

**Delta College
Board of Trustees
Dinner Meeting
March 13, 2018
Delta College Main Campus Room N7**

Board Present: M. Benecke, D. Middleton, M. Morrissey, M. Rowley

Board Absent: A. Buckley, R. Emrich, K. Lawrence-Webster, M. Nash, E. Selby

Others Present: R. Battinkoff, T. Boudrot, N. Bovid, L. Brown, T. Brown, J. Carroll, P. Clark, I. Copeland, A. Cramer, M. Crawmer, R. Curley, R. Curry, S. DuFresne, L. Dull, J. Goodnow, L. Govitz, A. Hammond, S. Jensen, L. Kloc, S. Lewless, J. Miller, M. Mosqueda, T. Nadolski, G. Przygocki, C. Reszke, D. Roebuck, K. Schuler, A. Ursuy

Press Present: J. Hall (WSGW), K. Lazzaro (Delta Collegiate), J. Sierocki (Delta Collegiate)

Board Vice Chair, D. Middleton called the meeting to order at 6:02 p.m. D. Middleton then turned the meeting over to Pam Clark, Executive Director of Institutional Advancement. P. Clark began the presentation by introducing Leanne Govitz, Director of Marketing & Public Information and Amanda Hammond, Web Content Marketing Coordinator who presented on the College's marketing initiatives.

P. Clark noted that Institutional Advancement covers a variety of areas including: Foundation – Fundraising, Legislative Affairs, Broadcasting, Public Sector Grants as well as Marketing and Public Relations. She also talked about the 4 "P's" of marketing which include:

- Product – Education;
- Price – Tuition and Fees;
- Place – Main Campus, 3 Center and Online; and
- Promotion – Supports Admissions Team and focuses on student recruitment.

The Marketing team takes into account our current situation; a declining enrollment (28.6% decline since 2009-2010) and increasing competition.

P. Clark noted that throughout the presentation to watch for a green seal indicating a particular piece is award winning. Delta College has recently received several awards for their marketing efforts including two Paragon Awards given by the National Council for Marketing & Public Relations (NCMPR). They have also received education marketing awards (three gold, two silver) and four Great Lakes Bay Regional Addy Awards.

L. Govitz noted the recruitment plan that is created in Admissions is used in determining the strategy for advertising and communication. There are two student recruitment target audiences: high school students (15-18) and adults (19-45). The key elements include: customized prospective student messaging; student and faculty testimonials; photography of Delta students and situations; as well as tone of writing which is conversational, authentic and engaging.

A. Hammond talked about the Delta College website which launched in February of 2017. The complete overhaul was necessary because the previous content management system software was at end-of life. Every page was rebuilt as there was no migration of previous copy. The total redesign allowed for

making the site completely mobile friendly for viewing on phones and tablets which accounts for 38% of our views. The website is the first point of contact for prospective students and receives on average around 400,000 views per month and is used as a recruiting tool.

Marketing oversees the public website. There are over 40 content contributors across the campus. There is an approval process as contributor's changes are forwarded to the Marketing Department for a final approval. This allows them to check for any errors as well as a consistent voice and writing style. Marketing also manages the top level landing pages such as Discover Delta – which reinforces our messaging points.

After the homepage the College's program pages are the most viewed. The top 10 visited program pages from the last year are:

1. Registered Nurse – Associate's Degree
2. Sonography – Associate's Degree
3. Practical Nurse – Certificate
4. Policy Academy – Job Training
5. Phlebotomy Technician – Job Training
6. Radiography – Associate's Degree
7. Dental Hygiene – Associate's Degree
8. Physical Therapist Assistance – Associate's Degree
9. General Management – Associate's Degree
10. Chemical Process Operator – Job Training

L. Govitz talked about advertising to high school students. The campaign takes place throughout the school year, beginning in August through May/June. Board members received a copy of the Admissions marketing packet which included the recently updated View book. She also mentioned the Customer Relationship Management (CRM) tool that helps to better reach prospective students. It allows them to personalize items as it guides prospective students through the enrollment steps. Although managed by the Admissions Department, Marketing helps to keep messaging consistent with other materials. L. Govitz shared with the Board the 8 pieces included in the direct mailing sequence that goes to all high school seniors in our service area. Each piece builds on the previous one.

A. Hammond talked about the College's digital media advertising. This is targeted paid advertising that includes digital banners, social media and mobile apps. A benefit of digital media is that we are able to select very specific demographics. An example of this is geo fencing which allows for creating a virtual fence around a specific region and only displaying specific digital advertising within that region. In addition to paid advertising the marketing department also manages various social media platforms such as Facebook, Instagram, Twitter and YouTube. All of these are seen by visitors that opt-in.

L. Govitz talked about another area of advertising, sponsorships. This includes advertising through various high school yearbooks. Delta College is also a proud sponsor of TV5's Friday Night Lights segment.

The adult student campaign features a messaging shift as it is more focused on programs, earning potential and the convenience in scheduling classes. Different media outlets are used such as community newspapers and radio. Mailings occur twice a year, both a few months prior to the semester start.

Television and radio both include testimonials. They have a consistent look and tone that includes authentic and engaging content. The College also purchases outdoor billboard space during May and June. Advertising in community newspapers and magazines include WordUp Magazine, MiGente, Michigan Banner, Tuscola County Advertiser and Saginaw View.

New student enrollment has increased from 2,640 in Fall 2015 to 2,856 in Fall 2016 and 3,165 in Fall 2017. This “new” figure includes Delta students, transfer, guest and dual enrollment students. This increase was not solely due to the website and marketing efforts, but also for the efforts put forth by academics, admissions and student services as it is a team effort.

P. Clark noted that the department works on many community outreach projects for groups such as Corporate Services, Advisory Boards, Legislative Liaison, Strategic Partnerships, Foundation and Leadership. They sponsor a wide variety of community activities and events. This also includes the website, social media as well as branding for the Centers, especially the new Saginaw Center and Dateline Delta.

In regards to media relations, they work to build relationships with shrinking local media outlets which includes both traditional and non-traditional media. They are working to establish a consistent and frequent connection to help enhance promotion of our stories and key messages.

The Marketing Team consists of the following individuals:

- Leanne Govitz – Marketing and PR Director
- Sydnee Whitehead – Graphic Designer (part-time)
- Luke Goodrow – Marketing Assistant (photographer, videographer)
- Amanda Hammond – Web Content Marketing Coordinator
- Samantha Strieter and Elizabeth Reyna-Hernandez - Interns

P. Clark noted the small staff that Delta has compared to others such as Mott Community College – 7, Lansing Community College – 14, Moraine Valley – 16, and Saginaw Valley State University with 13. Board members noted the great work that the marketing staff is doing and the quality of the work. They ended their presentation with a video spotlight of a former nursing student.

There being no further business, the dinner meeting was adjourned at 6:53 p.m.

Talisa Brown, Assistant Board Secretary

Andrea Ursuy, Board Secretary