

Cabinet Presentation on Interact Communication

May 23, 2017

BACKGROUND

In Fall 2016, Marketing and Communication was asked identify a company that can strengthen enrollment marketing and community engagement.

This was a welcome opportunity to add to what Marketing and Communication has been doing. For two years, the Marketing and Communication office has worked with partners across campus to update our enrollment marketing in a number of ways, including:

- Redesigning the web to make it mobile friendly and prospective student focused
- Creating new marketing campaigns for the college and for enrollment
- Automating emails to let students know about registration dates/times
- Developing a text messaging process

RFP PROCESS

A committee (Don Sciore, Andi Sims, Dale Vickers, Eric Turner, and Teresa Patterson) met from September through December, and, after reviewing RFP proposals, doing interviews, and holding discussions, the committee unanimously decided on Interact Communication for the following reasons:

- A strong focus on two-year colleges
- Proven experience increasing enrollment at two-year colleges
- An ability to assess effectiveness of campaigns

INTERACT PROCESS

This is the approach they highlighted from their RFP proposal:

Our approach is simple. Any good marketing plan must be built upon solid research, deep meaningful analysis and a clear-eyed understanding of the needs of both the College and the communities it serves.

For that reason, this proposal is divided into six phases. Please note that we are providing the most comprehensive menu of services to respond to your college needs. However, some of the items are optional, and can be done in future years in order to manage college time, money and other resources.

Phase One: Intake Review entails the review of your intake process, messaging and student experience. This can immediately impact your college's ability to improve enrollment, by identifying where prospects are being lost and how to keep them.

- This allows us to measure and impact your intake pipeline (Element 3.4, 3.6 of RFP).

Phase Two: Marketing Review is the review of current marketing efforts, advertising and recruiting plans, and media preferences, as well as a review of marketing communications.

- This responds to the need for assessment of marketing, messaging, strategy, plans and products (Element 3.2 of RFP).

Phase Three: Environmental Trends is the phase in which we gather broad background information on the market, demographics and College penetration rate into its communities, while also examining your competitors.

- This allows us to identify where your NEW APPLICANTS can come from (Element 3.1 of RFP).

Note: The phases below, although responsive to the RFP, are not part of the current contract which set a ceiling on funding at was sufficient only for the first three phases.

Phase Four: Target Market Research, in which we gather information from critical stakeholders, both inside and outside the institution, using both qualitative and quantitative research.

- This allows us to guide and plan for increasing student attendance, and improve both retention and the student experience (Element 3.1 of RFP).

Phase Five: Marketing Plan, Collaterals and Analytics: In this final phase, Interact compiles all research and recommendations to compose a comprehensive strategy for increasing enrollment and improving student engagement at Mt. SAC. This phase includes delivery of the marketing plan, plus relevant creative collaterals and templates, and ongoing Interact support and analytics.

- This phase provides Mt. SAC with a research-supported strategic plan for increasing enrollment and improving community engagement, as well as continuing support for the implementation of the marketing plan (Elements 3.3, 3.5, 3.8, 3.9, and 3.10 of RFP).