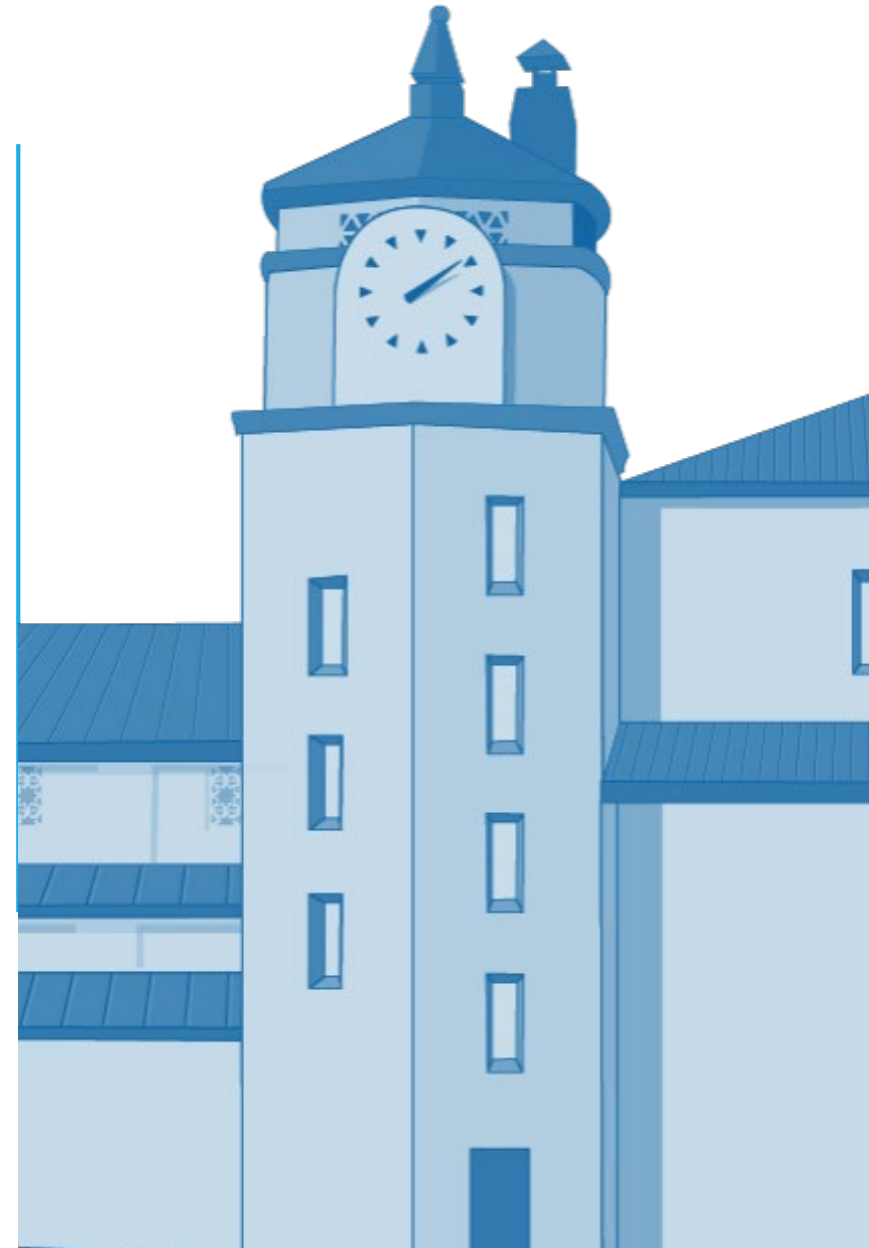




San Bernardino
Valley College

ENROLLMENT MANAGEMENT 2018-2020

BACKGROUND

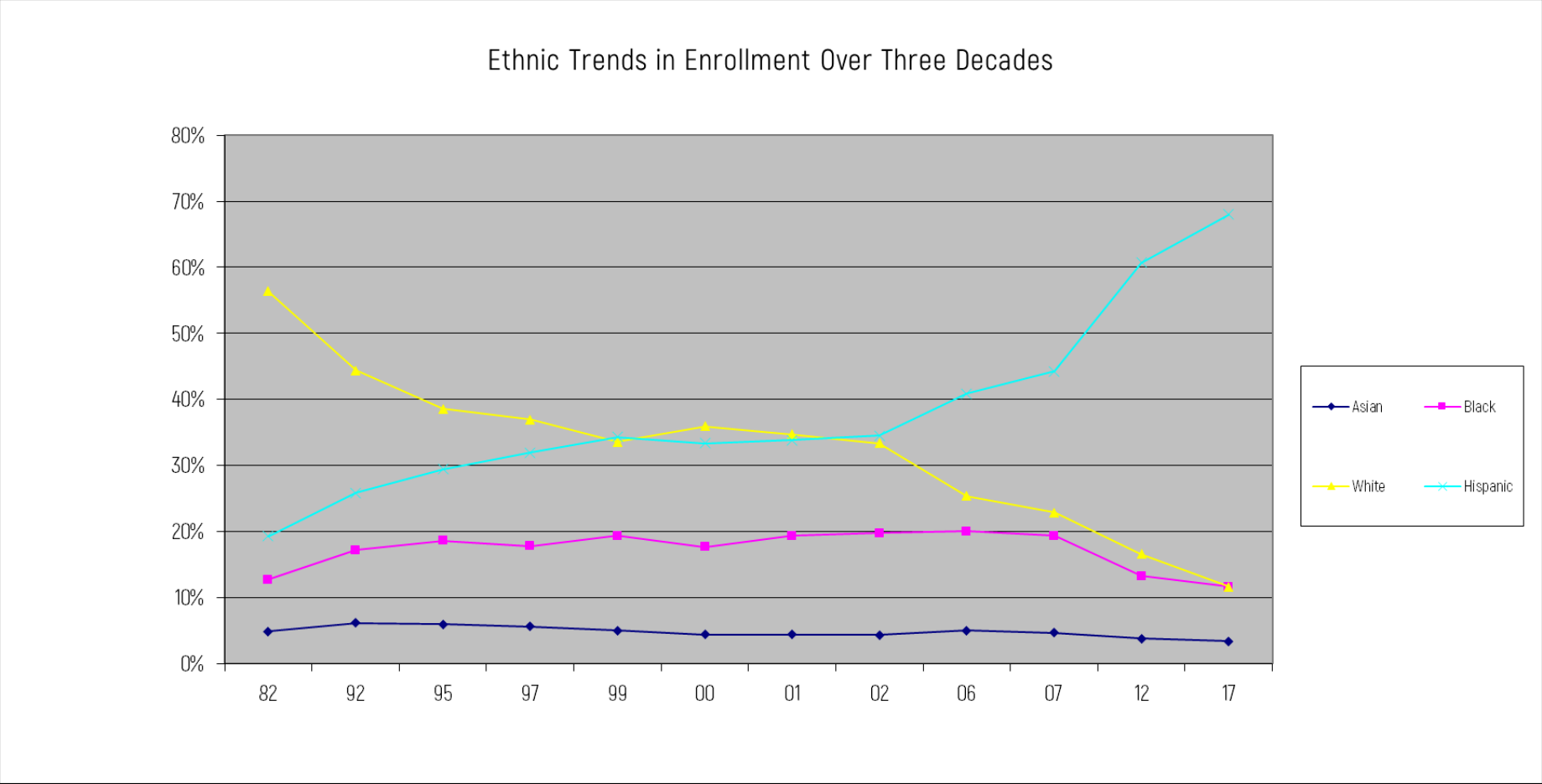




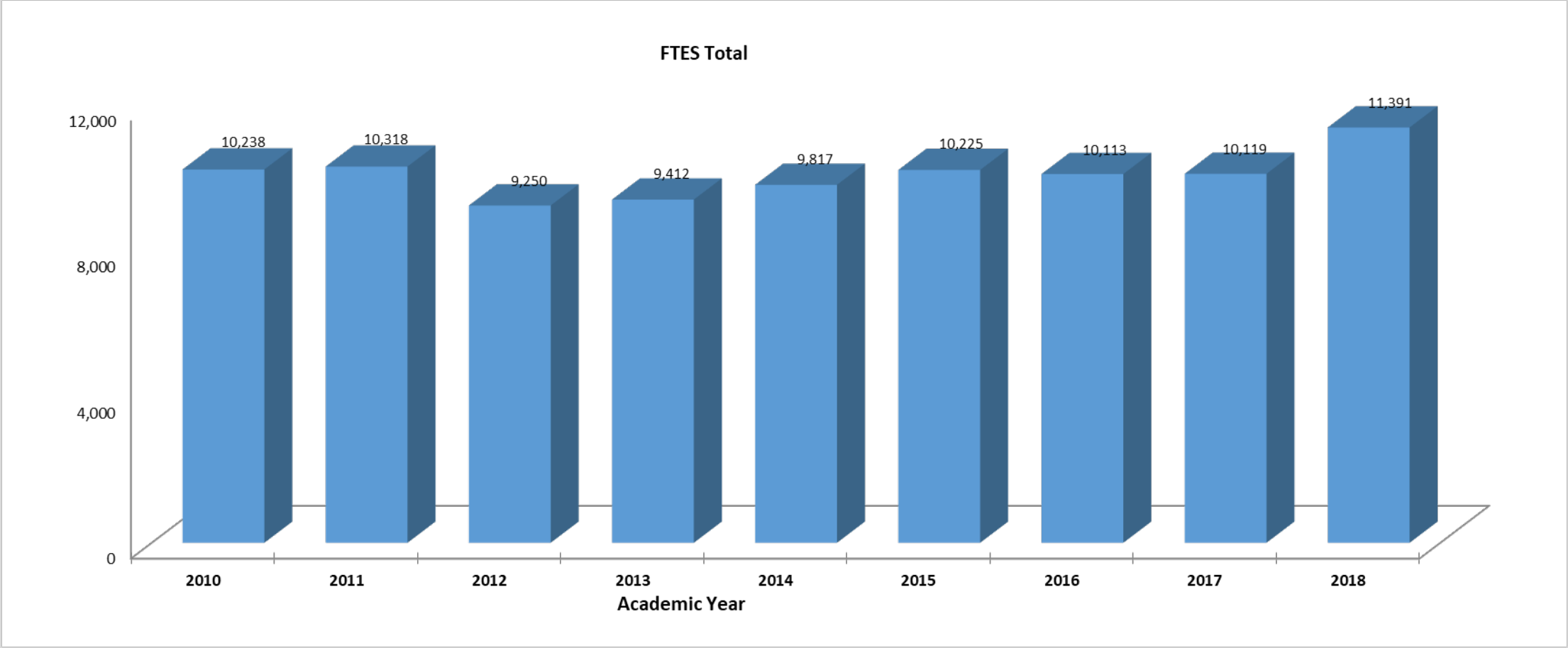
Background

San Bernardino Valley College is a comprehensive community college that serves the residents of the Inland Empire. The college is one of the 114 locally governed California community colleges. Students of the college are drawn, for the most part, from the local community. In addition, specific programs at the college attract students from 18 to over 80 years and reflect the ethnic and cultural diversity of the region.

