



# LAS POSITAS COLLEGE

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SUMMER & FALL MARKETING CAMPAIGN 2016

# DATA-DRIVEN MEDIA PLAN

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**Objective:** Generate brand awareness and enrollment by developing and managing marketing and public relations activities

**Strategy:** Included advertising (online and print), social media, direct mail and e-mail, new collateral, integrated website messaging with promotion strategy (e.g. –unique URLs for tracking advertising response rates), public relations, and more

**Market Research:** District-wide market research results and data guided the marketing strategy. Research included—

1. Current Student Survey – to understand current insights about student behavior and mindset
2. Feeder High School Research Project – interviewed high school counselors to better understand why, or why not, what they said to their students about our Colleges



# Market research

## CLPCCD 2016 Student Survey

**Goal:** Understand student behavior and media preferences

EXCERPT

## Primary Student Personas



Recent high school graduates,  
not yet fully employed



25%

of enrolled students



LAS POSITAS COLLEGE

34%



Working adults pursuing a degree, certification, or career advancement



54%

of enrolled students



LAS POSITAS COLLEGE

46%

# Market research

## CLPCCD High School Counselor Interviews

**Goal:** Understand what counselors say, or not, about our Colleges to prospective high school students

EXCERPT

College	Strengths	Weaknesses
<b>Berkeley City College (n=2)</b>	<ul style="list-style-type: none"> <li>Academic focus</li> <li>Accessible- public transportation</li> <li>Close to UC Berkeley</li> </ul>	<ul style="list-style-type: none"> <li>Lack of student gathering space</li> <li>Old facilities</li> </ul>
<b>College of Alameda (n=2)</b>	<ul style="list-style-type: none"> <li>College culture</li> <li>Available by phone</li> </ul>	
<b>Diablo Valley College (n=5)</b>	<ul style="list-style-type: none"> <li>Reputation</li> <li>Concurrent program</li> <li>High transfers to UC Schools</li> <li>Football program</li> <li>Study abroad program</li> <li>Many courses – art/music, tech, science, health</li> <li>Online registration</li> <li>Assessment testing counseling</li> <li>Services for students with disabilities</li> </ul>	<ul style="list-style-type: none"> <li>Counseling department – difficult to get an appointment</li> <li>Impacted</li> <li>Some holes in College Connect program</li> <li>No early enrollment</li> </ul>
<b>Laney College (n=3)</b>	<ul style="list-style-type: none"> <li>Easy to get to location / transit</li> <li>Good culinary program</li> <li>Readily available by phone</li> <li>Flexible deadlines for applications and concurrent enrollment</li> <li>Summer school offerings</li> <li>Math classes not impacted</li> </ul>	<ul style="list-style-type: none"> <li>Lack of diversity</li> <li>Too much like high school – “feels like 13<sup>th</sup> grade”</li> </ul>
<b>Ohlone College (n=3)</b>	<ul style="list-style-type: none"> <li>Highly ranked Fire Science and Sign Language Programs</li> <li>Performing Arts and Music Programs</li> <li>Campus</li> </ul>	<ul style="list-style-type: none"> <li>Traffic/ Busy area</li> </ul>

# ADVERTISING STRATEGY

## April - Present

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### ONLINE / TV / RADIO

- Direct eMail
- Facebook
- Pandora
- Comcast Television
- KYLD Radio – Wild 94.9

### PRINT

- Livermore Independent - Print and digital ads
- Pleasanton Weekly - Print and digital ads
- Tracy Press – Print and digital ads
- Stoneridge Mall - Skybanner
- Wheels Buses –Fall Fast Track (Late Start)
- Hacienda Movie Theater

# TV AD: COMCAST

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CSCA - in Oakland A's games





# TV AD

**Advertising date:** June 20th to August 14th

**Advertising zone:** Tri-Valley Area

**Target:**

- Adults 18-35

**Frequency:** Avg. 25x per week.

**Program Focus:** General Overview



<https://vimeo.com/173807859>



# FACEBOOK AD

Number of clicks to LPC website:  
18,025

Target Audience: Ages 16-55 with  
interests related to LPC  
programming and activities



SUMMER: *Text was placed below ad on Facebook newsfeed*

LAS POSITAS COLLEGE

SAVE. LEARN.  
TRANSFER. WORK.

