



Montana's 2 Year Colleges - *Right Place. Right Price.
Bright Future.*

Update on Two-Year Education Marketing Initiative- March 17, 2005

In November 2003, the Board of Regents approved allocating \$75,000 to the Office of the Commissioner of Higher Education to conduct a marketing campaign for the purpose of elevating the image, visibility, and understanding of two-year education in Montana. Each of the participating colleges gave \$3,000 to this effort and sponsorships from business and industry were acquired (Budget Attachment). This initiative is being conducted in two phases.

Phase One

Phase One has been completed. It focused on highlighting the Montana institutions providing two-year education opportunities. In May 2004 over 200,000 copies of a 32-page tabloid were distributed statewide using the Lee Newspaper network. This tabloid featured community colleges, colleges of technology, four-year institutions with two-year programs and tribal colleges. The tagline –Right Place, Right Price, Bright Future— featured in the tabloid will be consistent throughout Phase Two of the project.

In addition, a contract for service provided a representative for two-year education on the 2004 Montana Fall College Fair Tour. This representative also presented at the October, 2004 School Administrators of Montana meeting in Billings and made classroom presentations in three high schools. Two-year education was featured at the New Legislators' Orientation in November in Helena.

Phase Two

Phase Two will entail selecting a marketing agency using the Request for Proposal procedure required by the Department of Administration's Procurement Bureau. The requirements for selection include: a solid understanding of two-year education; the ability to assist in the development of a tactical campaign plan, offer creative execution, communication plans, media recommendations, and outcomes measurement.

Selection of the marketing agency will be completed by early March with rollout of the campaign beginning summer, 2005. As it is important for the Board of Regents, the colleges, and their respective constituents to determine the effectiveness of this campaign in elevating image and visibility of two-year education in Montana, an evaluation component is a requirement under the RFP proposal.

As chair of the Two-Year Education Council, I would like to convey the council's appreciation of the support the Board of Regents has given to this important initiative.

Arlene H. Parisot
Director of Workforce Development and Two-Year Education



BUDGET—TWO-YEAR MARKETING INITIATIVE

Allocation

\$75,000	BOR Allocation
\$27,000	Two-Year Colleges (COT, CC and MSU Northern) contributions
<u>\$32,000</u>	Private business sponsorships project (examples: DA Davidson and St. Vincent Hospital)
\$134,000	Total funds available

Phase one—Expenditures

\$43,983.00	32 page tabloid distributed statewide
\$ 6,009.21	Contracted Service for demonstrating two-year opportunities at Career Fairs, Schools and Educational Associations

Remaining Funds

\$84,007.79

Phase Two

\$75,000 to \$80,000 RFP has been disseminated through Department of Administration State Procurement Bureau to hire a marketing and advertising agency to work as a collaborative partner in the development, implementation, and evaluation of a comprehensive marketing program for two-year education.

\$4,007.79 + to be used to continue school visitations, career fairs, and other venues