

**WHAT'S  
YOUR  
PLAN?**

A teal graphic consisting of a map of Montana on the left, a horizontal bar extending from the right side of the word 'PLAN?' in the middle, and a question mark on the right side of the bar.

**CITY COLLEGE AT MSUB  
PILOT MARKETING CAMPAIGN  
MONTANA'S TWO-YEAR HIGHER EDUCATION STATEWIDE BRAND**

# CAMPAIGN FACEBOOK PAGE

facebook

**TERRI**, CONSOLE SUPERVISOR, EXXONMOBIL BILLINGS REFINERY  
CLASS OF '06

**MY NEW CAREER PLAN STARTED WITH CITY COLLEGE AT MSUB.**



#CityCollegeMSUB

**What's Your Plan?**  
2,443 likes · 2 talking about this

Update Page Info

Education  
What's Your Plan? Request information here to learn how to make City College at MSUB part of your plan:  
<http://myplanmontana.org/Request%20Info>

About



2,443



Events

Highlights

Status Photo / Video Offer, Event +

Write something...

Post

**What's Your Plan?**  
October 31

**Nicole on Achieving Career Growth while Supporting a Family**

In this interview, Nicole talks about how City College at MSUB provided her with an affordable education and a flexible schedule that made possible for her to return to school as a single mother. "I felt like I could still be a mom, put m... See More



Likes See All

Billings, Montana  
City

Montana University System (MUS)  
College & University

City College at Montana State University Billings  
Education

MSU Billings  
College & University

Montana Indian Education Association  
Non-Profit Organization

**What's Your Plan?**  
November 11

City College at MSUB would like to thank all of our Veterans for their service and sacrifice. Happy Veterans Day to everyone!

Like · Comment · Share

LuAnn Paulson Barman and Phil Weaver like this.

Write a comment...

**What's Your Plan?**  
June 14

City College at MSUB alum, Ann Bigback Good Luck Ann Good Luck received her LPN and RN degrees from City College at MSUB. Currently a Diabetes Outreach Nurse at the Northern Cheyenne Wellness Center, Ann discusses how higher education has benefitted her family.



Like · Comment · Share 55

**What's Your Plan?**  
October 4

Tim Urbaniak, a City College at MSUB Drafting and Design Instructor, was recently awarded the Pippenger Excellence in Innovation Award by Chancellor Groseth. Tim received the award for his ability to connect classroom instruction with real... See More



Like · Comment · Share 1

**What's Your Plan?** shared a link.  
July 24

Are you planning to make City College at MSUB part of your career plan this fall? Request information NOW on our affordable programs with flexible scheduling so that you can apply and enroll for Fall 2013. Don't wait! Programs are filling up!  
<http://myplanmontana.org/Request%20Info> Questions? Call 406-247-302 today.

**Request Information**  
[myplanmontana.org](http://myplanmontana.org)

Loading... After you click Submit, a City College at MSUB advisor will contact you as soon as possible.

Like · Comment · Share

Bree Arzy-Mitchell likes this.

**What's Your Plan?**  
July 12

**Delane's Plan was Auto Collision Repair and Refinishing**

After working in Montana's oil fields, Delane decided he needed a new plan for his employment and education. At the age of 38, Delane enrolled in City College at MSUB's 1-year Auto Collision Repair and Refinishing Certificate Program. In ... See More



Like · Comment · Share 2

Matthew Oyola, Alexa Moor, Becky Carpenter and 64 others like this. Top Comments ·

Eric Norton Awesome guy. We enjoy his company at Schnitzer Billings...aka golden steel and recycling.

1 · July 24 at 7:15pm via mobile

Jake McClain Vary nice. Im an auto body tech now and love it. Minus the pay lol

1 · July 24 at 6:32pm via mobile

View 2 more comments

**What's Your Plan?**  
September 30


**Drafting and Design Technology alum, Garry Worthington**


Garry Worthington is a former Drafting and Design Technology student from City College at MSUB. In this interview, Garry discusses how the program's tools and technology can be applied outside the realm of designing or constructing houses.... See More





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# CAMPAIGN WEBSITE





Community

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[Your Career](#)

[Affordable Access](#)

[Success Stories](#)




**Online courses at City College at MSUB were Nancy's plan for a flexible schedule.**

Nancy currently works as an Accounting Associate at the Financial Services office at MSUB. After starting her accounting degree online, Nancy was able to transition to employment at City College and later graduate with Honors. The online courses provided the flexibility she needed in order to go to school and work at the same time. City College at MSUB was part of Nancy's plan for advancing her career.



"I wanted to do my classes online because they gave me the flexibility of being able to work. I really enjoyed it. You can go to school, and you can work."

Learn more about our [Accounting Technology program](#).