Apply or register now.  
Classes begin August 17<sup>th</sup> — Financial aid is available.  
[www.laspositascollege.edu](http://www.laspositascollege.edu) | 925.424.1015





# PANDORA AD

Number of clicks to LPC Website:  
63,028

Target Audience: Ages 16-55  
with interests related to LPC  
programming and activities



A screenshot of a Pandora mobile app interface. At the top, the status bar shows "Carrier", signal strength, "11:04 PM", and battery level. Below the status bar is a navigation bar with a back arrow, the text "James Taylor Radio", and a thumbs-up icon. The main content area features a large advertisement for Las Positas College. The ad has a dark red background with the text "THE VERY BEST OF" at the top, followed by "LAS POSITAS COLLEGE" in a large, white, serif font. Below this is a photograph of two smiling graduates in black caps and gowns. Underneath the photo, the text reads "SAVE. LEARN. TRANSFER. WORK." in a white, serif font. Below that, it says "Apply or register now." and "Classes begin August 17th — Financial aid is available." with the website "www.laspositascollege.edu" and phone number "925.424.1015". A "CLICK HERE" button is at the bottom center of the ad. To the right of the ad is the Las Positas College logo. Below the advertisement, the Pandora interface shows the song title "(Sittin' On) The Dock..." by Otis Redding, with an upward arrow. A progress bar shows "0:01" and "-2:40". At the bottom, there are icons for a thumbs-down, thumbs-up, pause, and skip forward.

# ONLINE (News Paper Ad)

Target Audience: Ages 16-55  
with interests related to LPC  
programming and activities

Where: Tracy Press -- Livermore  
Independent -- Pleasanton  
Weekly



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[CLICK HERE](#)



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[CLICK HERE](#)



# STONERIDGE MALL SKYBANNER --2016

More than 1 million mall visitors during time Skybanner was displayed.





# SAN FRANCISCO (LIVERMORE) PREMIUM OUTLETS--2016



Summer Sessions  
Begin May 31 &  
July 5. **Apply and  
register today!**



LAS POSITAS  
COLLEGE



Save



Learn



Transfer



Work

[WWW.LASPOSITASCOLLEGE.EDU/SUMMER16](http://WWW.LASPOSITASCOLLEGE.EDU/SUMMER16)

K.



# PRINT AD

Tracy Press -- Livermore Independent -- Pleasanton Weekly





Danville Patch Find Your Patch 87° Clear Post on Patch  
 Calendar LocalStream Real Estate Jobs Advertise Bulletin Board Topics

TAKE THE X1 CHALLENGE xfinity Try us risk free for 30 days

JUL 28 Las Positas College Theater Presents: 'How to Succeed in Business Without Really Trying'

THE OFFICIAL WEBSITE OF LAS POSITAS COLLEGE ATHLETICS  
**HAWKS ATHLETICS**

COMPOSITE SEARCH MENU

f t i

**New Men's Soccer Coach**  
 Posted: Apr 29, 2016 Like 57 Tweet

Andy Cumbo calls it a dream job, but his new position as Las



Log in Register

**Pleasanton Weekly.com**

Home News Town Square Blogs A&E Real Estate Print Edition

**NEWS**

Updated: Mon, Apr 4, 2016, 7:27 am  
 Uploaded: Sun, Apr 3, 2016, 7:13 am

**Las Positas College speech team wins second overall in international competition**  
 Five students won first place in individual contests in Vienna, Austria

by Meredith Bauer / Pleasanton Weekly

SEARCH

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 July 27, 2016 75°

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 ALBERT B. FROWISS, SR. EEO/CPA CLAIMS ADVOCATE, Call 858.756.1494 or Click Here

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3 Remaining

Home News

**Las Positas College Plans Expanded Work-Based Learning**

Story Posted: Thursday, May 5, 2016 12:00 am

Las Positas College has launched a Work-Based Learning Initiative, which supports the college's role in building the area workforce and provides new opportunities for employers, students and alumni. The

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 CLICK HERE

Save the Date **Open House** *Don't miss this event!*

# PUBLIC RELATIONS

Drafted and distributed 36 press releases: 21 picked up by media outlets



# DIRECT EMAIL TO STUDENTS

## Emails sent to students who (example)...

- who had not returned for more than one semester
- who had applied but not enrolled

