

Marketing & Communications Plan

2021-2023

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Overview

Reedley College

Reedley College is a member of the State Center Community College District and is located in the San Joaquin Valley. The college serves approximately 14,000 students per year with a majority of students identified as Hispanic/Latino/a/x (74%), Low-income (61%), and first generation (40%). The college offers associate degrees, certificates of completion, noncredit instruction, and Career Technical Education (CTE).

MISSION

Reedley College motivates and empowers students to be successful by providing high-quality, innovative educational opportunities. We inspire a passion for learning to meet the academic and workforce goals of our diverse communities. Our associate degree programs, career technical education, transfer level, and basic skills courses are offered in an accessible and safe learning environment.

VISION

As an exemplary educational institution, Reedley College cultivates professional, well-prepared individuals who will enrich our ever-changing local, regional, and global communities.

VALUES

Student Success

We are committed to students' intellectual empowerment and the development of critical thinking. We are committed to support our students in their pursuit of individual academic, career, and personal goals.

Integrity

We are accountable and transparent, and we adhere to the highest professional standards.

Stewardship

We are committed to the enhancement, preservation, conservation, and effective utilization of our resources.

Inclusivity

We are committed to and intentional in creating an environment that cultivates, embraces and celebrates diversity.

Collaboration

We are committed to fostering a spirit of teamwork with our students, faculty, classified professionals, and administrators while expanding our partnerships with education, industry, and our communities.

Marketing & Communications Plan

The purpose of Reedley College's Marketing and Communications Plan is to support the college's mission, vision, and values. This plan will be re-evaluated and modified every two years. Priorities have been identified by the Office of Marketing and Communications with support from members of the Marketing and Communications committee. Prospective students, employees and donors, state and local leaders, corporate partners, employers, and internal audience influenced the selection of the Plan's priorities and activities.

Concurrent to the development of this plan, a private marketing firm, Graduate Communications, was engaged to develop a Guided Pathways Communication Plan. This plan references and incorporates that plan, which is attached as a linked addendum.

Priorities

Priority 1: Enrollment

Support Strategic Enrollment Management tactics to increase enrollment, retention, and success for target audiences identified through data analysis.

Strategies

- Promote student success, retention, and completion.
- Identify ideal media vehicle and market to reach diverse prospective students.

Activities

- Market student services activities and resources to current students.
- Give welcome packet from the President's office providing clear and comprehensive communication to new students.
- Analyze and utilize data to create targeted campaigns to promote campus opportunities, including academic programs and services.
- Analyze secondary and enrollment data consistently to support in-reach and outreach decisions.
- Campaign to targeted audiences using the following media channels: documents/plans, direct mail, radio, TV, transportation, magazines, newspapers, digital spaces, social media, and on- and off-campus spaces. (\$75,000)
- Strengthen social media presence and engagement. Utilizing most social media platforms: LinkedIn, Facebook, Instagram, Twitter, and YouTube.
- Analyze pre/buy/post campaign data.
- Interview and/or survey current students, former students (those who have dropped or did not persist)

Priority 2: Brand Identity

Create a brand identity and increase Reedley College's reputation in the region.

Strategies

- Establish unified logo, voice, and identity for Reedley College.
- Communicate effectively through media outlets on a continuous basis.
- Connect with the regional community.

Activities

- Develop a series of templates for the college (PowerPoint presentations, letterhead, email signatures, agendas etc.)
- Include internal audience to develop and launch a brand identity that supports the College values and resonates with target audiences.
- Create and distribute templates, standards, and guidelines for all College materials.
[Reedley College Style Guide](#)
- Infuse brand in all external communication.
- Ensure all employees embrace and use a consistent brand identity.
- Sponsor and/or attend events to increase awareness of Reedley College's programs to encourage partnerships and sponsorships of scholarships, internships, and fundraising. (\$30,000)
- Engage alumni (e.g., mentoring, coaching, and fundraising.)
- Interview and survey student, alumni, and community focus groups to identify perceptions.

Priority 3: Unified Marketing and Communications

Unify efforts to market activities, athletics, pathways, and programs across campus.

Strategies

- Standardize requests for marketing and communication.
- Utilize an annual calendar.
- Implement “Messaging” and “Communications Plan by Audience” recommendations from the Graduate Communications Guided Pathways Communications Plan: Messaging should come from clear sources, utilize consistent terminology and design, be accessible, and multi-lingual, two-way communication, engage students and family, and be simple and straightforward. See Plan for more detail.

Activities

- Align print and digital content.
- Create a standardized process for requesting marketing.
- Align buys with academic calendar onboarding activities.
- Create a more streamlined process for using the campus calendar.
- Utilize the calendar to improve targeted communications as described in the Graduate Communications Plan.
- Initially Graduate Communications is developing some foundational communication for Reedley College. Further messaging to students and community should follow design principles described by and demonstrated in those materials.

Priority 4: Website (reedleycollege.edu)

Restructure the website to represent target audiences and provide clear communication and navigation.

Strategies

- Conduct an equity and content web scan.
- Identify priorities from programs, departments, and divisions to update and/or restructure pages.
- Provide synchronous communication during and after business hours.
- Utilize and promote events through website calendar.
- Implement “Website” and “Canvas” recommendations from the Graduate Communications Guided Pathways Communications Plan: Website should create multiple opt-in opportunities, provide FAQ for each pathway, utilize video, provide clear contact information for Pathways and all faculty, avoid dated materials so website remains “evergreen,” and provide clearer navigation from the homepage. Canvas should be utilized as a go-to spot for time-sensitive information, communication, and hosted events. See plan for more detail.

Activities

- Engage students, employees, and community members in reviewing the website for clear communication, accurate representation, and user experience.
- Collaborate with Guided Pathways to enhanced Guided Pathways Canvas shells per Graduate Communications recommendations.
- Track and analyze the navigation process for high-traffic areas.
- Work with deans, chairs, and employees to revise pages to provide clear communication and brand identity.
- Expand and promote the Online Information Center (OIC) and chatbot. (\$31,000)

Addendum

[Reedley College Guided Pathways Recommendations and Communications Plan by Graduate Communications](#)