



Lane

Community CollegeSM

MARKETING AND PUBLIC RELATIONS

2015/16 YEAR IN REVIEW

Student Success
Starts Here!

Introduction

This document is produced by the Marketing and Public Relations (MPR) department. It is a review of the primary 2015/16 marketing activities and accomplishments. Examples shown in this document do not represent all marketing and communications work for the academic year but act as references for specific campaigns and projects. The efforts outlined in this document were specifically created to reach our target audiences and accomplish the strategic objectives of our overarching marketing plan.

These include:

- Increase enrollment
- Maximize student retention
- Strengthen strategic communications

Social Media

Social media continues to be one of the most important communication tools we use to engage with our diverse audiences. It is a highly effective tool for sharing campus updates and important information with students. It also provides Lane with an opportunity to reach prospective students and supporters in the community who are seeking more information. By implementing carefully planned social media strategies, we have increased positive engagement and the number of followers on each platform.

2015/16 Social Media Statistics:

Increased Facebook followers by 1,376

Increased Twitter followers by 529

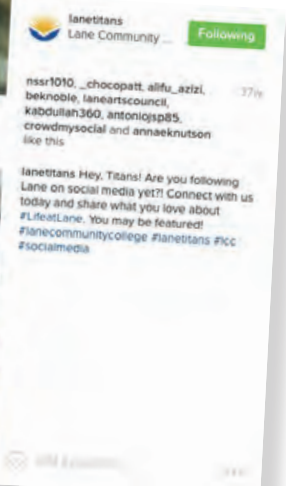
Increased Instagram followers by 138

Total number of followers as of June 10, 2016:

Facebook: 14,002

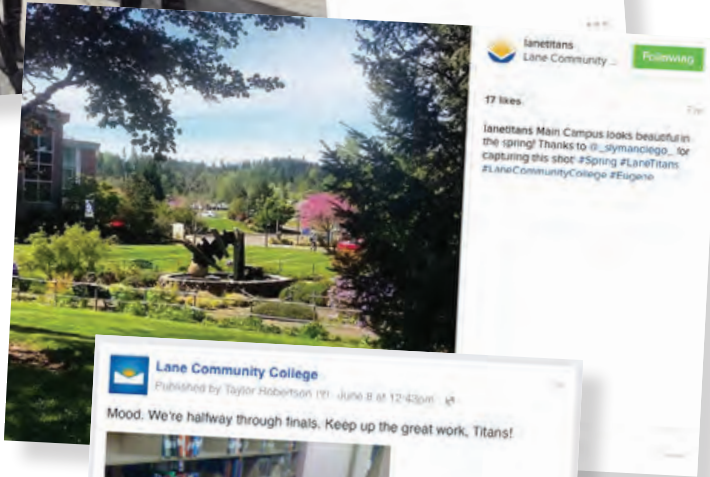
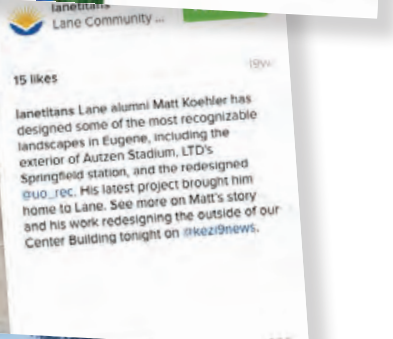
Twitter: 1,949

Instagram: 425

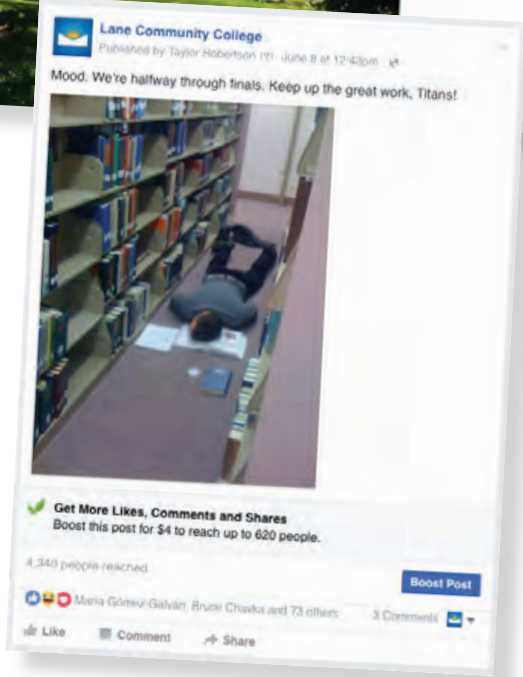


Twitter, Instagram and Facebook posts

Social Media cont.