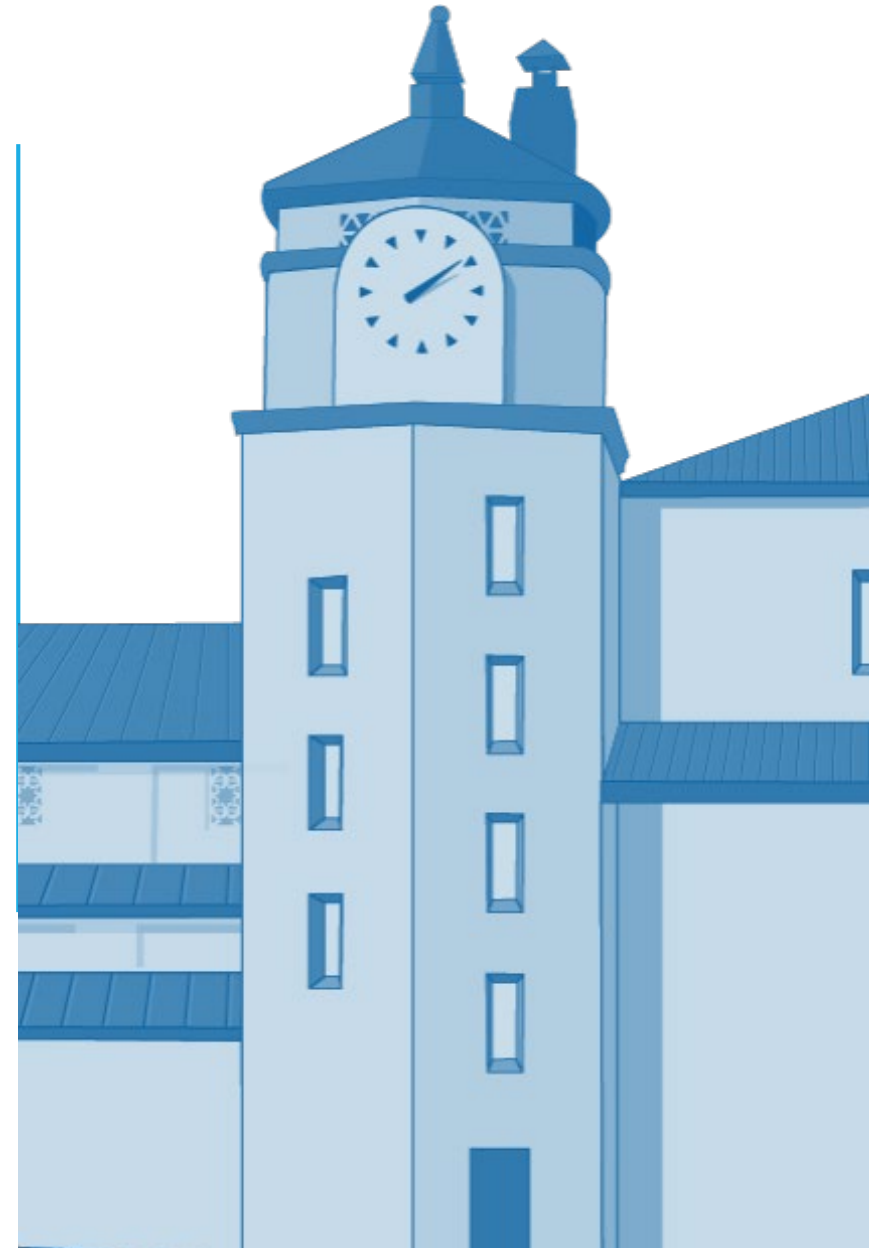
Background



Background



ENROLLMENT TRENDS



Full-Time vs. Part-Time Enrollment, Fall 2017

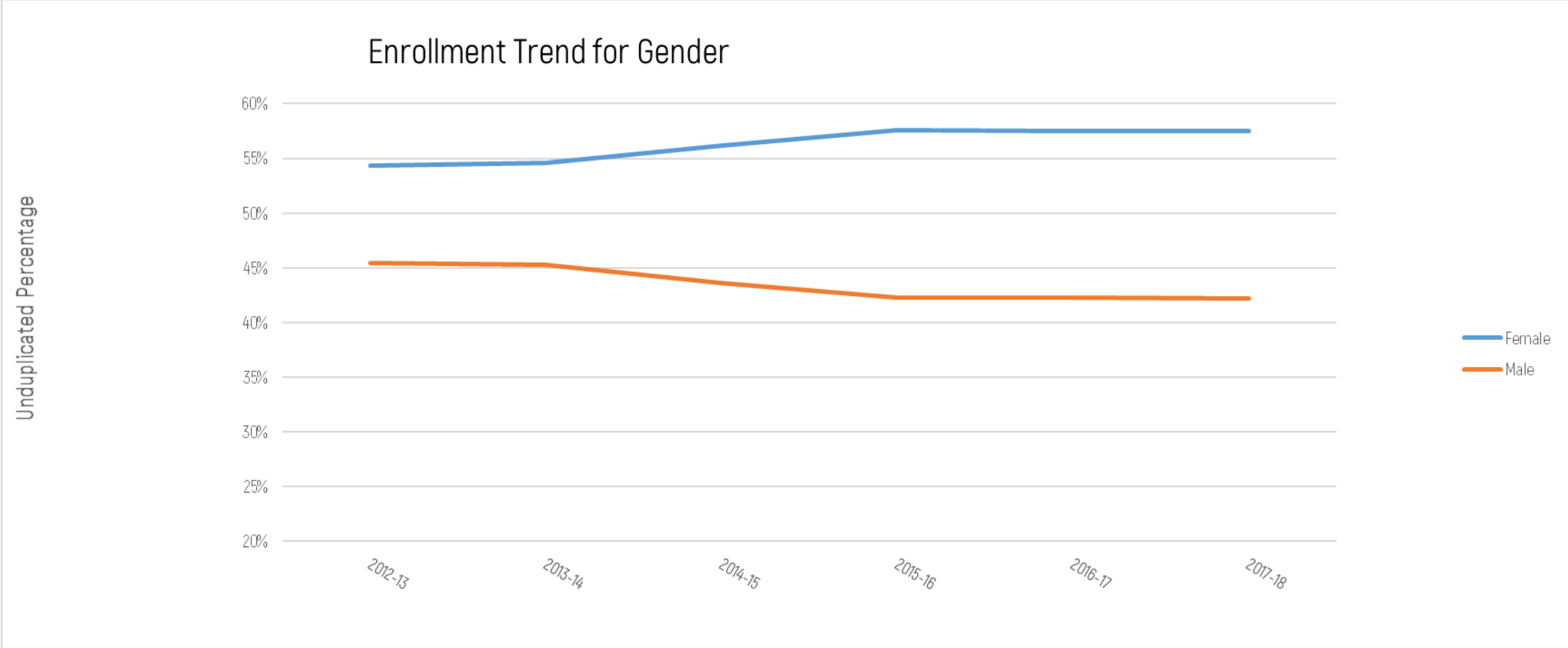
		Fall 2017	Fall 2017
		Student Count	Student Count (%)
San Bernardino Total		13,396	100.00 %
	0.1 - 2.9	172	1.28 %
	3.0 - 5.9	3,447	25.73 %
	6.0 - 8.9	3,129	23.36 %
	9.0 - 11.9	2,171	16.21 %
	12.0 -14.9	2,997	22.37 %
	15 +	1,362	10.17 %
	Non-Credit	118	0.88 %

Fall Enrollment, 2013-2017

Fall Enrollment		
Year	Duplicated Seat Count	Unduplicated Student Count*
2013	34,651	12,024
2014	35,816	12,643
2015	35,623	12,743
2016	33,535	12,310
2017	36,167	13,396

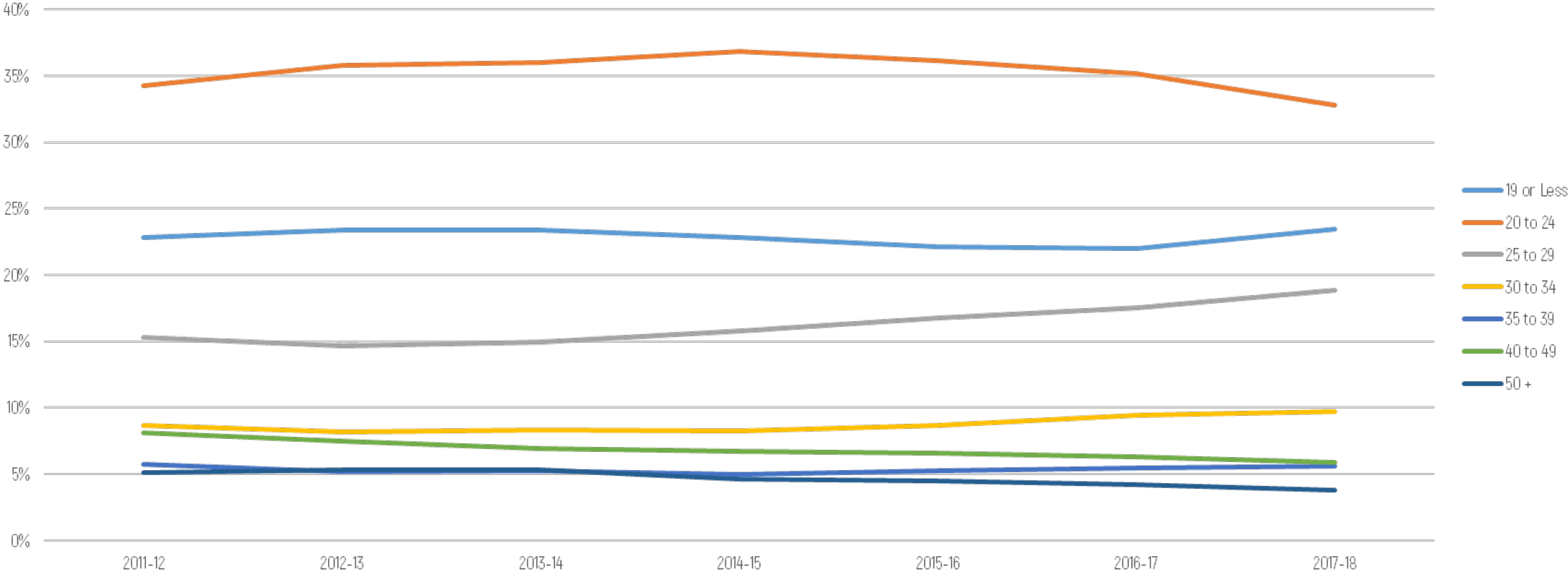
EISSections - EnrCenTotal_2018_09_17
http://datamart.cccco.edu/Students/Student_Term_Annual_Count.aspx

