

COLLEGE!NOW MARKETING PILOT AT CITY COLLEGE PROJECT OVERVIEW

Over the past year, through the College!NOW initiative, and with support from the Lumina Foundation, the Montana University System (MUS) has set forth to implement a comprehensive mission at its two-year colleges, and initiate an effort to make the colleges better understood, and therefore better utilized.

Following extensive community engagement and market research, the colleges were renamed to more accurately reflect their location, two-year mission, and affiliation to the public. Strategic Plans were recently submitted for mission implementation and marketing. It is now time for the Montana University System to take next step in achieving the goal of increased degree attainment among Montana citizens, by reaching out to prospective students directly through a targeted marketing campaign that will drive both statewide and local brand engagement and local enrollment.

The College!NOW team at MUS decided to conduct a pilot campaign with City College MSUB in order to test and determine the messages and tactics that will be most effective in reaching these hard to reach audiences and moving them to enroll. This will be a consumer-focused marketing campaign, delivered largely through social media and complemented with on-the-ground outreach carried out by MSUB and City College staff.

The pilot will facilitate the efficient development and implementation of a broader statewide outreach initiative that will serve as a strategic platform through which the MUS and individual campuses can communicate opportunities in two-year higher education across the state.

The campaign concept will be based on the message, "What's Your Plan?" This message leverages a common line of questioning considered by prospective students at various times in the lifecycle. The campaign seeks to drive the target audience, attuned to this question, toward viable answers presented in the opportunities provided at the state's two-year institutions.

PILOT OBJECTIVE

- Determine best practices for engaging non-traditional prospective student demographic groups with two-year education opportunities in Montana, with the intention of expanding this to a statewide campaign.

Strategic Campaign Goals:

1. Build “City College at MSUB” brand awareness in the region
2. Increase reach and brand engagement with prospective students
3. Increase enrollment in programs with capacity at City College at MSUB

TIMELINE

Pilot Campaign Development: March 10 – April 30

Pilot Campaign Launch: May 1, 2013

Pilot Campaign Close: November 1, 2013

Evaluation Period: November 4 - December 20, 2013

Report to the Board of Regents: January 8th, 2014

Statewide Campaign Planning and Launch: January - February 2014

PILOT PROJECT TEAM

Leadership and Staff from: OCHE, MSU Billings and City College, Strategies 360, College!NOW Adult Friendly Work Group, College!NOW Evaluator (Lumina)