Twitter, Instagram and Facebook posts

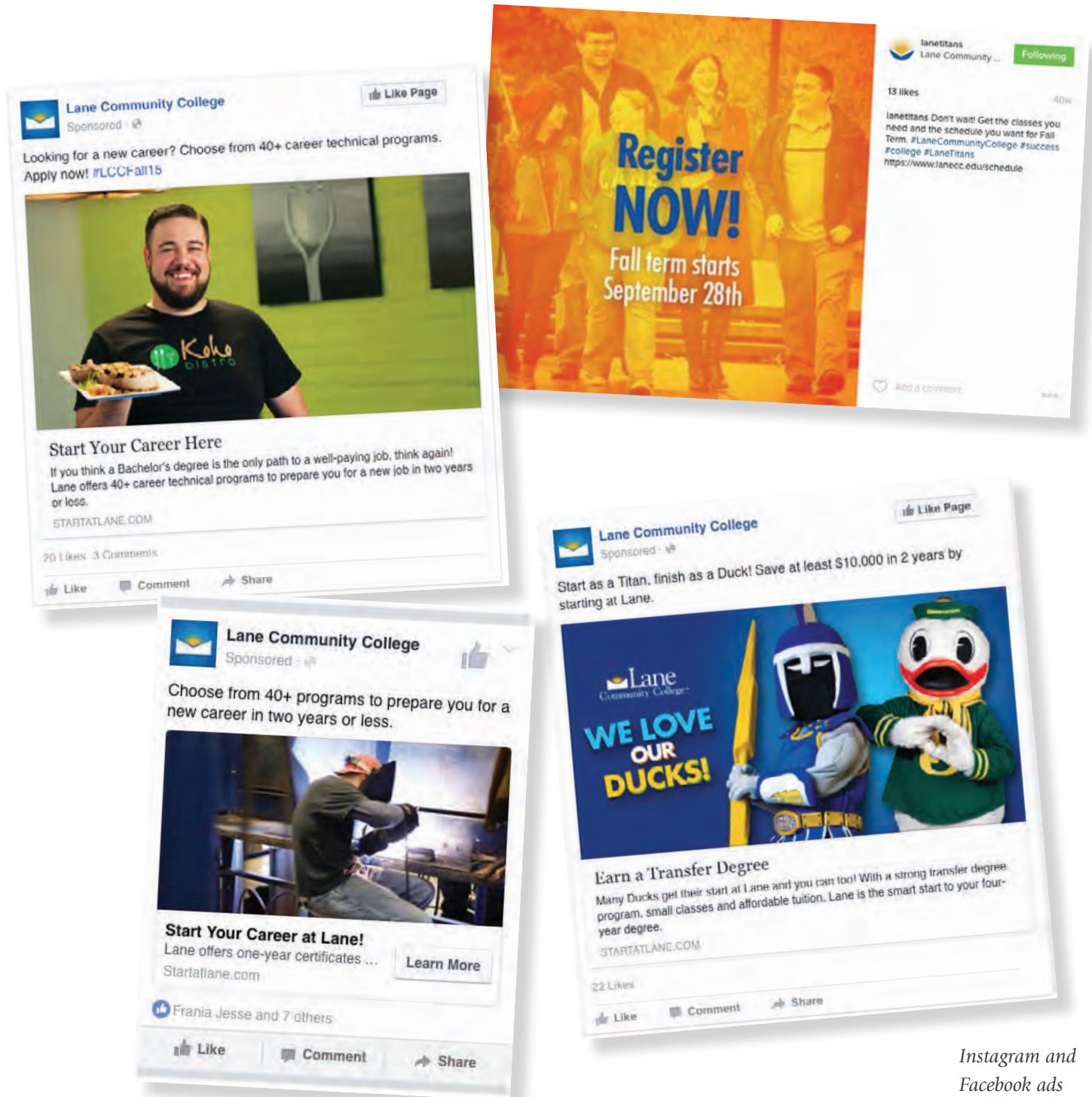


Social Media Advertising

In addition to developing high-quality social media content, we also created numerous social media advertising campaigns throughout the year. We designed Facebook and Twitter ads to support recruitment efforts and promote individual programs at the college.

Return on Investment:

- Recruitment campaigns resulted in: 16,474 visits to website landing pages and 1,502,222 ad impressions



Instagram and Facebook ads

Social Media Advertising cont.

Instagram
lanetitans Sponsored

START TODAY!

lanetitans Summer is a great time to knock out a few credits. The term starts 6/20. Enroll today!

[LEARN MORE](#)

Lane Community College
May 16 at 4:04pm · 🌐

Registration for both Summer Term and Fall Term is open now!

Don't Monkey Around REGISTER NOW!

Registration | Enrollment and Student Financial Services | Lane Community College
If you have questions or concerns about your registration, you can contact Enrollment Services. RegistrationLane has an intuitive registration system in...
LANECC.EDU

1,145 people reached

Lindsay Johnson, McKenzie Houghton and 9 others

Like Comment Share

1,145 People Reached		
19 Likes, Comments & Shares		
12 Likes	11 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
5 Shares	4 On Post	1 On Shares
20 Post Clicks		
0 Photo Views	10 Link Clicks	10 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Instagram and Facebook ads

Lane Community College
Written by Mindy DeForest · March 30 · 🌐

Start your career or 4-year degree at Lane. Enroll for Summer term today!

Summer Term Starts 6/20!
Whether you're looking for a 4-year degree or to start a new career in two years or less, Lane is the smart start to your future! Summer Term starts 6/20. Enroll today!
WWW.STARTATLANE.COM

13,026 people reached

Boost Post

Like Comment Share

Like Page

Lane Community College
Published by Kayla Gordon · May 31 at 3:47pm · 🌐

Hey Titans! Get a jump start on Fall Term by knocking out a few credits this summer. Classes start 6/20. Register today!

Registration | Enrollment and Student Financial Services | Lane Community College
If you have questions or concerns about your registration, you can contact Enrollment Services. RegistrationLane has an intuitive registration system in...
LANECC.EDU

Lane Community College
Sponsored

Get paid to help people breathe! Respiratory Therapists play a crucial role in healthcare.

Start Your Career Here!
Lane's Respiratory Care Program will prepare you for a career as a Registered Respiratory Therapist. Prerequisites are required for program admission; start working towards your new career today!
WWW.LANECC.EDU/RC

[Learn More](#)

Lane Community College
Sponsored

Want to get into the medical profession? Start your career as a Respiratory Therapist!

Start Your Career Here!
Lane's Respiratory Care Program.
WWW.LANECC.EDU/HP/RC

[Learn More](#)

Lane Community College
Sponsored

Knock out a few credits and meet new people! Summer term starts 6/20. See you there!

Why Wait for Fall?
Whether you're looking for a 4-ye...
WWW.STARTATLANE.COM

[Learn More](#)

Spark Academy/Personnel Recruitment

Along with our student recruitment social media campaigns, we also created and implemented campaigns to support various programs and departments, including Spark Academy and Personnel Recruitment for an Engineering Instructor.

For the Spark Academy, we targeted families in Eugene/Springfield with preteen age children. The Personnel Recruitment campaign focused on people in the United States with a Master's or Doctorate Degree in Mechanical Engineering, Physics or Civil Engineering.

Return on Investment

Spark Academy:

- Total clicks to Spark Academy landing page: 278
- Total impressions: 48,920

Personnel Recruitment:

- Total clicks to the Engineering Instructor Job posting: 337
- Total impressions: 26,630

The collage features five Facebook advertisements:

- Top Right:** "Summer Day Camps at Lane" - Promotes digital day camps for 4th-8th graders with programs like Minecraft, Coding, Game and Music Development. Registration begins 4/18.
- Middle Left:** "Technology Day Camps" - Promotes full- and half-day summer camps for kids with programs from Minecraft to 3D Design. Registration begins 4/18.
- Middle Right:** "Technology Day Camps" - Similar to the middle left ad, promoting STEM and creative arts activities.
- Bottom Left:** "Register today!" - Promotes Spark Academy for 4th-8th graders, featuring a student working on a laptop in front of a chalkboard with math and diagrams.
- Bottom Right:** "Teach Engineering at Lane" - Promotes an Engineering Instructor position, featuring a smiling man in front of a whiteboard with mathematical equations.

Facebook ads

Public Relations/Strategic Communications

This was the second year of the college's robust communications strategy to help showcase the role Lane plays in the broader community and the quality of Lane's people and programs. Media outreach focused on stories that highlighted Lane's strengths through individual projects and people.

This year, our culinary arts program partnered with the NBC 16 morning show on a series of instructional culinary stories as part of NBC 16's "In the Kitchen" segment. Each month, a different chef showed the community how to cook a particular dish in Lane's Renaissance Room kitchen. Chefs have included Lane instructors, students, and community partners. Coverage extended beyond TV and onto social media, where photos from In the Kitchen shoots have been used as the NBC 16 Facebook page cover photos. The partnership approach also helped with a series of stories about the first annual Food Scene Eugene event, which included an in-studio live shot as well as local reporters and anchors as judges.

It must also be noted that the fall started out with tragedy at nearby Umpqua Community College. The reverberations from this event were felt on Lane's campus and in the community at large, and raised significant questions about what it means to be safe on campus. These issues were handled according to the strategic communications plan.