Enrollment by Gender, 2012-2018

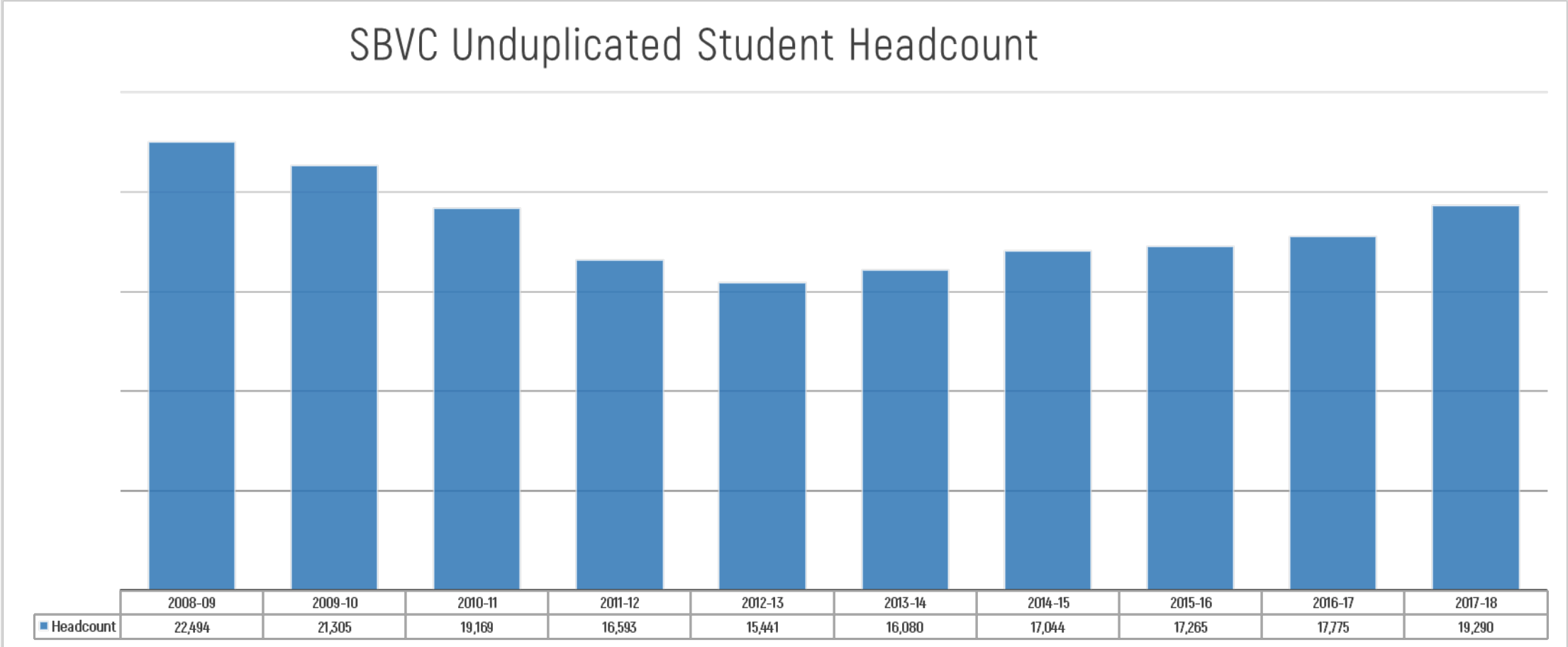


Enrollment by Age, 2011-2018

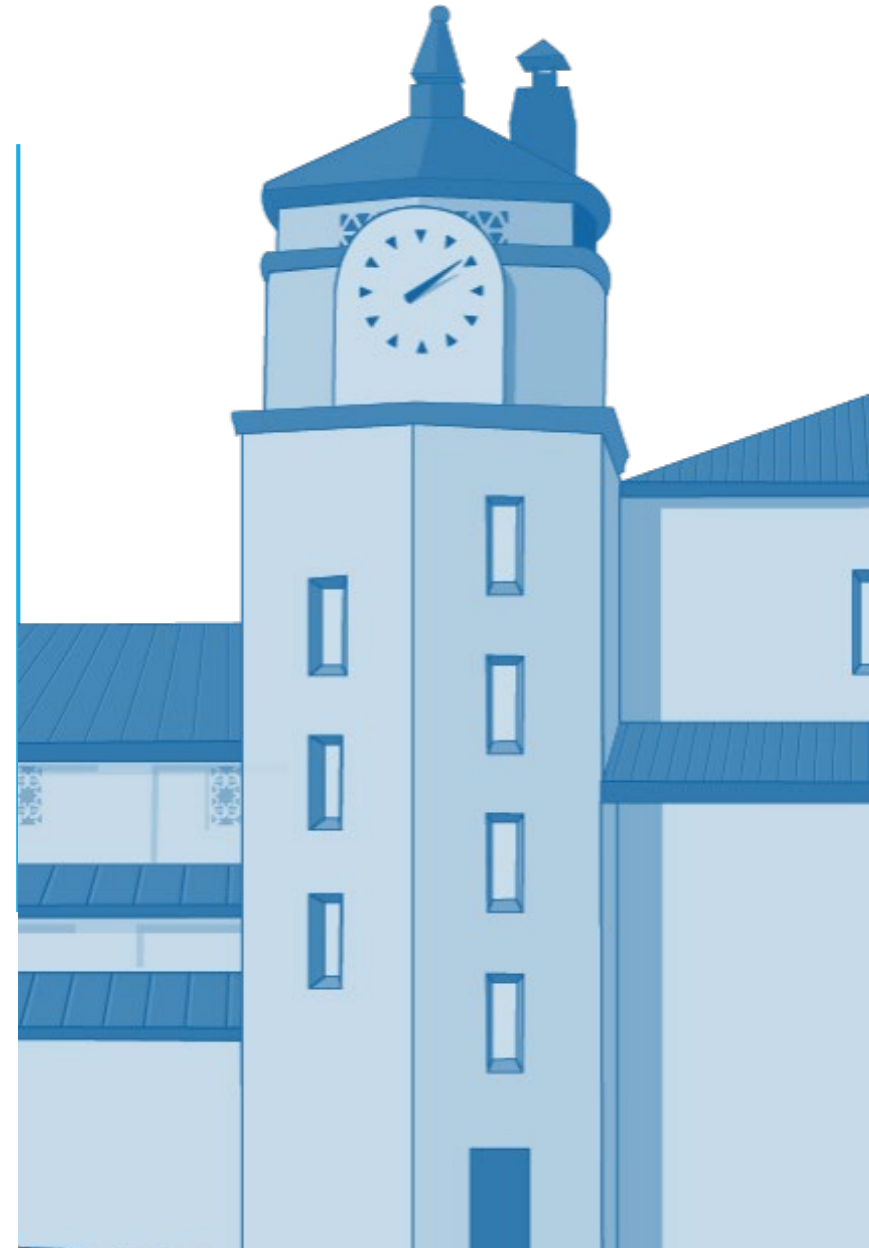
SBVC Age Trend



Student Headcount, 2008-2018



PURPOSE





Purpose

- ✔ **The purpose of the Enrollment Management plan is to create a responsive, flexible, educationally sound, research-based approach to enrollment management.**
- ✔ **This Enrollment Management Plan is intended to provide strategic direction to the college, our educational programs, our students, our employees, and our educational partnerships during periods of enrollment growth and decline.**
- ✔ **The Enrollment Management Plan is intended to ensure the following:**

Purpose

- ✔ **Maintain student access and provide clear pathways for students to achieve their educational goals.**
- ✔ **Achieve enrollment targets in order to maximize resources and funding.**
- ✔ **Protect programs to allow for student completion during times of declining enrollment.**
- ✔ **Develop a class schedule responsive to the needs of our students.**
- ✔ **Maintain comprehensive educational programs that are responsive to the needs of our students and the community.**
- ✔ **Provide clear integration and alignment with the new funding formula for California Community Colleges.**
- ✔ **Align with State Chancellor's Office Vision for Success Goals.**

10 Strategies/Focus (Optimize Enrollment)

1. **Online Degree/Certificate Offerings**
2. **Open Education Resources and Zero Textbook Cost Courses and Degrees**
3. **Evening/Weekend College Programs and Off-Site Locations**
4. **Noncredit Programs Offerings and Adult Education**
5. **Dual/Concurrent Enrollment/AB288 opportunities for high school students**
6. **Programs to serve AB540 Student Populations**
7. **Programs to improve efficiency, success, and retention**
8. **Guided Placement**
9. **Cohort programs such as Valley Bound, FYE, EOP&S, Promise, CalWORKS etc.**
10. **Labor market data to create new programs and modify existing programs to respond to local job opportunities**



Strategy #1 – Online Degree/Certificate Offerings

- ✔ **SBVC currently offers students the opportunity to take classes and earn degrees and certificates online.**
- ✔ **The college was recently selected to become a member of the California Virtual Campus - Online Education Initiative (CVC-OEI).**
- ✔ **Being a part of CVC-OEI comes with commitments on behalf of the college and a variety of services and supports for students, staff, and faculty.**

Strategy #2 – Open Education Resources and Zero Textbook Cost Courses and Degrees

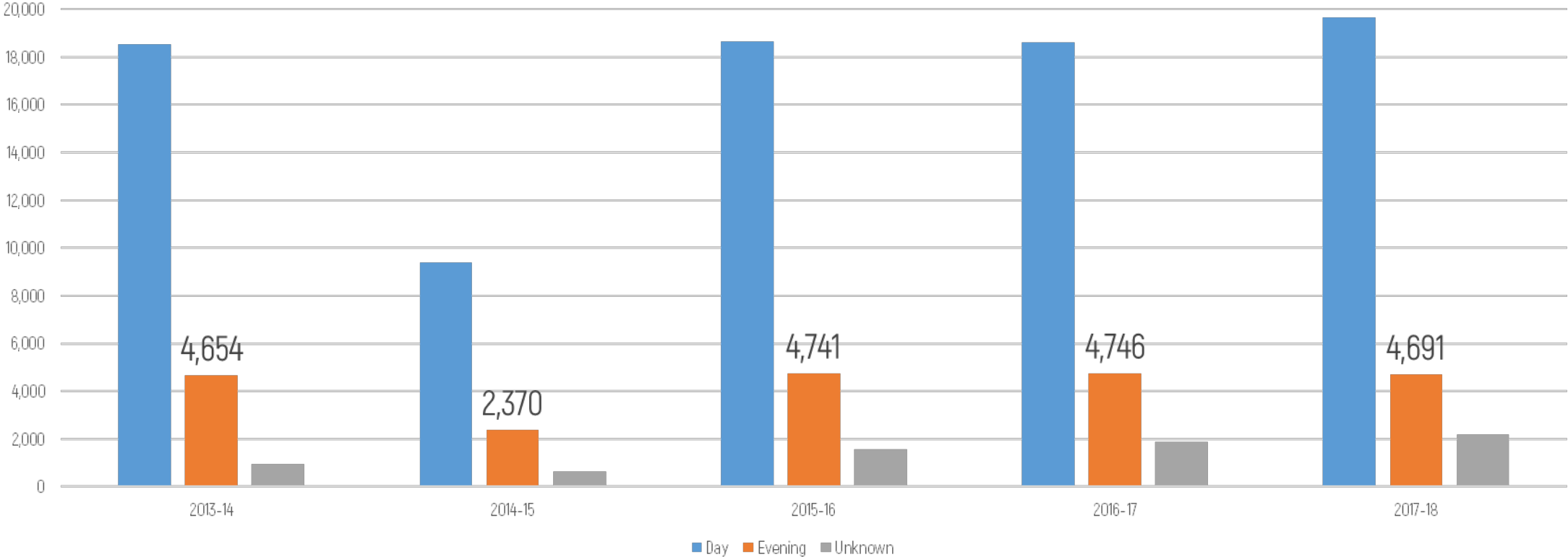
Retain. Reuse. Revise. Remix. Redistribute.



OPEN EDUCATIONAL RESOURCES

Strategy #3 - Evening/Weekend Programs and Off-Site Locations

Enrollment Counts for Day/Evening Sections



Strategy #4 – Noncredit Program Offerings and Adult Education

- ✔ **Some of the noncredit certificates offered at SBVC mirror the courses offered through the credit programs.**
- ✔ **These noncredit programs are intended for students who want to attain general knowledge of the subject, learn a new skill, enhance their existing skills, or just have an understanding of specific topics that will help them in their jobs.**
- ✔ **Noncredit programs can focus on career development and college preparation, short-term career technical education (vocational) programs with high employment potential or sequence of courses in Basic Skills, Career Development or English as a Second Language (ESL).**
- ✔ **Courses in the noncredit programs are tuition free and are repeatable, however, do not earn college units toward a certificate or degree.**

Strategy #5 – Dual/Concurrent Enrollment/AB288 Opportunities for High School Students

- ✔ **Partnerships with our local K-12 districts are key to the success of our students and community.**
- ✔ **With recent legislation and increased dialogue with our surrounding Unified School Districts (i.e. Colton, Rialto, and SBCUSD), there is a high potential of positive outcomes from our Dual/Concurrent Enrollment plans.**
- ✔ **The Dean of Academic Success and Learning Services and her team are working with Student Services and our high school partners to create comprehensive plans and pathways to address the transfer and career educational needs of our high school students and potential students at SBVC.**

