

# Marketing and Creative Services

## 2009-2010 End of Year Report

Completed by: Andrea Lehmacher

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*Please refer to the "Outline/Framework for the 2009-2010 End of Year Report" for specific information on what should be provided in each section. The examples provided are fictional! They are only being provided to support the intended framework and broad general references.*

### **DEPARTMENTAL PURPOSE/MISSION:**

The department allows the institution to focus strategically on the following areas: enrollment management, strategic planning, master plan initiatives, advancement efforts along with branding and image efforts.

### **SECTION 1: Accomplishments within the Department/Area**

#### **1A. Departmental Accomplishments**

- 1) Create online resources for faculty and staff
  - a. Style guide available online
  - b. Create templates that support the college's branding efforts such as; flyer, power point and electronic stationery.
  - c. Request a project
  - d. Logo history
  - e. Logo usage
- 2) Update marketing plan
  - a. Partnered with Sandra Golden to host a marketing workshop October 2009
  - b. Update marketing plan with new action items that encompass:
    - i. Research
    - ii. Curriculum and curriculum development
    - iii. Services
    - iv. Admissions and recruitment
    - v. Marketing and communications
    - vi. Retention
- 3) JJC Brand Implementation
  - a. JJC's brand was identified towards the end of the 08-09 year
  - b. Work with all constituents to ensure JJC's brand is reflected in marketing and outreach efforts
- 4) Develop institutional magazine
  - a. Collaborative effort with Communications and External Relations Office.
  - b. Create two annual issues, fall and spring, that impact institutional position and connection with alumni and friends.

This template was originally created and developed by the JJC Student Development Division.

- 5) Sustainability practices within department
  - a. Changed paper and ink criteria within bids specifications to reflect sustainable elements such as; recycled paper.
  - b. Transitioning paper project management process to Share point
- 6) Integrate technology with efforts
  - a. Share Point for project management and improve communication with faculty and staff regarding timelines, responsibility and budget
  - b. Utilize Google analytics to evaluate specific campaigns
  - c. Collaborate with faculty and staff to reduce content within print publications and integrate with the institutional website
- 7) Revise Athletic logo
  - a. Collaborated with Athletic Director to identify a consistent athletic identity
  - b. Athletic logo available online
  - c. Athletic logo incorporated into institutional style guide
- 8) Master plan communication
  - a. Construction signage.
    - i. Member of Construction Communication Group
  - b. Ground breakings and building openings.
    - i. Key member to assist with planning and supporting events.
- 9) Transition to a new class schedule format spring 2011
  - a. Collaboration with key internal constituents for input into new class schedule.
  - b. Reduce budget cost to institution.
  - c. Ensure publication not only positions the institution but functions for new students.
  - d. Registration guide prototype created for spring 2011
- 10) Support graduation move to Lewis University
  - a. Team developed the new graduation stage design
  - b. Member of planning team
- 11) Participate in professional award competitions
  - a. Earned seven awards in the Admissions Marketing Awards.
  - b. Earned five awards in the district NCMPR.
  - c. Earned one Case award.
- 12) Enhance the promotional outreach to strategically focus on credit enrollment
  - a. Identify target audiences
  - b. Identify key messages
    - i. Testimonial campaign with faculty, staff, students and alumni
    - ii. Highway coverage with billboards.
    - iii. Metra station billboards.
    - iv. Utilization of Hispanic newspaper within district.
    - v. Online advertising with Face book with multiple targeted messages.
    - vi. Responsible for the "Did you know" section of the homepage.
    - vii. Internet banner ads through; Next Media and Comcast.net

## **1B. Unaccomplished Priorities/Goals**

- 1) Online catalog
  - a. Internal challenges
- 2) Staffing
  - a. Budget challenges

## **SECTION 2: Assessment and Evaluation of Core Programs, Functions, and Projects**

### **2A. Primary Programs/Services**

*Use your listing of core functions to complete this section*

<b>Core Projects, Functions, and Projects</b>	<b>Currently Evaluating (Y/N)</b>	<b>If Yes, how program or service is being evaluated/assessed. If No, how program or service might be evaluated.</b>	<b>Tool/Process Utilized</b>
<b>Marketing plan</b>	Y	Marketing action plan worksheets were created with timelines, responsibilities and budget	Share Point

### **2B. One or Two Examples of How Department Utilized Data to Drive Program Improvement**

*(When possible, consider existing data from JJC Institutional Research and Effectiveness: [www.jjc.edu/about/college-info/institutional-research/](http://www.jjc.edu/about/college-info/institutional-research/))*

- Based on student opinion and other trend data, removed courses from the schedule. A mailing focused more focused on price, locations, and programs of study will replace the old schedule sent out to all district households.
- Community Perception data is utilized for media purchases.
- Community Perception data was used to identify the need for a consistent brand.
- JJC enrollment profile data is utilized for newspaper placement.