Many of the positive news stories focused on individual people or projects to help showcase Lane's strengths. These stories included Lane biology instructor Stacey Kiser when she was named the national science teacher of the year, Lane alumni Matt Koehler who designed the newly remodeled Center Building Plaza, and the "tiny house" created by Lane construction technology students.

The following are some of the top stories resulting from strategic communications work for 2015/16:

- LCC offers earthquake preparedness class
- Persistent hot weather could change Oregon's climate
- Adidas becomes the new brand of LCC athletics
- New LCC student center 'adds to the sense of community'
- Lane CC students react to the shooting on Umpqua CC campus
- Grief counselors weigh in on dealing with aftermath of traumatic events
- Oregon college shooting: other colleges pitch in to help Umpqua restart
- LCC opens renovated Renaissance Room
- LCC adds soccer, volleyball programs
- High School Athletes React to New LCC Sports Lineup
- "To have my teacher win, it's kind of an honor"
- LCC Dental Programs Receive Glowing Reviews
- LCC Spotlights Its RV Training Programs
- Springfield students look at career paths offered through LCC
- LCC to host free financial aid and scholarship workshop
- David Bowie: 'Play his music. It will live on forever.'
- LCC Gym Open to the Public
- LCC grad designs center building plaza

Public Relations/Strategic Communications cont.

- LCC Celebrates Newly-Renovated Center Building
- LCC celebrates grand opening of Center renovations
- LCC's Spilde plans to retire in 2017
- Lane County students engage in hands-on learning for possible manufacturing careers
- High school senior doesn't shy away from man's world of manufacturing
- A Taste of Lane preview
- LCC students build tiny house
- Spark Academy: Camp helps kids unlock code behind computer games
- LCC offers free massages after marathon
- LCC restores native language classes
- Culinary appeal: hundreds attend the inaugural food festival at LCC
- Food Scene Eugene, a local food and drink festival, attracts hundreds to LCC
- Week-long Memorial Day celebration begins at LCC



Media coverage at Lane (clockwise from upper left): Stacey Kiser Biology Teacher of the Year; In the Kitchen; Spark Academy; Lane Grad Designs Center Building Plaza

Viewbook Redesign

This past year, we undertook an extensive redesign of the Viewbook, which is an important recruitment piece for the college. The new design is much more compact than previous versions and feels fresh, youthful, and modern.

The Viewbook features bright colors, friendly images and “quick facts” sprinkled throughout. It also includes sections highlighting programs and degrees, athletic teams, housing and clubs, and costs to attend.



Top: Viewbook interior pages
 Bottom right: Viewbook cover

Recruitment Folder

To support recruitment efforts, we redesigned the recruitment folder to complement the Viewbook. The Recruitment office and Counseling & Advising use the folder to provide resources and materials to new and prospective students.



Top: Inside of folder

Bottom (from left to right): Front of folder and back of folder

2015 Fall/Winter Recruitment Campaigns

“Student Success Starts Here” is a key marketing message for the college and represents the college’s core mission. The Fall and Winter Recruitment Campaigns were designed to reinforce this message by showcasing stories and photography of four successful Lane students or graduates. These featured alumni appeared on billboards and bus boards as well as in social media posts, ads and videos.

Other placements warranted more general recruitment messaging highlighting transfer options and our 40+ CT programs. These messages were communicated in digital display ads on mobile and desktop platforms, posters inside LTD buses, and also in print ads in select publications.

Advertising channels utilized during the Fall and Winter Recruitment Campaigns (July-December 2015):

- Billboards throughout Lane County
- Bus boards on the passenger loading side of LTD buses
- Interior bus posters
- Print ads
- Radio ads
- Social media posts and ads
- Digital display ads on mobile and desktop

Return on Investment

- 4,880 page views at startatlane.com
- 979 referrals from startatlane.com to lanecc.edu
- 70 clicks on “Steps to Enroll”



Left: Billboard
Below: Bus board



2015 Fall/Winter Recruitment Campaigns cont.

Lane Community College™

Start Your Career Here!

Tanya Guidry
Lane Alum - Nursing

Jake Reed
Lane Alum - Culinary Arts

Prepare for a new career in two years or less

Lane offers more than 40 cutting-edge career technical programs that lead to certificates and degrees. All of these options have an internship component through Lane's Cooperative Education program, which will enhance your resume and make you more competitive for jobs. In fact, 79.6% of Lane career technical graduates find jobs in their chosen fields.

Choose from 40+ Career Technical Programs

- Accounting
- Administrative Office Professional
- Automotive Technology
- Aviation Maintenance Technician
- Business Assistant
- Computer Information Systems
- Computer Information Systems: Health Informatics
- Computer Network Operations
- Computer Programming
- Computer Simulation and Game Development
- Computer Specialist
- Construction Technology
- Construction Trades, General Apprenticeship
- Culinary Arts and Food Service Management
- Dental Assisting
- Dental Hygiene
- Diesel Technology
- Drafting
- Early Childhood Education
- Electrician Apprenticeship Technologies
- Energy Management Technician
- Energy Management: Renewable Energy Technician
- Energy Management: Building Controls Technician
- Exercise and Movement Science
- Fitness Specialist
- Fabrication/Welding Technology
- Flight Technology
- Geospatial Information Science and Technology
- Graphic Design
- Health Records Technology
- Hospitality Management
- Human Services
- Human Services: Criminal Justice
- Human Services: Juvenile Corrections
- Industrial Mechanics and Maintenance Technology
- Manufacturing Technology
- Manufacturing Technology: Basic Manufacturing/Machining Technician
- Manufacturing Technology: Computer Numerical Control Technician Option
- Medical Office Assistant
- Multimedia/Web Design
- Nursing
- Occupational Skills Training
- Paramedic (EMT)
- Physical Therapist Assistant
- Respiratory Care
- Retail Management
- Sustainability Coordinator
- Water Conservation Technician
- Watershed Science Technician

startatlane.com

Save \$10,000 on your degree!

Lane Community College™

Apply NOW for Fall Term

The smart start to your 4-year degree

Lane Community College™

Kevin Laska
Lane Graduate

Apply NOW for Fall Term

Student Success Starts Here!

Lane Community College™

Jake Reed
Lane Graduate

Transfer degrees & 40+ career programs

Lane Community College™

Jake Reed
Lane Graduate

Apply NOW for Fall Term

Apply NOW for Fall Term

Above: Print ad
Right: Digital ads
Below: Interior bus poster

Prepare for a new career in 2 years or less!

Lane Community College™

Tanya Guidry
Lane Alum - Nursing

startatlane.com

T-shirts: Fall Student & Register Now

This year we developed two different t-shirt designs. First, we created T-shirts that were handed out to students in the fall. These shirts employed a minimalist typeset that read simply “Lane Titans.”

In the spring, we designed T-shirts for faculty, staff, and student ambassadors to wear at intercept events to encourage current students to register for summer and/or fall terms.



*Top right: Fall shirt design
Above and right: Front and back design
of Register Now shirt*

Student Life Logo

We worked with the Student Life & Leadership Development department to create logos to help brand their programs and student activities center. These new logos adhere to Lane's graphic standards to ensure consistency and unity of the Lane brand.