Strategy #6 – Programs to Serve AB540 Student Populations

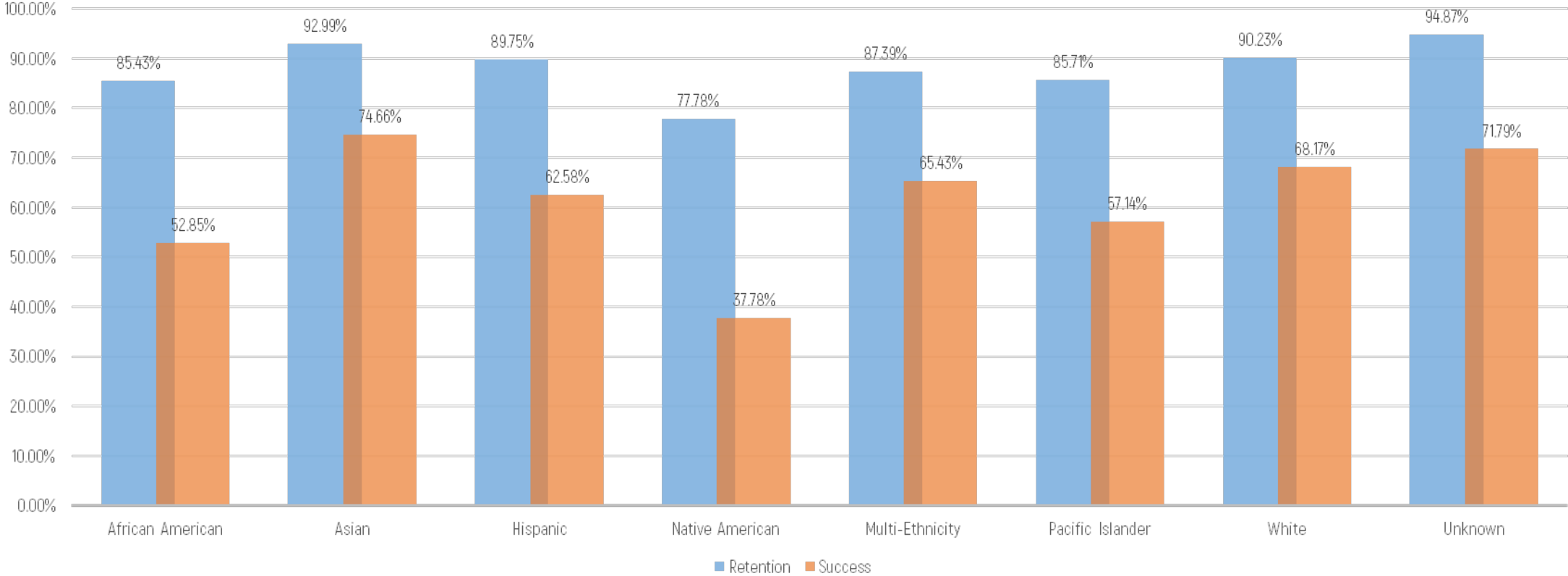
- ✔ **Our AB540 and undocumented students face many barriers to achieving a college education.**
- ✔ **While the campus has increased the efforts to provide academic advising for our undocumented students, through campus facilities such as the Dreamer’s Center, there remains a need to ensure the academic success and retention amongst students seeking degree and certificates.**
- ✔ **The college intends to continue to effectively serve its growing diverse student population and expand the integration culturally relevant practices into instruction and student support programs.**

Strategy #7 – Programs to Improve Efficiency, Success, and Retention

- ✔ **The college should continue to improve its retention efforts, particularly among student groups and educational programs with low retention rates.**
- ✔ **This will call for more instructional space, as well as additional office space for faculty and staff for more intensive student engagement.**
- ✔ **SBVC will also continue to increase efforts to have students persist from term to term while offering a baseline of classes during the general 18-week semester timeframe but increasing more on-demand course offerings to ensure that the semester has the maximum amount of efficiency.**

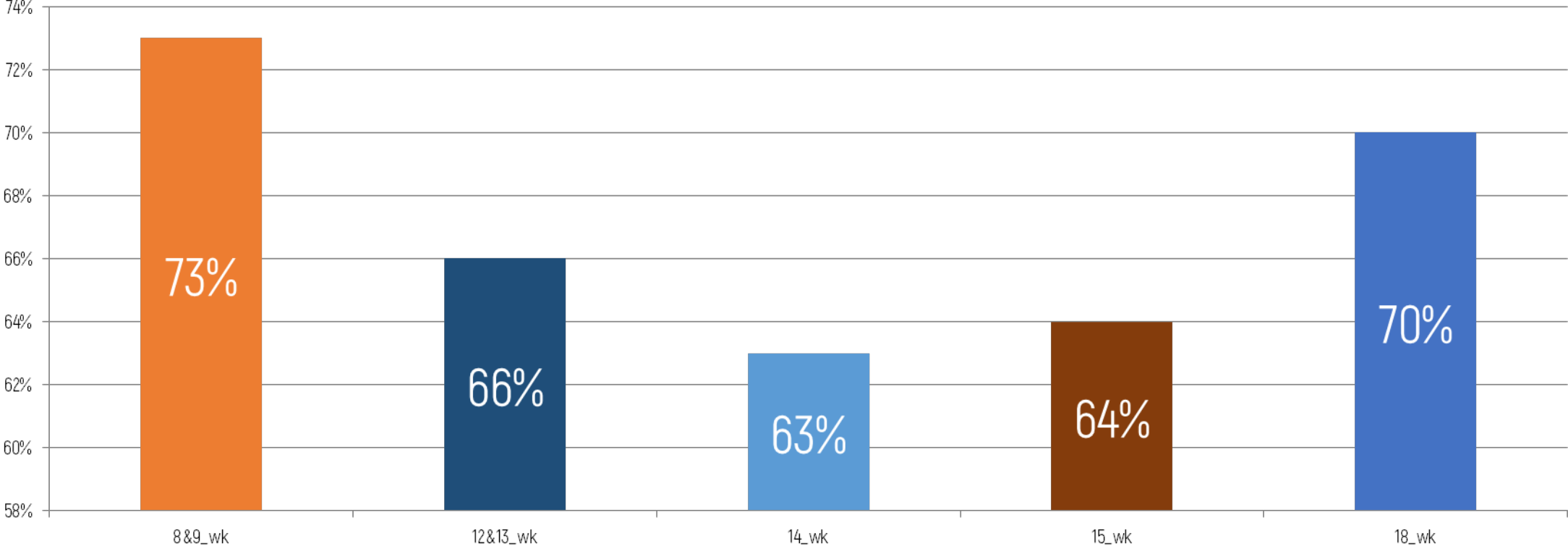
Student Success & Retention by Ethnicity, Ages 18-19

2017-18 Success and Retention Rates by Ethnicity for students age 18 and 19



Student Success by Term Length

Average Pass Rate
SBVC sections (Fall 2015 to Spring 2018) N= 9023



Student Goals (Application)

2013-14		2014-15		2015-16		2016-17	
Goal Description	N	Goal Description	N	Goal Description	N	Goal Description	N
BA After AA/AS	9,773	BA After AA/AS	11,128	BA After AA/AS	11,784	BA After AA/AS	11,472
AA/AS w/o transfer	2,367	AA/AS w/o transfer	2,340	AA/AS w/o transfer	2,371	AA/AS w/o transfer	2,238
Undecided Goal	1,862	BA w/o AA/AS	1,743	BA w/o AA/AS	1,834	BA w/o AA/AS	1,933
BA w/o AA/AS	1,489	Undecided Goal	1,532	Undecided Goal	1,506	Undecided Goal	1,545
Acquire Job Skills	872	Vocational Certificate	793	Vocational	855	Vocational	923
Vocational	745	Acquire Job Skills	660	Acquire Job Skills	698	Current 4-Yr.	782
Current 4-Yr.	657	Current 4-Yr. Student	540	Current 4-Yr.	614	Acquire Job Skills	705
Vocational AA/AS	354	Vocational AA/AS	352	Update Job Skills	332	Update Job Skills	350
Update Job Skills	351	Update Job Skills	342	Vocational AA/AS	296	Education	297
Education	255	Education	252	Education	254	HS Diploma/GED	252
Maintain	245	Maintain Cert/License	234	HS Diploma/GED	235	Vocational AA/AS	248
Career Exploration	213	HS Diploma/GED	224	Personal Interest	216	Maintain	235
Basic Skills	201	Personal Interest	221	Maintain	211	Career Exploration	222
Personal Interest	197	Career Exploration	180	Career Exploration	203	Basic Skills	204
HS Diploma/GED	171	Basic Skills	153	Basic Skills	178	Personal Interest	192
Total	19,752	Total	20,694	Total	21,587	Total	21,598

Source: ODBC

*Major declared at SBVC

Student Goals (Matriculation Major)

The most popular matriculation major for students is Undecided/Associate of Arts degree followed by Nursing.

2013-14		2014-15		2015-16		2016-17	
Matriculation Major*	N	Matriculation Major*	N	Matriculation Major*	N	Matriculation Major*	N
AA.Undecided/Undec.	6,298	AA.Undecided/Undec.	6,464	AA.Undecided/Undec.	6,374	AA.Undecided/Undec.	6,148
AS.Nursing	2,256	AS.Nursing	2,390	AS.Nursing	2,551	AS.Nursing	2,608
AA.Business Admin.	815	AA.Business Admin.	796	AA.Business Admin.	813	AA.Business Admin.	788
AA.Liberal	748	AA.Liberal	535	AA.Liberal	494	AS.Biology	570
AA.Adm. of Justice	464	AS.Biology	454	AA.Adm. of Justice	494	AA.Adm. of Justice	467
AS.Biology	416	AA.Adm. of Justice	440	AS.Biology	490	AA.Liberal	462
AA.Child Dev/Early I&I	364/44	AA.Child Dev/Early I&I	379/50	AA.Child Dev/Early I&I	382/45	AA.Child Dev/Early I&I	407/50
AA.Art/Graphic	221/131	AA.Art/Graphic	227/133	AA.Art/Graphic	237/126	AAT.Psychology	272
CERT.Crime Scene Inv.	286	AA.Library Science	274	AA.Library Science	274	AA.Art/Graphic	239/127
AA.Human Services	212	AA.Accounting	212	AA.Accounting	216	AA.Library Science	268
AA.Accounting	197	CERT.Crime Scene Inv.	193	AA.Human Services	211	AS.Computer Science	221
CERT.Teacher	192	AA.Human Services	187	AAT.Psychology	207	AA.Accounting	220
AA.Culinary Arts	161	CERT.Teacher	182	AS.Computer Science	199	AA.Human Services	202
AS.Computer Science	143	AS.Computer Science	171	CERT.Teacher	194	CERT.Teacher	171
AS.Auto Technology	137	AAT.Psychology	145	CERT.Crime Scene Inv.	148	AS.Comp. Engineering	153

Source: ODBC

*Major declared at SBVC

Degrees Awarded:

The top Associate of Arts, Associate of Science, Associate of Arts for Transfer degrees awarded continue to be Liberal Arts

Strategy #8 – Guided Pathways: (include AB 705, CTE Stackable Certificates)

This fall, Valley College appointed three faculty and one instructional dean to serve as leads for the GP initiative. Faculty leads are making presentations to campus groups/committees and departments to provide an overview of the basic components of the initiative:

- ✔ **Clarify the Path**
- ✔ **Enter the Path**
- ✔ **Stay on the Path**
- ✔ **Ensure Learning**

Strategy #9 – Cohort Programs

- ✔ **Valley Bound Commitment**
- ✔ **First Year Experience**
- ✔ **Tumaini**
- ✔ **Puente**
- ✔ **EOPS/CARE**
- ✔ **Guardian Scholars**
- ✔ **Cal WORKs**
- ✔ **DSPS**
- ✔ **Others**

Strategy #10 – Labor market data to create new programs and modify existing programs to respond to local job opportunities