**Messages included: reminder to enroll for classes, or return, information on student services, and more**

**Dates: July 2016**

SENT TO	Total Emails Sent	Opens	Click-through
Applied, Non-Registered & Registered	25,043	6,001	318

# OTHER COLLABORATIONS

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Assisted Las Positas College with additional marketing communication support-

Highlights:

- International Students Program
- Admissions – Summer/Fall Class Schedule
- LPC Folder Designs
- Website Re-design
- Wheels/LPC Partnership
- Athletics Public Relations Professional To Boost Social Media Content And Print/Online Stories
- *“One More Class”* Campaign





### Planning & Paying for College

Whether you're earning your degree or certificate, or completing university transfer requirements, it's critical that you select the right courses to achieve your educational goals. Financial aid works the same way! It's just as important for you to choose the right financial aid resources to help you achieve your educational goals and avoid excessive student debt. Las Positas College's financial aid office is ready to help guide you through the application process. Visit us in person, online or XXXX. For more information on deadlines, application process, and more... OR—take a peek inside the next few pages for a quick overview!



### All Students Should Apply!

All students who expect to have or are having difficulty meeting school expenses are encouraged to apply. Many students assume they do not qualify for aid when they actually do. To learn more, visit us today!

Building 1600, Room 1650 | 925.424.1500 | E-mail: lpcfnaid@laspositascollege.edu | Federal School Code: 03.0357

FINANCIAL AID 101  
www.laspositascollege.edu/financialaid

Las Positas College needs your input ...

### International Student Program Community Roundtable

Wednesday, June 22, 2016  
6PM - 8PM, Rm. 1687

LEARN MORE about our International Student Program and meet our International student.

STAY FOR THE ROUNDTABLE where we seek your ideas and input on how to help grow our International program.

RSVP by 06/16/2016 to Cindy Balero,  
EMAIL: [cbalero@laspositascollege.edu](mailto:cbalero@laspositascollege.edu)  
PHONE: 925.424.1548

## LAS POSITAS COLLEGE

**01**

Even high-achieving students value, with Las Positas, financial aid and scholarship are available. Transfer or simply work with little or no student loan debt.

**02**

Small class and lab sizes, all classes and labs taught by faculty, not teaching assistants. Learn from the best!

**03**

New state-of-the-art buildings and equipment for key programs, including nursing, technology and performing arts.

# TOP TEN REASONS

To make Las Positas College your first choice!

**04**

Academic excellence, the latest curriculum, and outstanding faculty and staff dedicated to teaching and student success.

**05**

High transfer rate to UC, CSUs, and other four-year colleges.

**06**

Classes available for late-enrolling students, career-reinforce, and retraining goals.

**07**

Flexible class scheduling: on-campus, online, days, nights, weekends, and January.

**08**

Extensive free support resources for students, especially in the Transfer Center and Career Center.

**09**

Over 30 double and shared adjacency programs with exceptional new facilities.

**10**

Essential courses recognized for inclusion in a sustainability and safety.

Save. Learn. Transfer. Work.

### YOUR FIVE STEPS TO SUCCESS

STUDENT SERVICES TO HELP YOU SUCCEED • Financial Aid • Admissions and Records • Assessment Center • Counseling • Disability Resource Center • Transfer Center • Health & Wellness Center • Tutorial Center • Reading & Writing Center • Open Math Lab • Veterans First Program • CaTWORKs • Extended Opportunity Programs & Services • Honors Program • Puente Project

**STEP 01**

Apply for admission.

**STEP 02**

Complete an online orientation.

**STEP 03**

Take placement tests.

**STEP 04**

See a counselor for your Student Education Plan.

**STEP 05**

Register for classes. Pay fees!

# LAS POSITAS COLLEGE

# LAS POSITAS

# LAS POSITAS

www.laspositascollege.edu

# OTHER COLLABORATIONS







**NON-PROFIT ONLY**  
**LAS POSITAS COLLEGE**  
 20000 Canyon Blvd, Suite 100  
 Livermore, CA 94550  
 Tel: 925.224.2000  
 www.laspositascollege.edu

RESIDENTIAL GUIDANCE  
 SUMMER CLASSES START MAY 31 | FALL CLASSES START AUGUST 17

**VETERAN FIRST PROGRAM**  
 Admissions • Services • Coordination

The Veterans First Program at Las Positas College serves veterans, active duty members, Guard, and Air Force Reservists and spouses of veterans. The program is staffed by a dedicated regional center located on campus and provides services that ensure their educational success at Las Positas College.