*Top: Student Life logo
Bottom: Center for Student
Engagement logo*

Game Day Print Ads

To highlight Lane's support of local schools and athletic teams, we developed ads for high school football and basketball programs and the UO's Daily Emerald Game Day editions.

GO LANCERS!
FEEL THE POWER

We're cheering for you on the court and in the classroom.
Start **YOUR** future here!

GO IRISH!
FEEL THE POWER

We're cheering for you on the field and in the classroom.
Start **YOUR** future here!


Lane Community College™
startatlane.com
AA/EEO/Veterans/Disabilities Employer


Lane Community College™

WE LOVE OUR DUCKS!



START AS A TITAN, FINISH AS A DUCK

A lot of Ducks get their start at Lane!
With a strong transfer degree program and cost savings of at least \$10,000*, Lane is the smart start to your four-year degree.

startatlane.com

*Compared to University of Oregon tuition and fees

Left: High school football and basketball program ads
Above: Game Day ad

2016 Spring/Summer Recruitment Campaigns

For the Spring and Summer Campaigns, we refreshed the billboard and bus board artwork to highlight the value of investing in a college education. We continued to utilize social media in our recruitment efforts through boosted posts and sponsored content.

Advertising channels utilized during the Spring and Summer Recruitment Campaigns (January-June 2016):

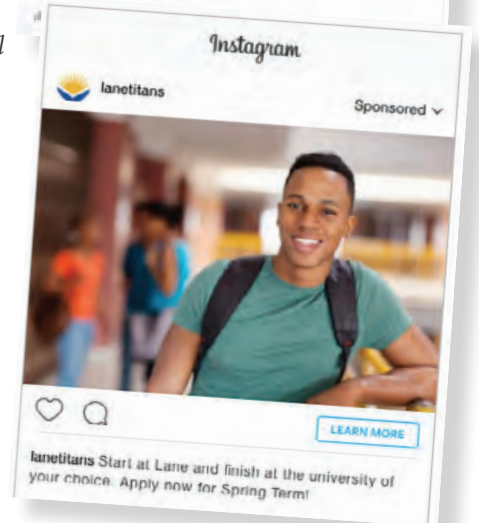
- Billboards throughout Lane County
- Bus boards on the passenger loading side of LTD buses
- Interior bus posters
- Print ads
- Social media posts and ads

Return on Investment

- 6,130 page views at startatlane.com
- 544 referrals from startatlane.com to lanecc.edu
- 37 clicks on "Steps to Enroll"

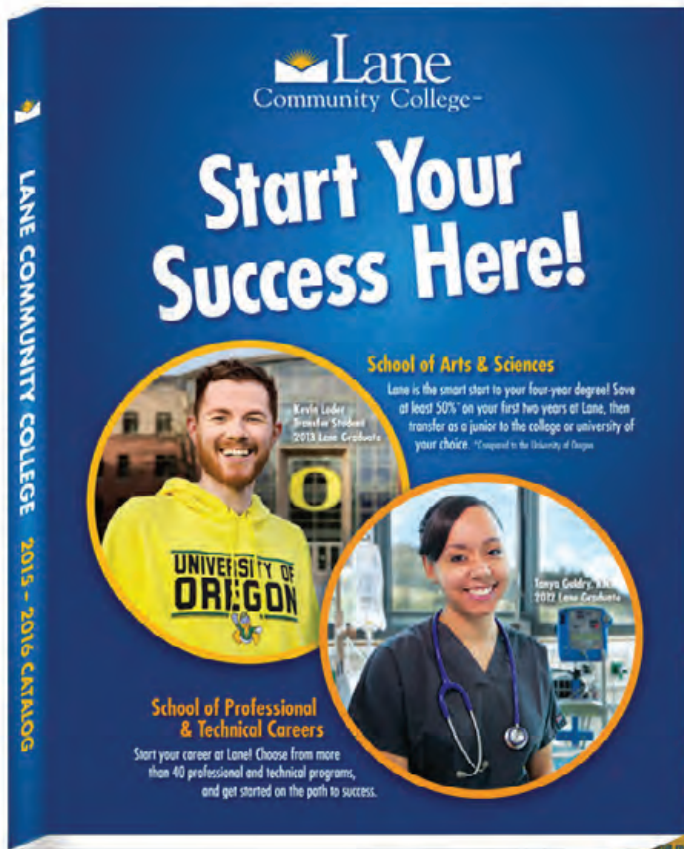


Above: Bus board and billboard
 Right: Social media ads
 Left: Bus poster



Catalog Cover

In honor of the new “schools” at Lane, the front cover of the catalog prominently featured the School of Arts and Sciences and the School of Professional and Technical Careers. The back cover reinforced our Student Success campaign with photography and short quotes from successful Lane alumni.



Front and back covers of catalog



Oregon Promise Campaign

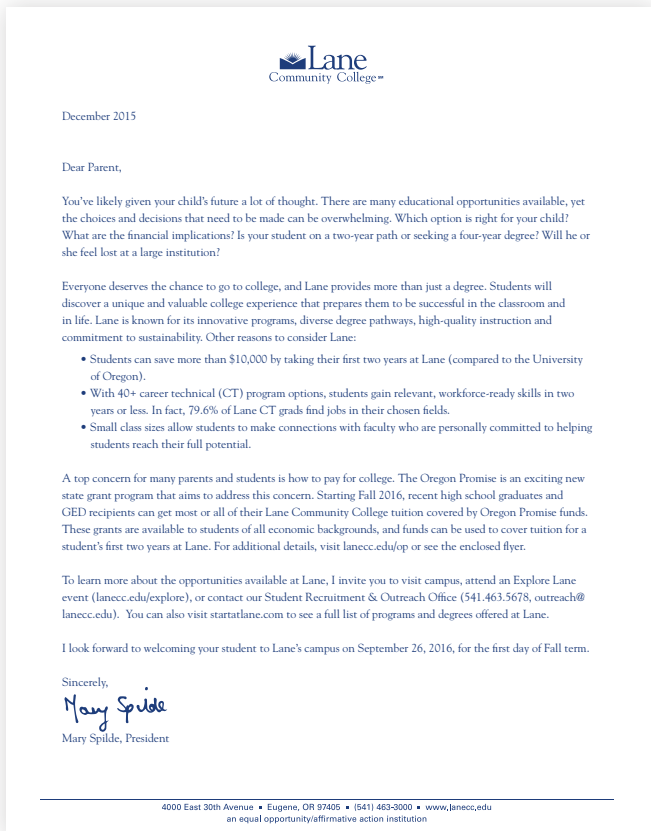
The new Oregon Promise grant program provides tuition assistance for 2016 high school graduates and GED recipients planning to attend Oregon community colleges in Fall 2016. The program has very specific application dates and requirements. We decided to run a campaign to generate awareness and maximize participation.