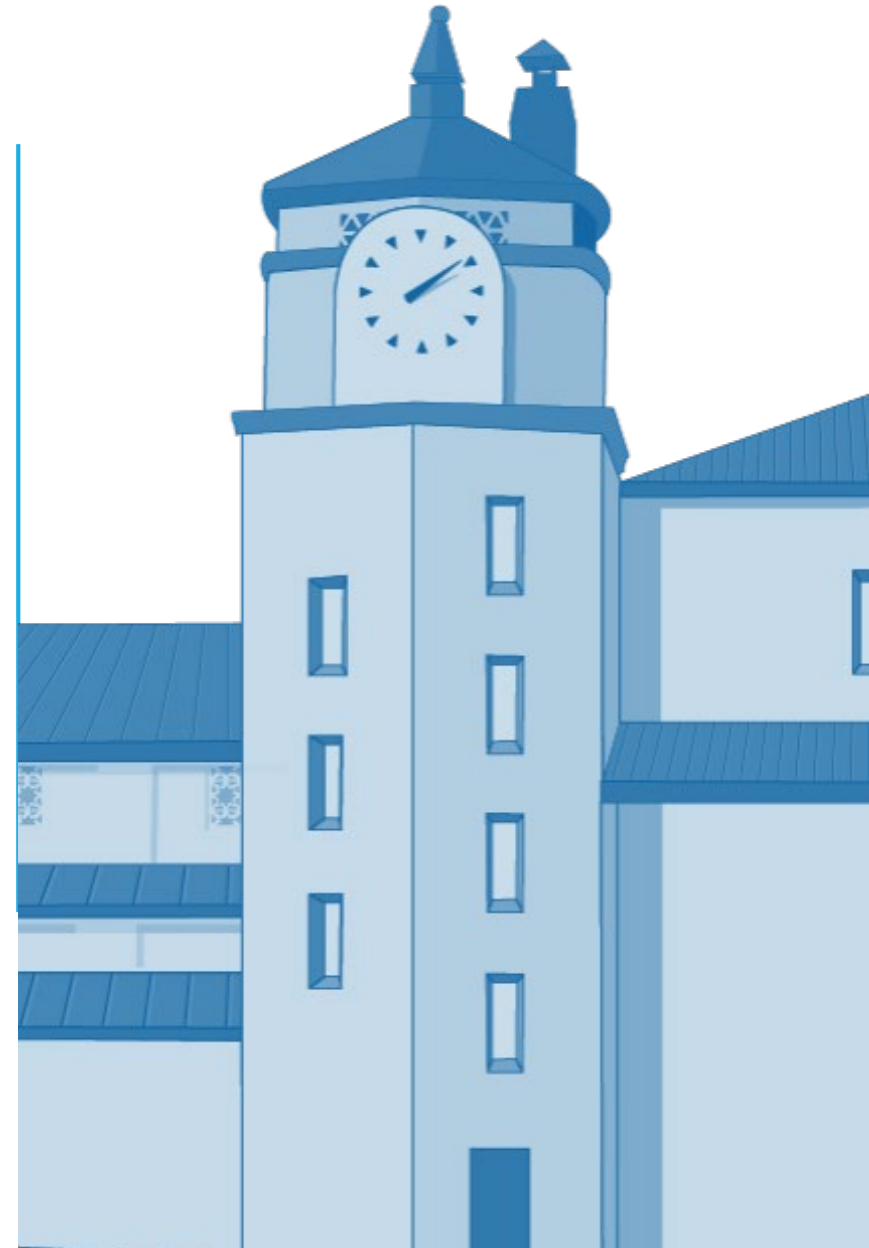
- ✔ **SBVC monitors and analyzes Labor Market Information (LMI) to see what new jobs and skills are needed and are in-demand for our region.**
- ✔ **Based on this information, faculty enhances their existing credit/noncredit curriculums and programs including developing new ones to address the workforce needs of the industries and employers, Students learn the necessary skills and competencies to prepare them for jobs to meet labor needs.**
- ✔ **Some of the regional LMI data are derived from the Bureau of Labor Statistics, O*NET, Center of Excellence and the State Chancellor's Office Launchboard.**



San Bernardino
Valley College

MARKETING PLAN 2018-2019

OBJECTIVES & INITIATIVES



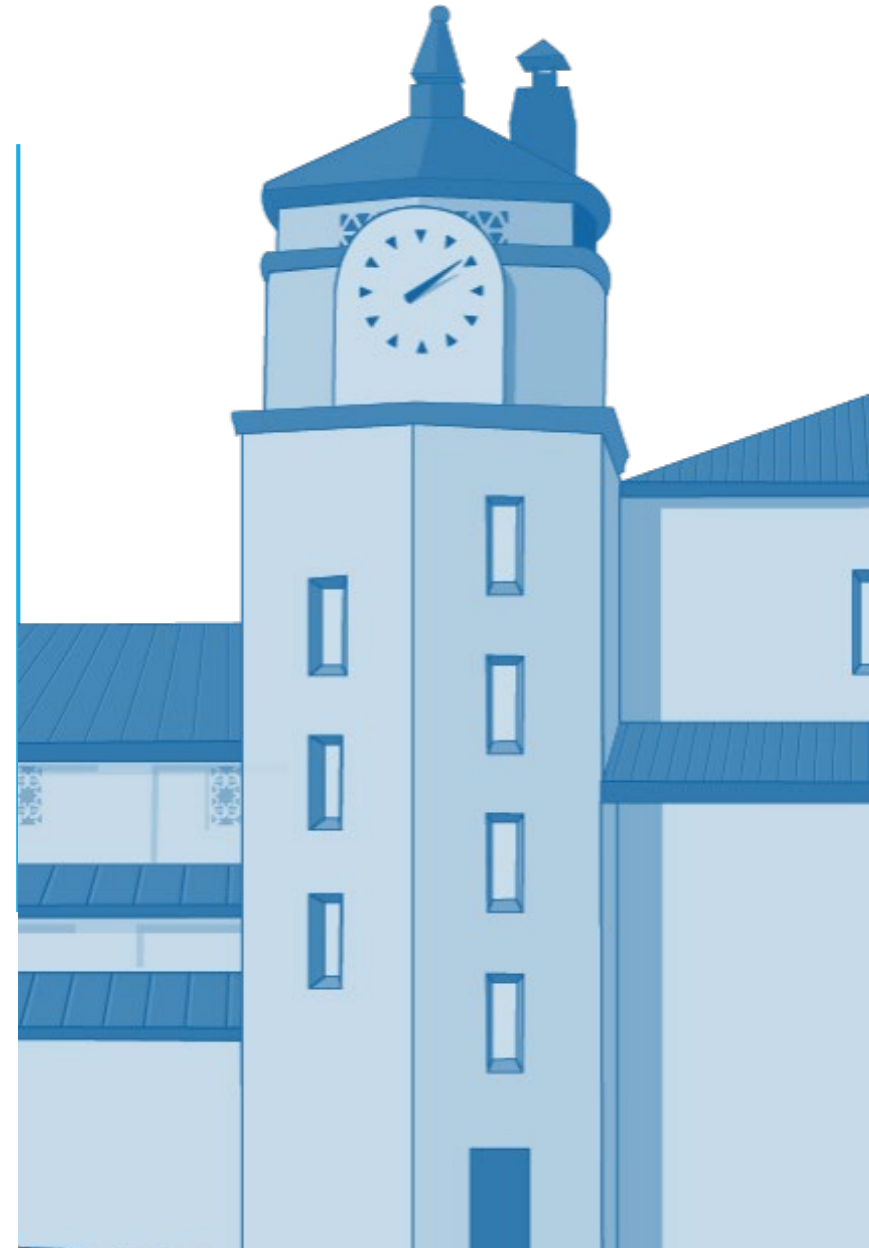
Objectives & Initiatives

The Department of Marketing & Public Relations has been assigned the following objectives for the 2018-19 academic year:

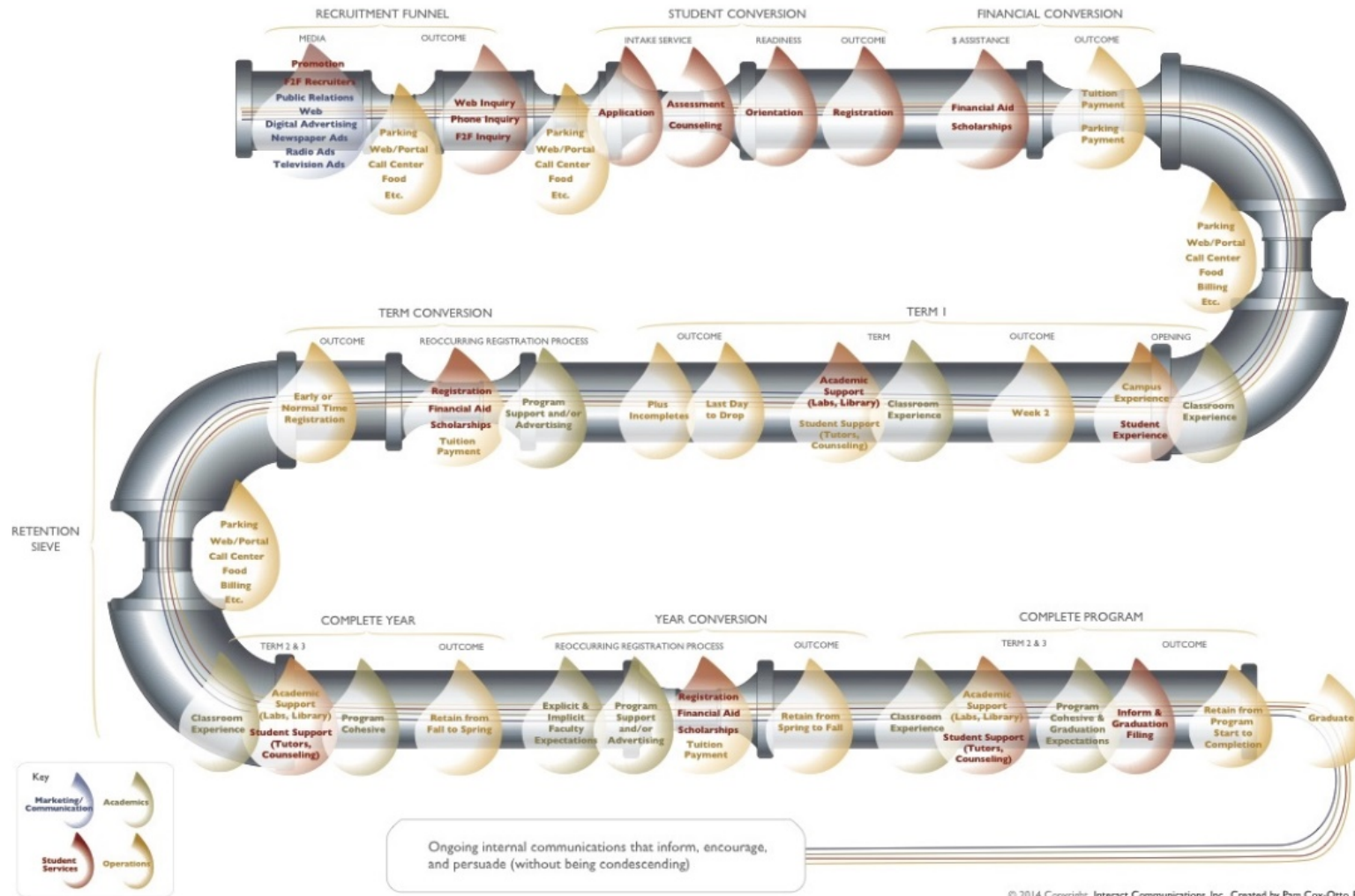
- 1. Attract prospective students to increase the number of new student applications;**
- 2. Increase SBVC's brand visibility and differentiate it from its competitors;**
- 3. Increase visibility of SBVC student, staff and alumni successes and accomplishments;**
- 4. Improve SBVC's reputation and public understanding of its programs and course offerings;**
- 5. Increase digital engagement and conversions on the SBVC website;**
- 6. Assist with retention of existing students.**