#CityCollegeMSUB #OnlineClasses  
#CityCollegeSuccess  
3 weeks ago 

**City College at MSUB's Medical Coding and Insurance Billing Program is Your Plan for a Job in the Health Care Industry**



Looking for a plan to start a career in the health care or insurance industry? City College at MSUB offers both a degree and certificate option for their Medical Coding and Insurance Billing Program. The certificate can also be earned through online courses, making it easy to fit the program into your busy schedule!

**What's Your Plan for Becoming a Diesel Mechanic?**



Make City College at MSUB's Diesel Technology Program your plan an excellent career in a growing industry. Students of the Diesel Technology Program will learn about the operations and diagnosis of diesel engines, power train and chassis components, hydraulics, electrical systems and fuel injection systems.

# ONLINE ADVERTISING



## DISPLAY BANNER ADS



## FACEBOOK ADS

billings.craigslist.org/hum/3952496526.html

CL > billings > all jobs > human resource jobs

Reply p2g7-3952496526@job.craigslist.org flag miscategorized prohibited spam best of Posted: 2013-07-22, 1:42PM MDT

### ★ Training for Administrative Jobs (Billings, MT)

What's your plan for an obtaining a steady administrative job? What is your plan for understanding basic software and accounting necessary for running a small business?

City College at MSUB offers an affordable and flexible Administrative Assistant Program that will give you the education and tools necessary to work in an office as an admin assistant. Courses focus on current office computer programs, database software, business writing, and basic business accounting. Some of the courses are

Upon completion, graduates gain employment with a variety of different employers including:

- Government agencies
- Private industry
- Banks or accounting firms
- Insurance companies
- Medical offices
- Real estate agencies
- Court offices

Request more information on making our Administrative Assistant Program part of your plan today: <http://myplanmontana.org/post/55788986346/in-this-interview-josh-a-25-year-old-military>

- Location: Billings, MT
- Compensation: Approximately \$29,630 annually.
- Principals only. Recruiters, please don't contact this job poster.
- Please do not contact job poster about other services, products or commercial interests.

## CRAIGSLIST ADS

[Associates @ City College](#)  
[MyPlanMontana.org](#)  
A college degree I can afford?  
My plan is City College at MSUB.

## SEARCH ENGINE MARKETING ADS

# TRADITIONAL ADVERTISING



**BUS ADS**



**RADIO ADS**

**PRINT ADS**



**COMMUNITY EVENTS**

**TERRI**, CONSOLE SUPERVISOR  
EXXONMOBIL BILLINGS REFINERY  
**CLASS OF '06**

City College at MSUB is a community-focused college offering affordable degrees and certificates, flexible scheduling, and small class sizes for students of any age.

To learn more about how to make City College part of your plan, visit us online:  
[WWW.MYPLANMONTANA.ORG](http://WWW.MYPLANMONTANA.ORG) | 406.247.3021  
[WWW.CITYCOLLEGE.MSUBILLINGS.EDU/PLAN](http://WWW.CITYCOLLEGE.MSUBILLINGS.EDU/PLAN)

**WHAT'S YOUR PLAN?**

**MY NEW CAREER PLAN STARTED AT CITY COLLEGE AT MSUB.**

**CITY COLLEGE**  
MONTANA STATE UNIVERSITY BILLINGS

**#CityCollegeMSUB**

# Prospective Students:

**Local Career Opportunities in the Drafting and Design Field**  
Tim Urbaniak, an instructor in the Drafting and Design Program at City College at MSUB, discusses the many career opportunities available in the Billings region for graduates of the program.

To request more information about the program, click here: <http://myplanmontana.org/Request%20Info>

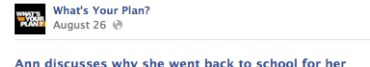


Like · Comment · Share 54 10 12

Aaron Little, Tracy L. Livingston, Rachel Anderson and 51 others like this.

- John Cech** This is great! Nice job Tim Urbaniak!  
June 21 at 11:44am
- LuAnn Paulson Barman** Great job Tim!  
June 21 at 1:06pm
- James Cox** Good Job Tim, Can't believe it's been over twenty years since I sat in you and Bummers classes.  
June 21 at 2:44pm · 🗨️ 1
- Christopher Lord** Best job ive ever had.  
June 22 at 3:29pm via mobile
- JR Hughes** Really nice job Tim.....Jim  
July 2 at 7:05pm via mobile
- Heather Marchant** I'll be taking Drafting and Design at City College this fall! I'm excited  
July 5 at 9:18pm via mobile · 🗨️ 5