Marketing channels utilized for the Oregon Promise Campaign (December 2015-January 2016):

- Direct mail campaign to households with 17-year old students
- Radio ads
- Insert in the Register-Guard
- Social media ads

Return on Investment

- 1,958 page views on Oregon Promise landing page
- 4 minutes 44 seconds average time on Oregon Promise landing page
- Social Media Campaign total impressions: 259,786
- Total clicks to Oregon Promise landing page: 2,293



Above: Mary's letter to parents
 Right: Front and back of flier

NEED MORE MONEY FOR COLLEGE?

APPLY BY MARCH 1st!

New Oregon Promise Helps Pay for Community College

The state is launching its Oregon Promise program, offering new high school graduates and GED recipients an opportunity to have some or all of their Lane Community College tuition covered. Grants are for students entering an Oregon community college in Fall 2016.

You may qualify if you:

- ✓ Graduate from an Oregon high school or complete the GED in Spring/Summer 2016
- ✓ Have a 2.5 cumulative GPA or higher
- ✓ Have been an Oregon resident for at least 12 months prior to enrolling in community college

Steps to take:

1. Apply for the Oregon Promise by March 1, 2016;
 - Complete the Oregon Promise application as soon as possible
 - Submit your high school transcript or GED scores
 - Complete the FAFSA or its approved alternative
2. Once approved...

START YOUR SUCCESS HERE!

APPLY NOW

School of Arts & Sciences

- 50+ transfer majors
- Save \$10,000* your first 2 years at Lane
- Just 26 students per class (average)

School of Professional & Technical Careers

- 40+ career technical programs
- 800+ businesses provide internships
- 79.6% of grads find jobs in their fields

Get Started!

1. Apply online
2. Complete "Steps to Enroll"
3. Register for classes

laneccc.edu/esfs/admissions

QUESTIONS?
Contact the Counseling Department:

- Email: coundep@laneccc.edu
- Call: 541.463.3200
- Visit: Main Campus, Building 1, Room 103

Lane Community College

For more information, visit startatlane.com

*Compared to University of Oregon tuition and fees

Kevin Loder, Transfer Student, 2013 Lane Graduate
 Tanya Guidry, RN, 2012 Lane Graduate

Oregon Promise Campaign cont.

Lane Community College
Sponsored · Like Page

Class of 2016 high school grads: get college tuition grants through the Oregon Promise.



Hey, Class of 2016!
The Oregon Promise offers eligible 2016 high school graduates and GED recipients an opportunity to have some or all of their Lane tuition covered. Applications are due March 1. Apply today!

[Learn More](#)

WWW.LANECC.EDU

Lane Titans
@LaneTitans

Do you qualify for The Oregon Promise grant?
Apply before March 1st! bit.ly/211u40b

Can you qualify for Oregon's new community college grant program?

 Will you graduate from an Oregon high school or get your GED in the spring or summer of 2016?	 Will your cumulative GPA be 2.5 or higher?	 Will you go to an Oregon community college in fall of 2016?	 Will you be an Oregon resident for at least 12 months before enrolling for the 2016 fall term?
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

YES

Oregon Promise
New Oregon program could help you with tuition or costs. Apply between Nov. 1, 2015 and March 1, 2016.
www.OregonPromise.org

Students that don't qualify are encouraged to visit www.OregonStudentAid.gov to explore other financial aid options.

Administered by the HECC Office of Student Access and Completion.

HIGHER EDUCATION COORDINATING COMMISSION

Lane Community College
Sponsored · Like Page

The Oregon Promise covers some or all of a student's tuition at Lane starting Fall 2016!



Need More \$\$ for College?
The Oregon Promise offers eligible 2016 high school graduates and GED recipients an opportunity to have some or all of their tuition at Lane covered by Oregon Promise grant funds. Apply by March 1st!

[Learn More](#)

WWW.LANECC.EDU

Left: Oregon Promise Facebook ads

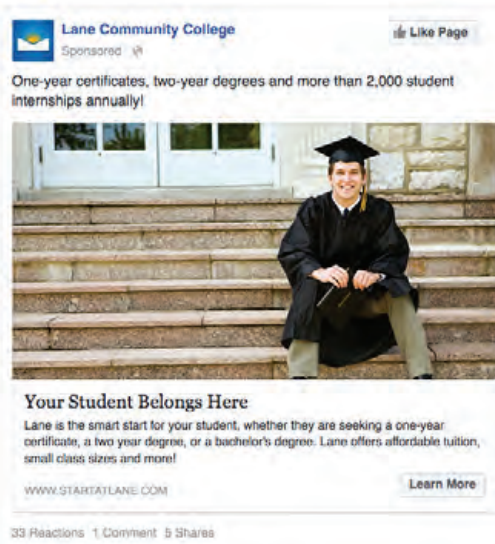
Above: Oregon Promise tweet

Parents Campaign

As a follow up to the Oregon Promise campaign, in the spring we sent a postcard to the same parents of 17-year olds who received a letter at the end of December 2015. The postcard highlighted great reasons to attend Lane, regardless of whether students are seeking CT training or pursuing transfer degrees. We augmented the postcard with advertising on social media, specifically targeted to parents in Lane County.

Social Media Campaign Return on Investment

- 279 website clicks to startatlane.com
- 68,361 total impressions



Top: Front and back of postcard
Left: Facebook ads

Interactive Campus Map

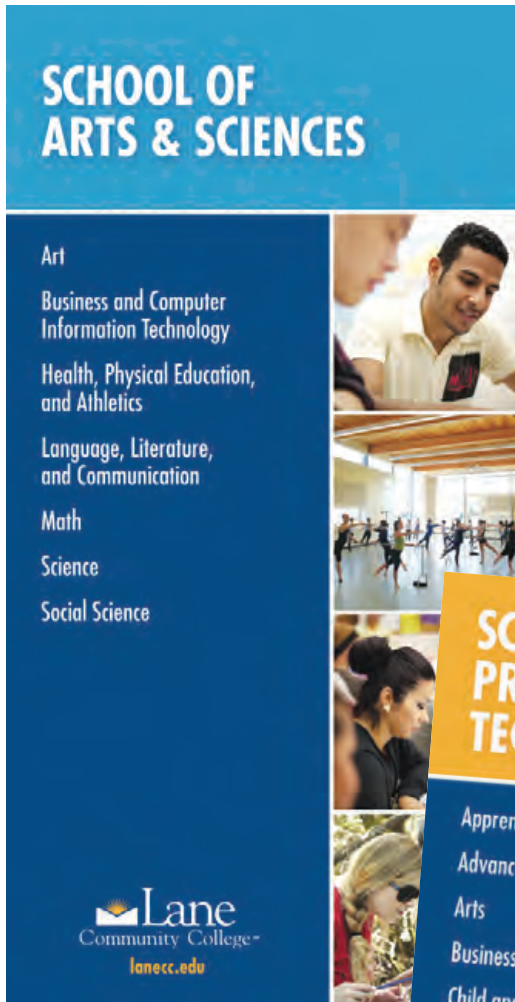
Shortly before the start of Fall term, the college launched a new interactive map for Main Campus, a vast improvement over the static map that was available previously. The new interactive map features 360 panoramas, building descriptions, photographs, campus artwork, and numerous other options that allow users to customize the map's content. The new map allows prospective students to experience Lane's campus prior to scheduling a visit. It can also be used by new students and community members to help orient them to the Main Campus. International students and their families may find the map helpful as a mechanism for a virtual tour since in-person tours may not be feasible. Visit lanecc.edu/map to view the new interactive map.