RELATIONSHIP BETWEEN MARKETING & ENROLLMENT

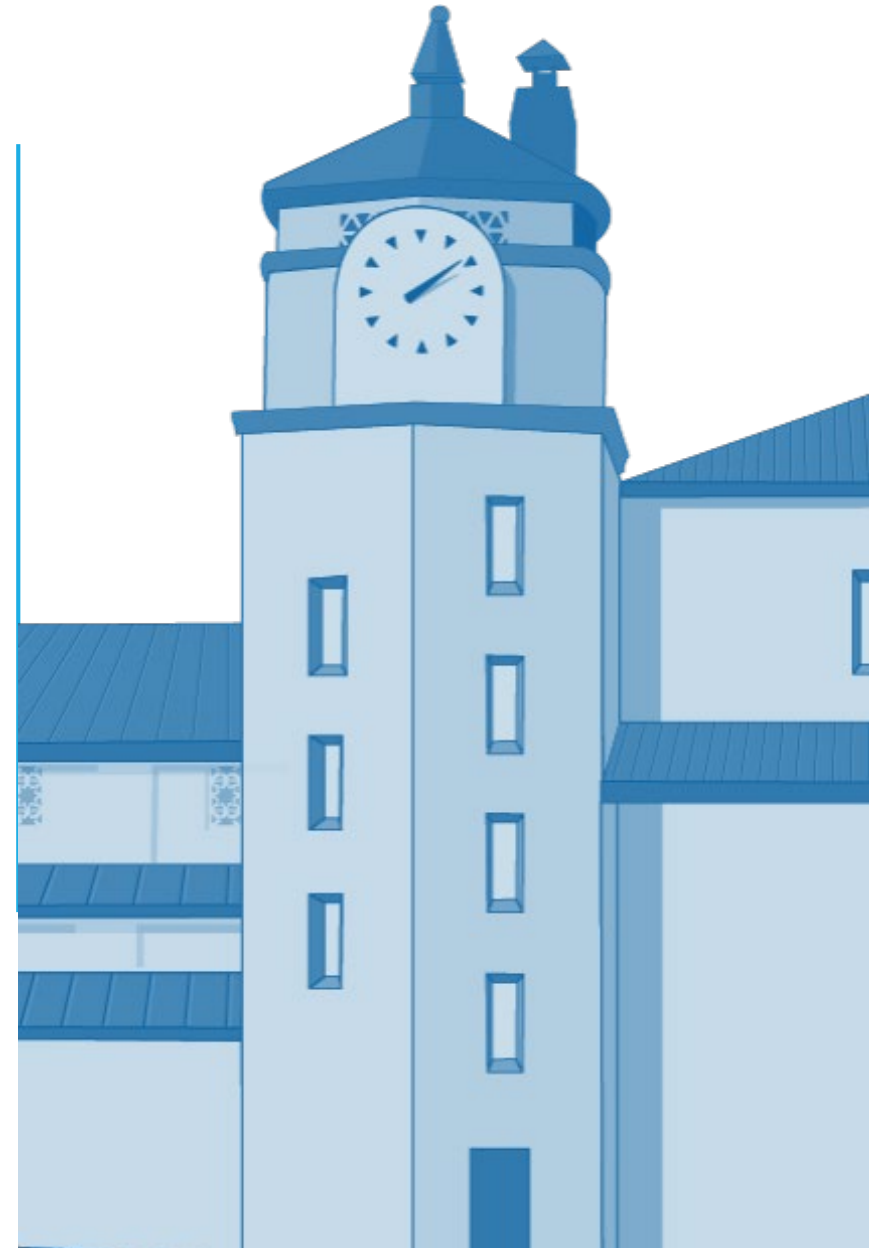


Relationship Between Marketing & Enrollment



STRATEGY
 CREATIVE
 COLLEGE
 ENROLLMENT
 PIPELINE
 This pipeline is focused on identifying where and why students fail to attend, persist, or complete.

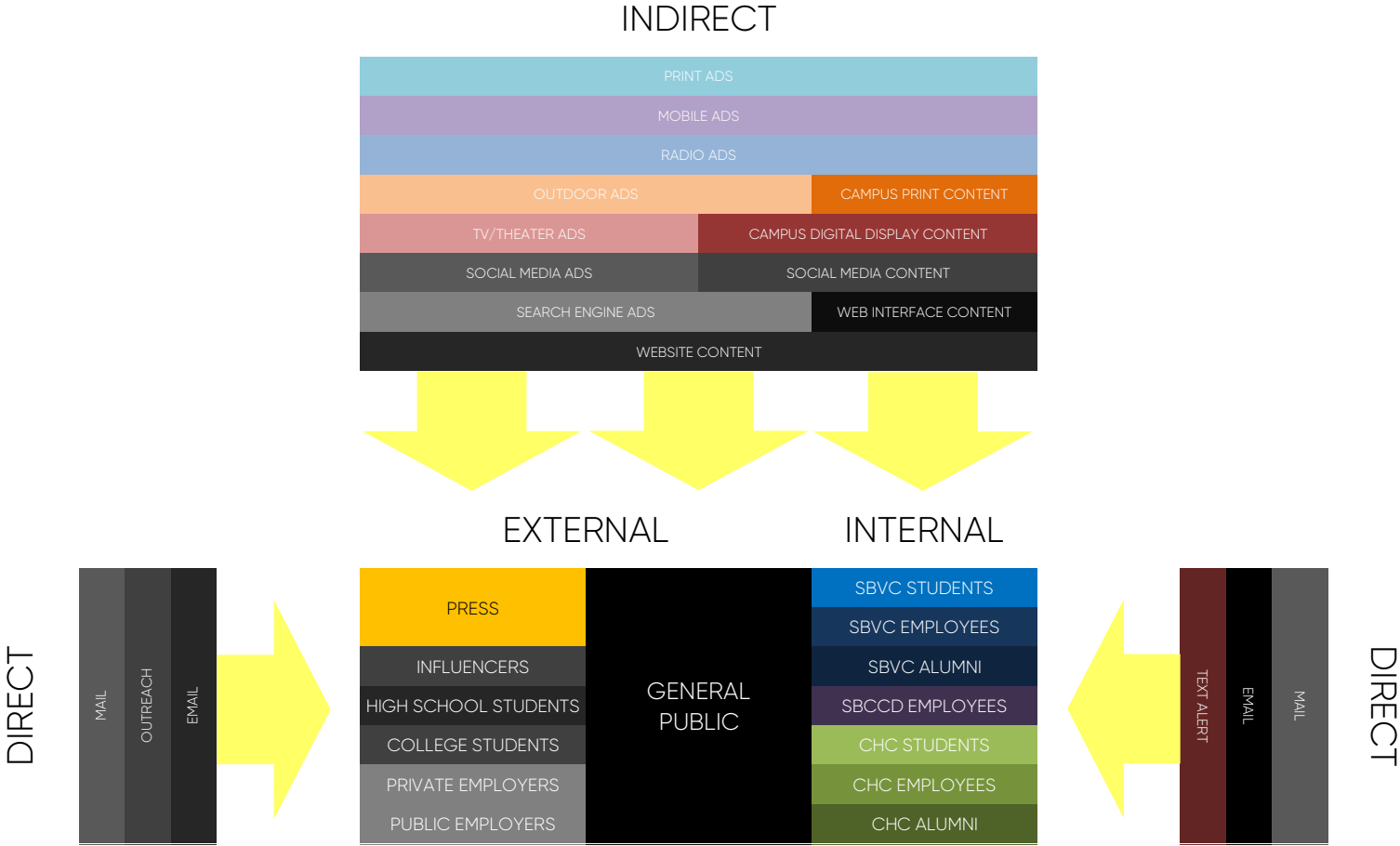
AUDIENCES, METHODS & MESSAGING



Target Audiences & Communications Tools

Target Audiences & Communications Tools

SBVC Department of Marketing & Public Relations



Targeted Messaging

Targeted Message: Students & Parents

- ✔ **San Bernardino Valley College promises you a high-quality education that combines research-informed instruction with real world field applications in an environment that is personal, accessible, and inclusive. In so doing, we offer relationships that will last a lifetime.**

Targeted Message: Alumni & Donors

- ✔ **San Bernardino Valley College is committed to sustaining a rich network of faculty members, alumni, and agency contacts that provides lifelong opportunities for job networking, giving, mentoring, volunteering, and teaching.**

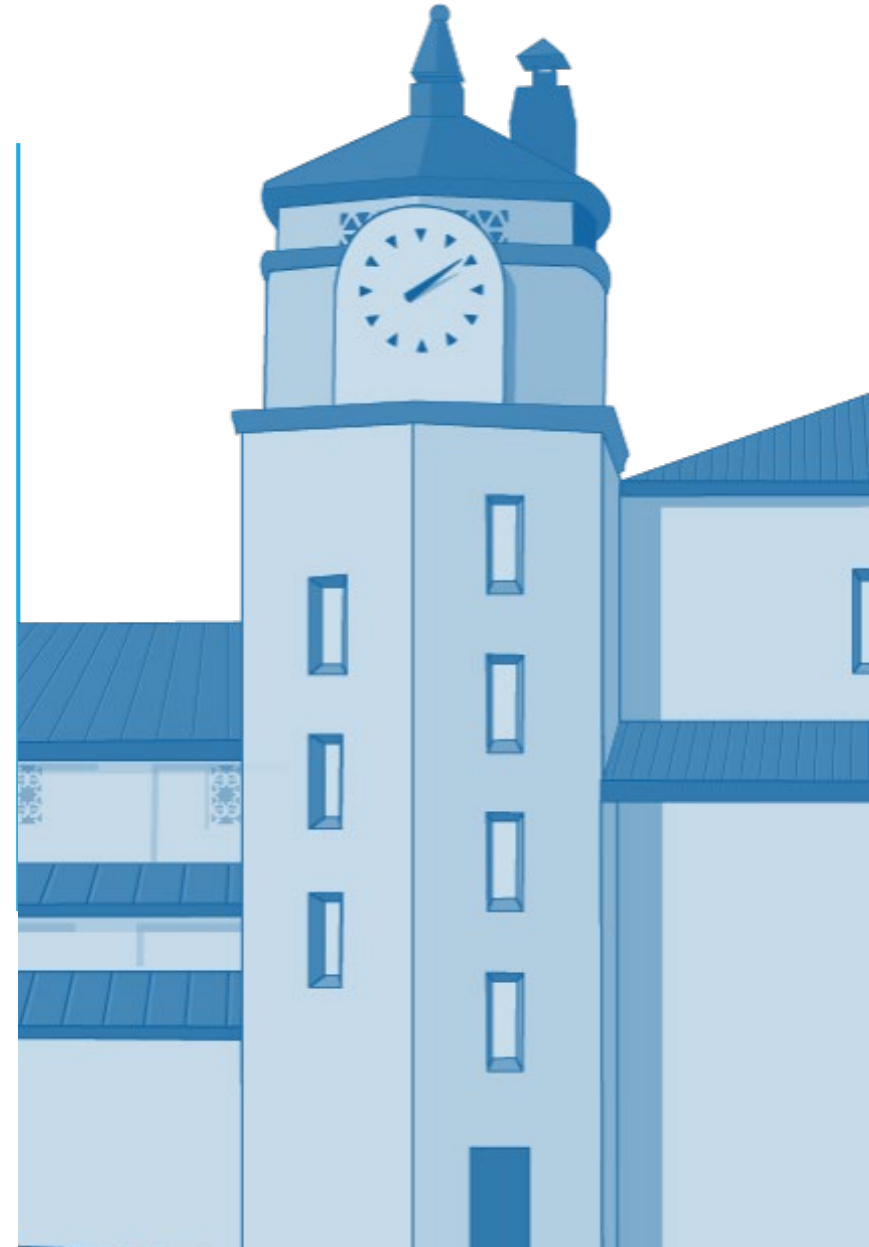
Targeted Message: Local Employers

- ✔ **San Bernardino Valley College strives to meet the workforce development needs of the local community by providing highly skilled graduates in the following fields.**

Targeted Message: Press & Community Influencers

- ✔ **San Bernardino Valley College is a pillar of education in the Inland Empire with an extensive array of career programs to meet the educational needs of the local community.**

