Communications

Employing an "Engagement First" approach to strategic communications, we will focus on incorporating and repeating the college's key messages at every opportunity using a variety of communication tools and channels. More emphasis will be placed upon identifying the correct target audience for each type of communication and reaching that audience through the most effective means.

Recognizing that listening is an important piece of the communications model, we will seek to engage the community through events designed to solicit input and feedback. Social media will also be an outlet for listening, starting conversations, and strengthening engagement with target audiences.

Lane's communications team will continue 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 within the broader community.

We will assess our activities to determine which communication channels may be most effective for delivering key messages and stories. This assessment will also help us refine our calendar for media outreach and identify opportunities for earned media that directly support marketing efforts to increase enrollment and retention.

CONCLUSION

Student success starts here at Lane Community College! By utilizing strategic marketing and communications, we continue to build awareness about Lane's important role as the community's college. This valuable work has established a strong foundation as we continue to focus on the goals of increasing enrollment, maximizing student retention, and strengthening strategic communications. As we look toward the future, our marketing and outreach efforts will help set the stage for initiatives to expand opportunities for student success and reinforce our role as the community's college.