Top: Interactive map
Left: Interactive map details


Mini Recruitment Banners

To support recruitment efforts at college fairs and other events, we developed table-top sized “mini-banners” featuring Athletics, the School of Arts and Sciences, and the School of Professional and Technical Careers.



SCHOOL OF ARTS & SCIENCES


- Art
- Business and Computer Information Technology
- Health, Physical Education, and Athletics
- Language, Literature, and Communication
- Math
- Science
- Social Science

 lanecc.edu




SCHOOL OF PROFESSIONAL & TECHNICAL CAREERS

- Apprenticeship
- Advanced Technology
- Arts
- Business
- Child and Family Education
- Computer Information Technology
- Cooperative Education
- Culinary Arts and Hospitality Management
- Health Professions
- Health, Physical Education, and Athletics
- Institute for Sustainable Practices
- Science
- Social Science

 lanecc.edu




LANE ATHLETICS
GO TITANS!



- Baseball
- Basketball
- Cross Country
- Soccer
- Track & Field
- Volleyball

Northwest Athletic Conference (NWAC)

 lanetitans.net

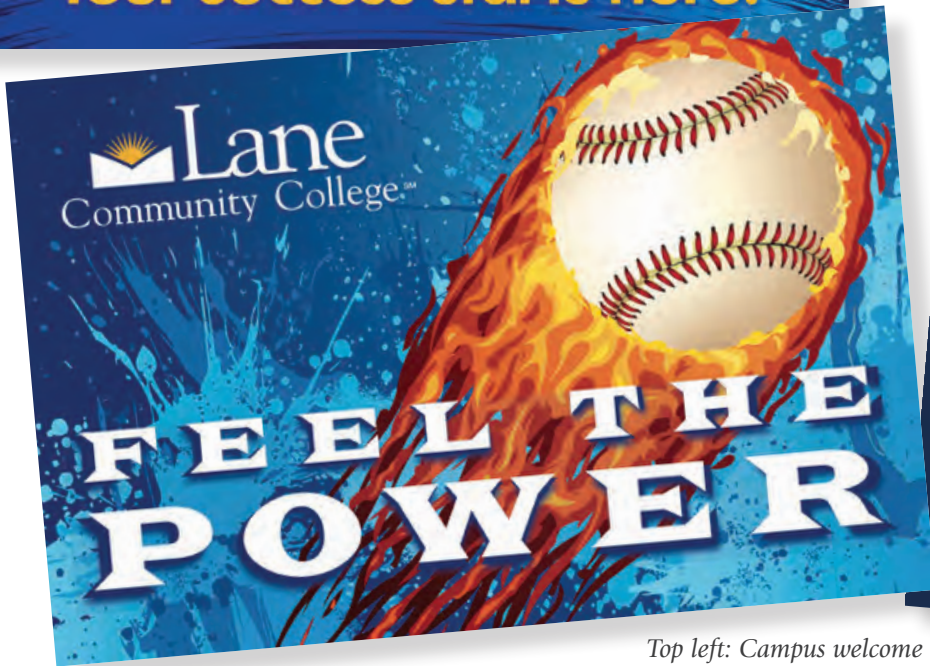


Mini banners

Campus Signs

Reinforcing the Lane brand on campus helps promote a sense of pride among students, faculty, and staff. We took advantage of several branding opportunities:

- Billboards at both entrances were updated with bright, energetic “welcome” messages.
- The north end of campus was enlivened by the addition of splashy, vibrant new baseball and soccer field signs.
- We installed a full window cling in a highly visible location at the Downtown Campus that reinforces our Student Success Starts Here Campaign.

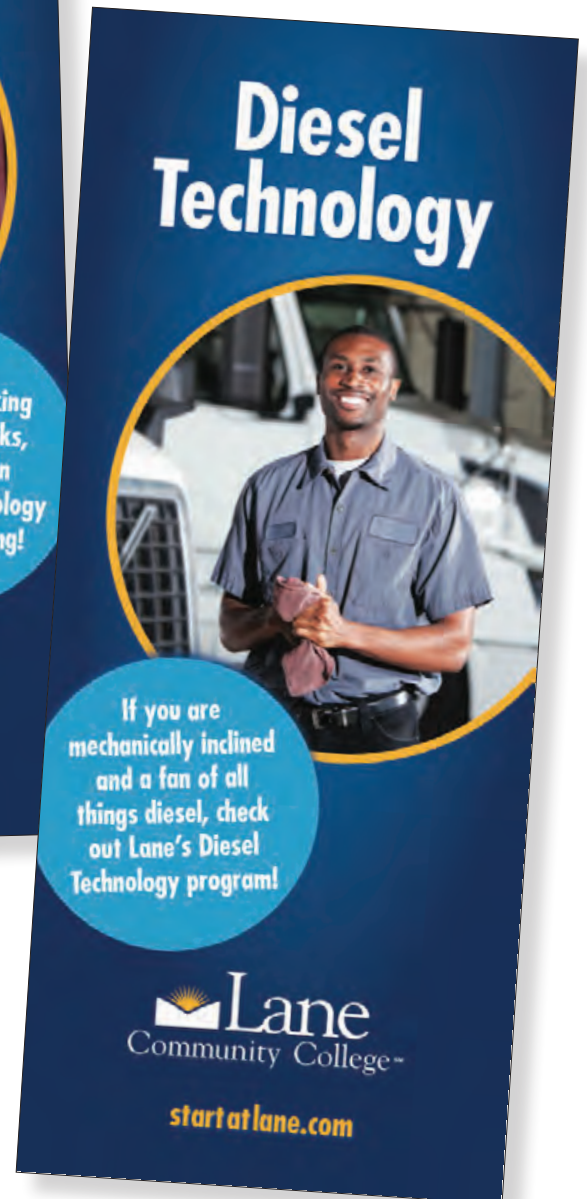


Top left: Campus welcome billboard
Top right: Downtown Campus window cling
Middle: Baseball sign
Bottom: Soccer sign



Campus Banners

Throughout the year, we developed banners to help promote various departments and programs. These included the Health Clinic, Automotive/Diesel Technology, and Performing Arts, as well as Transfer, Career/Technical, and Continuing Education. We also produced welcome banners for use at Cottage Grove and Florence Centers.



Left: Health Clinic banner
Above/right: Automotive Tech and Diesel Tech banners

Campus Banners cont.

Start Your Career Here

"I started interning at Koho Bistro through the culinary program at Lane, and I was hired right after I graduated. Now, as sous chef, I couldn't be happier!"
- Jake Reed, Lane Grad

Lane Community College™
startatlane.com

Continue Your Education

"Lane believed in me and made me believe in myself. Now my dream is to become the leading realtor in universal design home concepts and serve the community."
- Teodora Wantes, Lane Grad

Lane Community College™
startatlane.com

Left: Career/Technical banner
Center: Continuing Education banner
Right: Florence Center banner

Welcome to the Florence Center

Start YOUR Success Here!