TARGETED MARKETING STRATEGIES



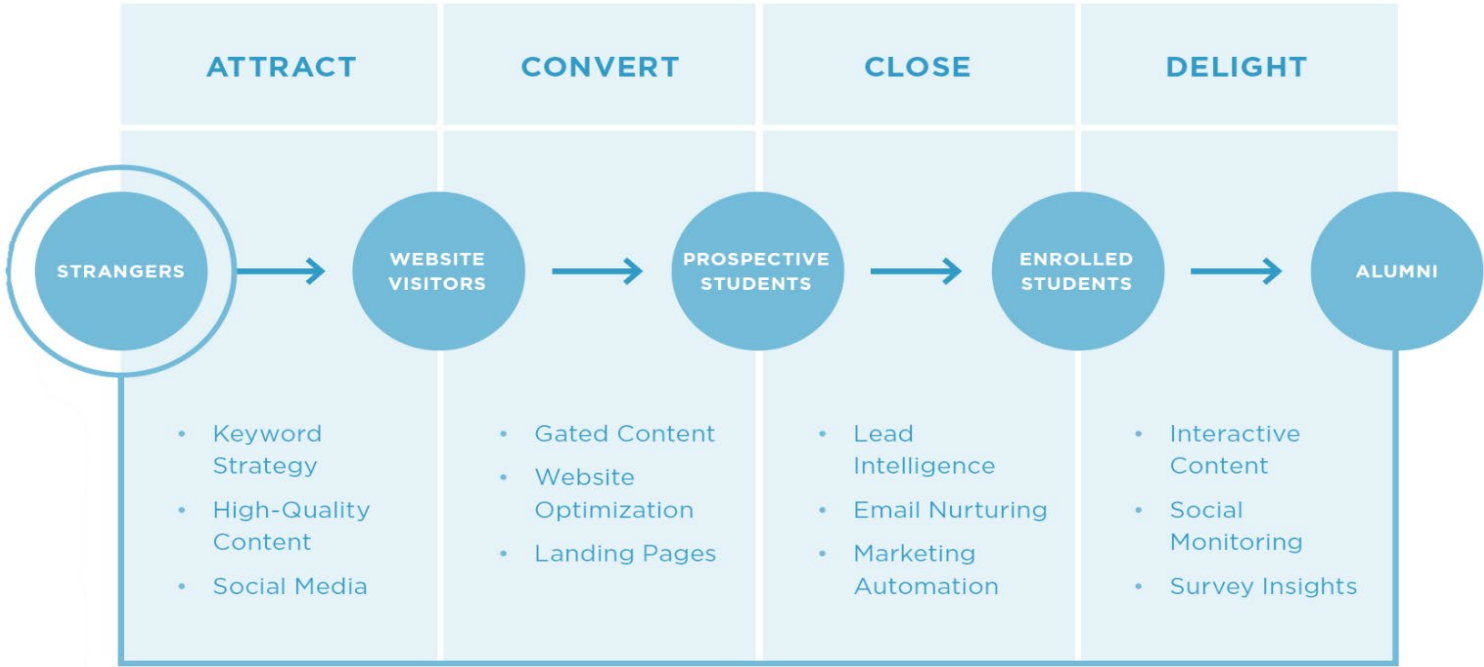


Targeted Marketing Strategies

- 1. Content Marketing for Enrollment Growth**
- 2. Integrated Campus Communications for Enrollment Growth & Retention**
- 3. Social Media Audience Expansion & Engagement**
- 4. Website Optimization for Enrollment Growth & Retention**

Strategy 1: Content Marketing for Enrollment Growth

The Department of Marketing & Public Relations develops a large quantity of original written content, artwork, photography, video, and other media for use in communicating with target audiences, building engagement, and promoting SBVC in the community. Every semester, the department strives to improve on its media production capabilities and produce the most engaging media possible to continue to drive engagement and receive the greatest possible return-on-investment in its promotional efforts.



Strategy 1: Content Marketing for Enrollment Growth

Strategy Goals, 2018-2019:

Photography

- Provide media coverage for over 170 community-oriented campus events and distribute photos to staff, students, and community members;
- Develop 200+ campus promotional photos for use in publications, presentations, social media, and other communications platforms;

Videography

- Develop a new, 30-second video commercial to showcase SBVC's academic programs;
- Develop 2 mini-commercials or promotional videos to highlight individual SBVC programs.

Editorial Content

- Develop 60+ media releases for distribution to the press and community influencers;
- Develop 50+ new student, staff, faculty, alumni, and/or program spotlight articles;
- Develop stories about all major achievements, events, and other SBVC "bragging rights."

Graphic Design

- Develop 300+ original website and social media graphics for promotion of campus events, programs and initiatives;
- Develop 100+ new designs for printed flyers, brochures, posters, signage, publications, promotional items, and original artwork.

Strategy 2: Integrated Campus Communications for Enrollment Growth & Retention

As part of its campus communications management responsibilities, the department creates original video content and manages the Campus TV system, which is comprised of 12 large screen television displays in various buildings across campus. The department also develops and manages video content for the two outdoor marquees on campus, the scrolling marquee at the entrance to the stadium, and the jumbotron inside the stadium, as well as the desktop wallpapers on student computers in computer labs across campus.

As part of its print display management responsibilities, the department manages the development, printing, and installation of posters inside the 9 display stands across campus, hundreds of pole banners along campus walkways and in parking lots, lawn signage, and various other printed banners that are installed on campus to communicate institutional messaging throughout the year.

Strategy 2: Integrated Campus Communications for Enrollment Growth & Retention

Strategy Goals, 2018-2019:

Digital Display Systems

- Develop 300-600 original animations to promote campus events and programs to students, staff, and visitors on campus on SBVC's digital signage system (9 TV monitors and 3 outdoor marquees);
- Develop customized promotional desktop wallpapers for thousands of PCs and laptops on campus.

Printed Display Systems

- Develop 4 street-facing sign wraps to promote SBVC programs and application to local community members and passers-by;
- Develop 80-100 vinyl flagpole banners to promote campus programs to students, staff, and visitors, and improve the campus's aesthetic appeal;
- Develop 100+ lawn signs to promote campus programs to students, staff and visitors;
- Develop 150+ campus posters to promote campus programs to students, staff and visitors.

Strategy 3: Social Media Audience Expansion & Engagement

In its management of the college's social media presence, the department coordinates the content and communications on 83 Facebook, Instagram, Twitter, LinkedIn, Snapchat, Google+, and YouTube channels that represent the college, one of its departments, or other affiliated organizations. The number of followers for all SBVC social media channels combined totaled 106,205 in March 2018, with an estimated reach of 300,000-400,000 impressions per month. The long-term goal is to continue to increase the size of SBVC's social media subscriber base and their levels of engagement with the college.

Strategy 3: Social Media Audience Expansion & Engagement

Strategy Goals, 2018-2019:

Facebook: 35 accounts; 80,160 followers

- **Develop 200+ engaging and creative posts to drive user engagement, increase social media following on Facebook, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

LinkedIn: 1 account; 12,684 followers

- **Develop 25+ engaging and creative posts to drive user engagement, increase social media following on LinkedIn, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

Instagram: 21 accounts; 6,629 followers

- **Develop 100+ engaging and creative posts and stories to drive user engagement, increase social media following on Instagram, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

Twitter: 20 accounts; 5,832 followers

- **Develop 200+ engaging and creative posts to drive user engagement, increase social media following on Twitter, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

Strategy 3: Social Media Audience Expansion & Engagement

Strategy Goals, 2018-2019:

Snapchat: 1 account; 574 followers

- **Develop 200+ engaging and creative stories to drive user engagement, increase social media following on Snapchat, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

Google Plus: 3 accounts; 262 followers

- **Develop 25+ engaging and creative posts to drive user engagement, increase social media following on Google Plus, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

YouTube: 2 accounts; 64 followers

- **Develop 5-10 engaging videos to drive user engagement, increase subscriber base on YouTube, promote SBVC programs, application, retention and student success, and drive traffic to the SBVC website.**

Strategy 4: Website Optimization for Enrollment Growth & Retention

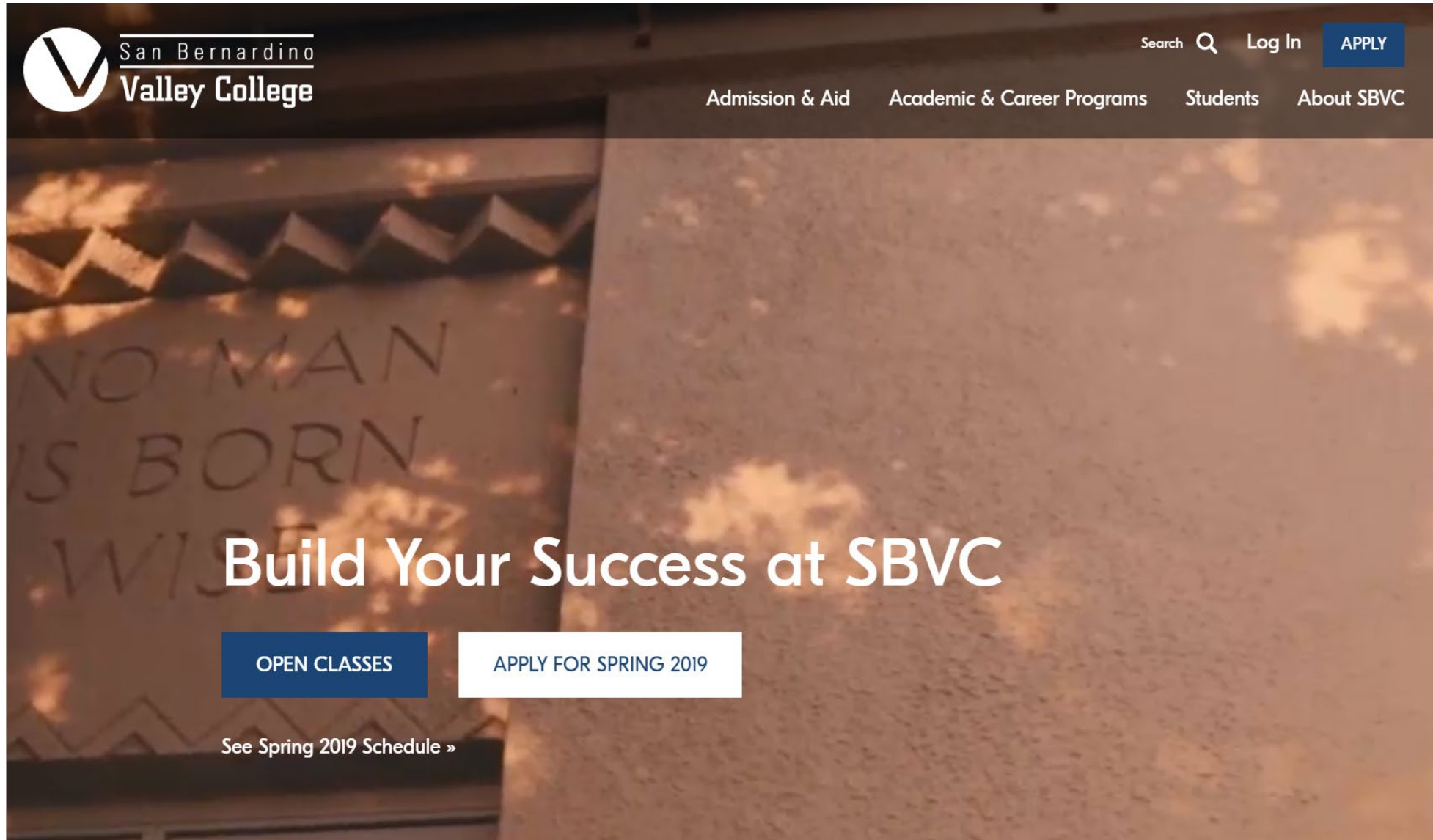
The department is the primary manager and editor of content on the college's website and mobile app. The college receives approximately 3,000,000 views by 700,000-800,000 visitors per year, out of which approximately 95% are first-time visits. The college website is updated multiple times on a daily basis to accommodate the communications and promotional needs of the campus, resulting in over 4,000 edits per academic year. However, because of the website's excessive complexity and lack of mobile optimization, it requires a significant amount of maintenance and content optimization to make its interface more responsive, intuitive, and user-friendly (and less frustrating), thus improving the college's ability to attract new student applicants and retain existing students.