The program offers a wide range of support services to assist veterans in their transition from military to college life and into the workforce.

- Veterans Resource Center
- 24-hour care and support
- Question Counseling (Drop-in counseling)
- Financial Aid Counseling (including scholarship and grant information)
- Academic Counseling (dedicated to veterans)
- Regional staff (located on campus)
- Regional staff (located on campus)
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**SAVE LEARN TRANSFER WORK**  
 College doesn't have to be intimidating or expensive. You don't need large student loans. The best college education is at Las Positas College. Start here. Start Now.

2016

SUMMER CLASSES START MAY 31 | FALL CLASSES START AUGUST 17

 **Las Positas College Athletics added 2 new photos —** at **Las Positas College.**  
 March 12 · Livermore · 🌐

There have been great crowds for the men's and women's CCCAA State Basketball Championships on a rainy weekend at Las Positas. The Hawks are hosting the Final Four for the first time, and what a treat "The Nest" has been for basketball aficionados. "When we petitioned to get it, this was the vision: being able to see the stands full," a beaming Las Positas Athletic Director Dyan Miller said as she gazed out at the packed house Saturday ni... See More




**"Las Positas Easy Pass is the Smart New Way to Get to Class!"**

**LPC Students Ride FREE Beginning This Fall**

[CLICK FOR DETAILS](#)

# OTHER COLLABORATIONS





# UP-COMING WEBSITE

Tentative Phase 1 roll-out: Fall 2016

DRAFT CONCEPT



The screenshot shows a modern website layout for Las Positas College. At the top right, there are navigation links: "Map", "Parking", "Find People", "A-Z Index", and a search icon. The main header features the college logo and name, followed by a horizontal menu with links for "Admission & Aid", "Academics", "Students", "Why Las Positas College?", "Athletics", and "About".

The main content area is divided into two large image-based sections. The left section shows a rendering of the "100 CLASSROOM BUILDING" with a red and tan facade. Below the image is a dark banner with the text "Apply to Las Positas | Register for Classes". The right section shows a group of graduates in black gowns and caps, with a yellow sash. Below the image is a dark banner with the text "130+ degree and certificate programs" and a "LEARN MORE >>" link.

Below these sections are two columns of content. The "Events" column lists three items: "JUN 28 TRANSFER: UC Davis Rep Visit Tuesday, 10:00 am", "JUN 28 Drop in Resume Assistance Tuesday, 11:00 am", and "JUN 29 TRANSFER: CSU East Bay Rep Visit Wednesday, 10:00 am". The "News" column lists three items: "Math League Student Places in top 1% April 28, 2016", "Bonds Would Upgrade Community Colleges' Labs and Classrooms April 28, 2016", and "Las Positas College ready for NorCal final April 28, 2016".

At the bottom right, there is a section for "SWIM AND DIVE WINS CHAMPIONSHIPS! SCORES AT STATE, U.S." with a photo of the swim and dive team. Below the photo is the text: "Las Positas won championships for both men and women at the Coast Conference meet."

# “One More Class” Campaign

DRAFT CONCEPT

Take one more step to  
strengthen your future.



Take one more step  
toward success.



## Take *one more class.*

Have you registered for 9 to 11.5 units for the Fall semester? Yes?!  
Take one more class and it could pay out big dividends  
toward achieving your educational goals.

Research shows you will be more successful by taking just one more class:  
Save on fees.  
Maximize financial aid.  
Finish sooner and get that job or degree you want!



[laspositascollege.edu](http://laspositascollege.edu)

**Fast Track Classes  
start August XX**

# UPCOMING MARKETING ACTIVITIES & COLLABORATIONS

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- Advertising Late Start Classes – University newspapers, Facebook, Pandora
- Spring Recruitment Campaign planning begins September 1
- Spring class schedule production
- New marketing collateral...and **more!**



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