Lane Community College™
lanecc.edu/florence

Website Audits

Several departments approached the Marketing department seeking help promoting specific programs. Before developing online campaigns, MPR completed website audits to help these departments update their content to be more prospective-student oriented. Once the recommendations are implemented, social media campaigns will be developed to help recruit students into these programs.

Website audits were completed for the following programs:

- Business
- Computer Information Technology
- Culinary Arts and Hospitality Management

The screenshot shows the Business Department landing page. At the top, there is a navigation bar with links: APPLY & ENROLL, PROGRAMS, STUDENT LIFE, CONNECTIONS, ABOUT. Below this is the Lane Community College logo and a large banner for the BUSINESS DEPARTMENT. The main content area is divided into several sections:

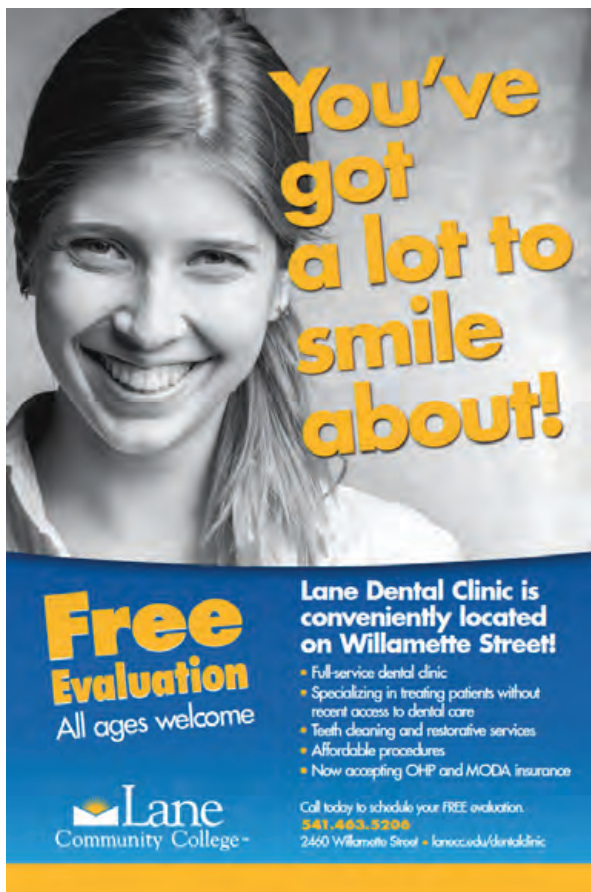
- BUSINESS DEPARTMENT** (left sidebar):
 - Academic Programs:
 - » Career & Technical
 - » Transfer Degree
 - Information for Students:
 - » Business Resource Center
 - » Online/hybrid Classes
 - » Tips for Students
 - » Keyboarding Skill Competency Recommendations
 - » Keyboarding Timed Writing Test Information
 - Connect:
 - » Cooperative Education
 - » Faculty/Staff/Advising
- Preparing for a Career in Business** (main heading):
 - Every modern career requires some knowledge of business. At Lane, we offer multiple options to prepare you for a career in business, whether you are on a one- or two-year path or seeking a Bachelor's degree.
 - Transfer Degree:** Lane is the smart start to your four-year degree! Earn an Associate of Science Transfer (ASOT) Degree in Business and seamlessly transfer to any public university in Oregon as a junior. Take advantage of small classes and personalized attention from faculty. You'll also save money on tuition by taking your first two years at Lane.
 - Career & Technical Degree Options:** earn a one-year Certificate or a two-year Associate Degree to gain skills that prepare you to enter the job market upon completion.
 - Associate of Applied Science degrees:
 - [Accounting](#) and [Administrative Office Professional](#)
 - One-year Certificates: [Business Assistant](#) and [Retail Management](#)
- Business Department** (yellow box):
 - Reception:** Bldg. 19/Room 137
 - Reception Hours:**
 - Monday-Thursday: 8 a.m. - 4:30 p.m.
 - Friday 9:30 a.m. - 4:30 p.m.
 - Reception Phone:** (541) 463-5221
 - We invite you to: Come Do Business With Us!**
- Need help deciding which path is right for you? Speak with an advisor.**

Business department landing page following implementation of website audit recommendations

Dental Clinic Awareness Building Campaign

The Dental Clinic wanted to increase awareness in the community about low-cost services available to the public. Dental students gain valuable experience by working on real patients with challenging oral health issues. Marketing developed collateral materials to support efforts to recruit new patients for the Dental Clinic:

- Bus posters
- A-board posters for display at strategic locations on Main Campus
- Rack cards in English and Spanish
- Digital screen ads for monitors at various campus locations
- Website landing page



Above: A-board poster

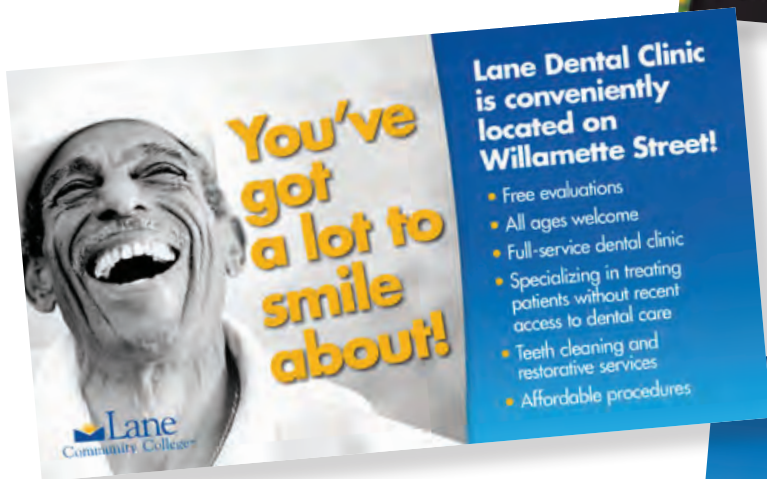
Top right: Rack cards in Spanish and English

Bottom right: Website landing page



Digital Ads for Campus Monitors

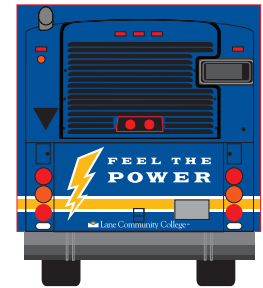
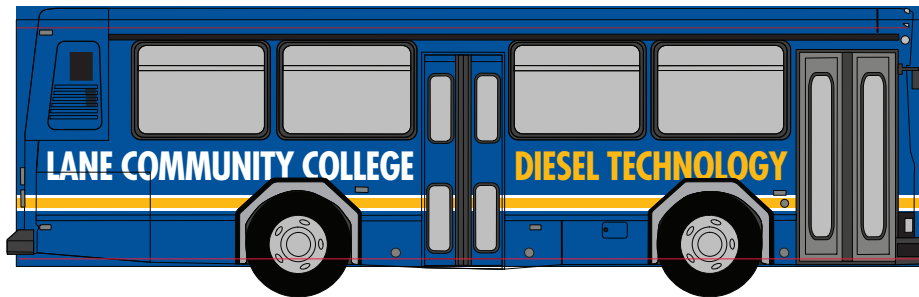
In recent years the college has seen an increase in the number of digital display screens and monitors around Main and Downtown campuses. To leverage this real estate, Marketing has created a number of advertisements to support various programs and initiatives.