### **2C. Regularly Generated or Referenced Reports**

*(When possible, consider existing data from JJC Institutional Research and Effectiveness: [www.jjc.edu/about/college-info/institutional-research/](http://www.jjc.edu/about/college-info/institutional-research/))*

Community perception report, Google analytics, face book, enrollment reports, and project request reports, budget, and vendor reports such as Comcast cable View on Demand.

## **SECTION 3: Future Departmental Priorities and Goals**

### **Priorities and Goals for Coming Academic Year**

*Note: Evaluate and utilize existing data from JJC Institutional Research and Effectiveness, if it is available and applicable. [www.jjc.edu/about/college-info/institutional-research/](http://www.jjc.edu/about/college-info/institutional-research/)*

<b>Priority/Goal for Coming Academic Year</b>	<b>Reasons for Establishing this Priority/Goal</b>	<b>Check if Data is Provided in Appendix</b>
Move online catalog solution forward	Data shows that students conduct most of their academic planning online. Additionally, this supports cost-effectiveness strategies at the college.	
Data Driven Decision Making	Effective use of internal and external data to plan and measure marketing efforts	
Living the JJC Brand	Ensure external and internal consistency in image and voice that impact institutional effectiveness.	
Technology Integration	Moving information into the portal will create a valuable resource for JJC faculty and staff. The continued use of Share Point will ensure there is improved project management within the department and improved communication with faculty, staff and vendors.	
Evolve Printed Publications	Move towards print on demand to reduce paper usage and data information; work with Web Services to ensure the print and web work together; and research variable data and targeted direct mail opportunities.	

## **SECTION 4: Staff Development and Accomplishments**

**4A.** Please provide a general summative statement (paragraph or two) about staff development in your area over the past year.

(Insert Paragraph Here)

### **4B. Staff Development Initiative and Accomplishments**

- Staff Development and Involvement
  - AQIP working group
  - EMC
  - Recruitment and retention committees
  - Staff member working on Master's degree
  - Director working on Doctorate
  - Cost savings task force
  - Strategic planning task force
  - SMRHEC
  - Graduation planning committee
  - College Night planning committee
  - Web services/ATAC
  - Various webinars
  - NCMPR district conference
  - CASE district conference
  - Local Adobe workshops
  
- Departmental Accomplishments
  - Portal training
  - Overhauled entire institutional image and defined a consistent brand that is authentic
  - Strengths Finder assessment
  - Department has won numerous awards from; NCMPR, CASE and Admissions Marketing Awards

### **4C. Staffing Changes (July 1, 2009 - June 30, 2010)**

- Student worker became part-time administrative assistant

### **4D. Future Staff Development and Training Needs**

- *Example:*

## **SECTION 5: Departmental Collaboration**

### **Internal and External Collaborations**

<b>Strategic Collaboration</b> (Program/Service)	<b>Collaborative Partners</b> (offices, organizations and/or people)	<b>Internal or External</b>	<b>Collaboration Outcome/Results</b>
Created a construction communications task force that included individuals from multiple departments.	CER Facilities Services Student Life Marketing	Internal	Streamlined communication methods and enhanced consistency in messaging.
*Marketing workshop	Institutional	Internal	Through campus wide input and collaboration identified strategic actions that need to occur in the following areas: research, curriculum, services, recruitment, marketing, retention and evaluation.
*Program sheets	Academic Affairs	Internal	Created functional and consistent material for students and faculty that explains a program of study, career outlook information, unique admission criteria, along with integrating appropriate certificates.
*Catalog	Marketing IT Academics Student Develop.	Internal	Researching online catalog options for a more efficient publication vs. the current printed publication. This is a cost effective, sustainable and student friendly option.
*New registration Guide	Marketing Academics Enrollment Mgt	Internal	Provide more timely and accurate information to our students, create a positive presence in the community, acknowledge current fiscal realities, and meet our sustainability initiatives.
Building openings and groundbreakings	Marketing, CER, Advancement, Facilities	Internal	Successfully implemented major events related to groundbreaking and building openings.
College Magazine	Marketing, CER, Advancement	Internal	Published four magazines (2 annually) for friends, alumni, and donors of the college.

*\* Indicates your department provided the organizing leadership for the accomplishment of the effort.*