## Commented on stories and ads



**Ann Bigback Good Luck** discusses how setting an example for her children motivated her to go back to school for her RN degree. If you're thinking about going back to school, consider requesting FREE information on one of City College at MSUB's high-quality, career-focused programs by going to <http://myplanmontana.org/Request%20Info>



Like · Comment · Share 354 15 25

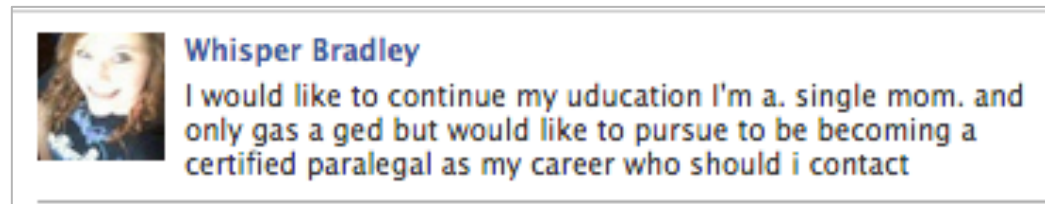


**Adam** discusses the Veterans Upward Bound Program. Adam is a Marine Corps veteran and currently enrolled in City College at MSUB's Welding and Metal Fabrication Program. After his service in the military, Adam utilized the Veteran Upward Bound Program to prepare himself for enrolling at Ci... See More



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## Shared and liked videos and posts



## Sent us messages

# WHAT'S YOUR PLAN?

## DYNAMIC PUSH/PULL DIALOGUE

**2,443** facebook  
likes

**20** facebook  
video posts

**33,700** average impressions  
for each video post

**262** requests for  
more information

**WHAT'S  
YOUR  
PLAN?**

**ENGAGING AUDIENCES**

**INVESTING IN A  
COHESIVE & INTEGRATED  
MARKETING CAMPAIGN**

**DOES MAKE AN  
IMPACT**

**WHAT'S  
YOUR  
PLAN?**





# STATEWIDE IMPLEMENTATION



**GREAT FALLS COLLEGE**  
MONTANA STATE UNIVERSITY

**MY PLAN STARTED WITH A DEGREE FROM GREAT FALLS COLLEGE MSU.**

**WHAT'S YOUR PLAN?**

**NICOLE**, LICENSED PRACTICAL NURSE, BENEFIS HOSPITAL  
CLASS OF '96 AND '13



**GALLATIN COLLEGE**  
MONTANA STATE UNIVERSITY

**MY PLAN AFTER THE MILITARY IS AN ASSOCIATES DEGREE.**

**WHAT'S YOUR PLAN?**

**JOSH**, GALLATIN COLLEGE STUDENT, MILITARY VETERAN  
CLASS OF '15

**WHAT'S YOUR PLAN?**

# STATEWIDE IMPLEMENTATION



**HELENA COLLEGE**  
University of Montana

**MY PLAN STARTED WITH A PROGRAM AT HELENA COLLEGE UM.**

**WHAT'S YOUR PLAN?**

**PATRICK**, PARAMEDIC FIREFIGHTER, HELENA FIRE DEPT., CLASS OF '03 AND '07

A black and white photograph of a smiling man in a firefighter's uniform, identified as Patrick, a paramedic firefighter at Helena Fire Dept. The background shows the interior of a fire truck.



**BITTERROOT COLLEGE**  
UNIVERSITY OF MONTANA

**MY NEW CAREER PLAN STARTED WITH BITTERROOT COLLEGE.**

**WHAT'S YOUR PLAN?**

**TERRI**, CONSOLE SUPERVISOR, GLAXOSMITHKLINE, CLASS OF '06

A black and white photograph of a smiling woman with long hair, identified as Terri, a console supervisor at GlaxoSmithKline. The background shows a landscape with hills.

**WHAT'S YOUR PLAN?**

# STATEWIDE IMPLEMENTATION



**Highlands College**  
OF MONTANA TECH

**WHAT'S YOUR PLAN?**

**MY PLAN AFTER THE MILITARY IS AN ASSOCIATES DEGREE.**

**JOSH,** HIGHLANDS COLLEGE STUDENT, MILITARY VETERAN  
CLASS OF '15




MISSOULA COLLEGE  
UNIVERSITY OF MONTANA

**WHAT'S YOUR PLAN?**

**MY PLAN STARTED WITH A DEGREE FROM MISSOULA COLLEGE UM.**

**NICOLE,** REGISTERED NURSE, COMMUNITY HOSPITAL  
CLASS OF '96 AND '13



**WHAT'S YOUR PLAN?**

**The time is right  
to implement a  
Statewide Two-Year  
Higher Education Brand**

**WHAT'S  
YOUR  
PLAN?**



**WHAT'S  
YOUR  
PLAN?**

**THANK YOU**