Digital ads

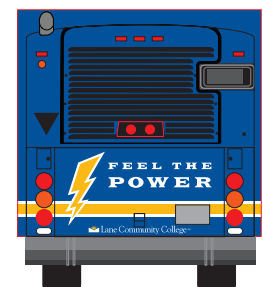
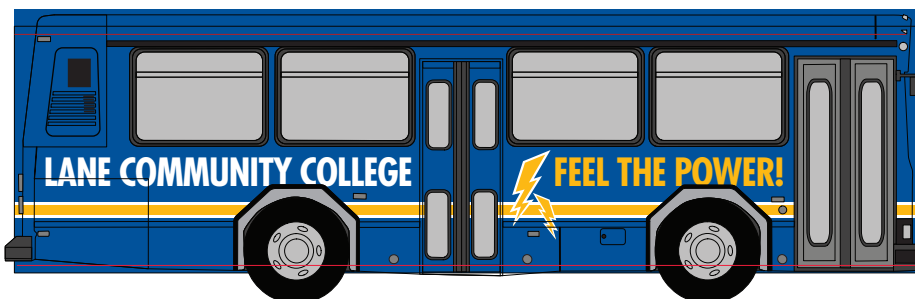
Bus Branding

Two Diesel Tech buses were made available to us for branding purposes. We used these traveling billboards to promote CT programs as well as the Diesel Tech program. One of the buses received its makeover just in time for the Diesel Days event.



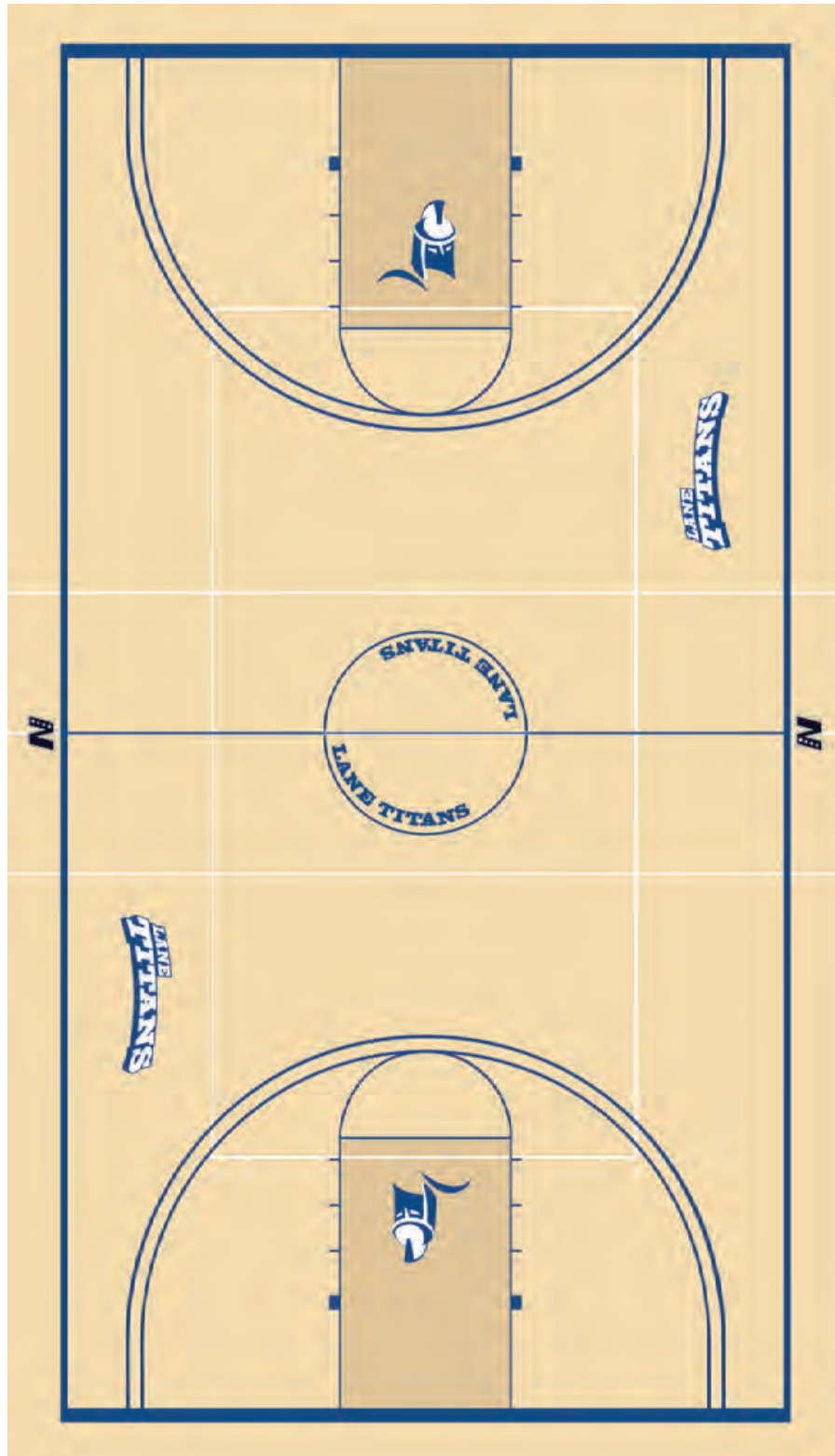
Above: Diesel Technology bus

Below: Career and Technical Programs bus



Gym Floor

The gym floor will be sanded down and refinished prior to the start of Fall term 2016. Marketing partnered with Athletics to develop new branding and graphics for the gym floor. The designs make use of Lane Titans logos and iconography.



Gym floor design

Ty Illustrations

A number of years ago, the college developed an illustrated version of its mascot, Ty the Titan. However, this year we decided to create a friendlier, more animated version of Ty in new poses that can be used on shirts, hats, mugs, digital campaigns, and more.



Conclusion

Each year, Marketing and Public Relations represents a range of departments, programs, and activities through our communications efforts. We provide support to staff and faculty charged with representing Lane via advertising or earned media activities. Our goal is to create a consistent brand experience for each person who comes into contact with the college.

Student success truly does start here, with every staff and faculty member at Lane. To learn more about how you can support the Lane brand or if you have questions about Lane's marketing efforts, please contact Marketing and Public Relations.

Agency of Record

Funk/Levis & Associates is a local branding agency that has collaborated with Lane's leadership for more than a decade. They have been our official agency of record for the past eleven years.