Strategy 4: Website Optimization for Enrollment Growth & Retention

Strategy Goals, 2018-2019:

- **Post 240+ website graphics and banners to improve user navigation and inform users about college programs, events, and facilitate the applications and registration process;**
- **Post all press release and news content on the website to improve search engine optimization and promote SBVC to all internal and external users;**
- **Make all necessary edits to improve website legibility and usability, reducing quantities of unnecessary text, reducing click paths, and streamlining calls-to-action;**
- **Develop and integrate a “custom viewbook” into the website that streamlines the student prospecting process, improves the website’s usability and user engagement;**
- **Develop a functional, mobile-optimized landing page in preparation for a complete website redesign in the near future.**

FALL 2018 WEBSITE: LANDING PAGE REDESIGN



FALL 2018 WEBSITE: NEW 'STEPS TO ENROLLMENT' PAGE

7 Steps to Enrollment



Step 1

Apply to SBVC



Step 2

Apply for Financial
Aid



Step 3

Attend New
Student
Orientation



Step 4

Complete the
Assessment
Process



Step 5

Get Counseling



Step 6

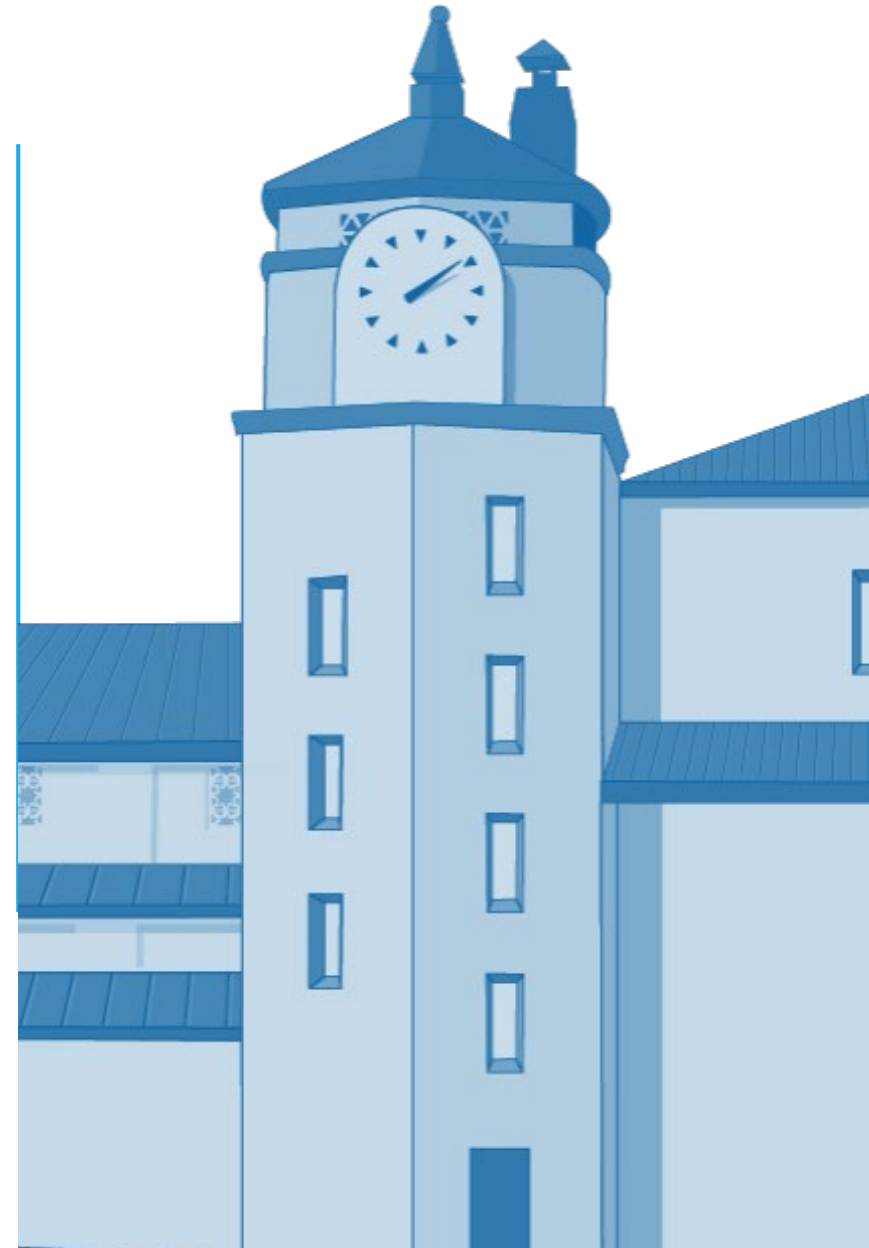
Register for
Classes



Step 7

Pay Fees

TARGETED MARKETING CAMPAIGNS





Your **Future**
starts here.

Start now at
valleycollege.edu/apply

 / SBValleyCollege

 / SBValleyCollege

 / @ValleyCollege

 / ValleyCollege



Targeted Marketing Campaigns

1. **Fall 2018 Enrollment Growth**
2. **Fall 2018 Registration & Retention**
3. **Spring 2019 Enrollment Growth**
4. **Spring 2019 Registration & Retention**

ACTIVE CAMPAIGNS

	Audience + CTA	Start	Duration
^	Apply Now	All Year	All Year
^	Apply Now for Spring	November 1	4 months
^	Apply Now for Summer	November 1	7 months
^	Apply Now for Fall	November 1	10 months
◇	SBVC Social Media	All Year	All Year
◇	Start College Early	All Year	All Year
◇	Get Your Degree on the Weekend	All Year	All Year
◇	Get Your Degree Online	All Year	All Year
∨	Register Now for Spring	November 16	2 months
∨	Spring 2019 Opportunity Drawing	November 16	1 month
∨	15 to Finish	December 1	4 months
∨	Add Another Spring Class	2nd week of January	2 months

Campaign 1: Fall 2018 Enrollment Growth

During the Spring, Summer and Fall 2018 semesters, the department developed and implemented a creative inbound and outbound marketing campaign to generate as many new student applications as possible with the department's limited budget and resources. Using 6 different promotional tools and several spring/summer publicity events, this campaign is estimated to have generated over 54 million impressions among SBVC's target audiences.

Campaign 1: Fall 2018 Enrollment Growth

Earned Media

- **Media Releases (June – August 2017)**
 - 5 media releases targeting 200 local influencers, including media representatives, elected officials, and local employers (~1,000 impressions).
- **Television Advertising (April – July 2018)**
 - KVCR - 160 TV spots on KVCR-TV in San Bernardino, Highland, Colton, Rialto, Fontana, Redlands, Yucaipa, Grand Terrace and Loma Linda (~28,000 impressions).
- **Radio Advertising (April - July 2018)**
 - KVCR (91.9 FM) - 120 audio ads targeting 30,000 listeners in San Bernardino, Colton, Rialto, Grand Terrace, Loma Linda, Highland, Redlands, and other cities in Southern California (~3,600 impressions).

Owned Media

- **Campus Marquee Advertising (April - August 2018)**
 - 2 marquee videos targeting commuters, pedestrians, shoppers and diners on Mt. Vernon Avenue (~25,000,000 impressions).
- **Street Billboard Advertising (April - August 2018)**
 - 2 sign wraps targeting commuters, pedestrians, shoppers and diners on Mt. Vernon Avenue (~25,000,000 impressions).
- **SBVC Website Advertising (April – August 2018)**
 - 10 web banners and homepage updates targeting ~410,000 visitors to the SBVC website (~4,100,000 impressions).

Campaign 1: Fall 2018 Enrollment Growth

Publicity Events

- **FoodIEFest (April 2018)**
 - This second annual international food festival on campus is estimated to have had about 800 attendees, generating extensive public participation and discourse on social media and in the press.
- **90th Annual Commencement (May 2018)**
 - With over 1,000 attendees and a large quantity of high-quality promotional collateral and digital media created in its wake, SBVC's 91st Commencement generated extensive public engagement and discourse on social media and in the press, resulting in significant positive public exposure for SBVC.
- **Summer Movie Night (July 2018)**
 - With about 40 in-person attendees and a large social media presence, this event generated a significant amount of publicity for the college among internal and external audiences.

Campaign 2: Fall 2018 Registration & Retention

During the Fall 2018 registration cycle, the department developed and implemented a creative inbound marketing campaign to remind current and stopped out students to register. Using 9 different promotional tools and several publicity events, this campaign is estimated to have generated over 3 million impressions among SBVC's target audiences.

Campaign 2: Fall 2018 Registration & Retention

Paid Media

- **Outdoor Banners (July – October 2018)**
 - 20 outdoor signs targeting students, visitors and employees on campus.
- **Lawn Signs (July – October 2018)**
 - 40 outdoor signs targeting students, visitors and employees on campus.

Owned Media

- **SBVC Website Promotions (June – October 2018)**
 - 10 web banners and homepage updates targeting ~375,000 current and potential students visiting the SBVC website (~3,000,000 impressions).
- **Email (June – October 2018)**
 - 5 campus emails targeting ~20,000 current/former students and SBCCD employees (~100,000 impressions).
- **Text (July – October 2018)**
 - 2 text alerts targeting ~20,000 current/former students and SBCCD employees (~40,000 impressions).
- **Campus TVs (June – October 2018)**
 - 2 video ads targeting students, visitors and employees on campus in select locations.
- **Campus PCs (June – October 2018)**
 - 2 wallpaper ads targeting students and employees on campus in select locations.

Campaign 2: Fall 2018 Registration & Retention

- **Campus Marquees (June - October 2018)**
 - 2 marquee videos targeting students, visitors and employees on campus.
- **Campus Posters (June - October 2018)**
 - 20 outdoor and indoor posters targeting students, visitors and employees on campus.

Publicity Events

- **Summer Movie Night (July 2018)**
 - With about 40 in-person attendees and a large social media presence, this event generated a significant amount of publicity for the college among internal and external audiences.
- **Fall Opportunity Drawing (July 2018 - August 2018)**
 - The first annual fall opportunity drawing encouraged current students to register early for the spring semester to be entered into an opportunity drawing for a new Macbook or iPad. Over 1,200 SBVC students registered early to enter the drawing and the prizes were publicly awarded to 3 winning students in September 2018.

Campaign 3: Spring 2019 Enrollment Growth

During the Spring, Summer and Fall 2018 semesters, the department developed and implemented a creative inbound and outbound marketing campaign to generate as many new student applications as possible with the department's limited budget and resources. Using 6 different promotional tools and several spring/summer publicity events, this campaign is estimated to have generated over 54 million impressions among SBVC's target audiences.

Campaign 3: Spring 2019 Enrollment Growth

Paid Media

- **Outdoor Advertising (December 2018 – January 2019)**
 - **Display and audio ads targeting commuters in San Bernardino, Colton, Rialto and Highland.**
- **Social Media Advertising (November 2018 – January 2019)**
 - **Image/video ads targeting Facebook/Instagram users ages 17-65 within 50-mile radius of San Bernardino.**
- **Mobile + Direct Mail Advertising (December 2018 – January 2019)**
 - **Postcards sent to targeted customers in San Bernardino, Highland, Colton, Rialto, Fontana, Redlands, Yucaipa, Grand Terrace and Loma Linda.**
- **Streaming Television Advertising (December 2018 – January 2019)**
 - **Streaming TV ads on YouTube targeting Inland Empire customers.**
- **Internet Radio Advertising (December 2018 – January 2019)**
 - **Internet radio ads on Pandora and Spotify targeting Inland Empire customers.**
- **Magazine Advertising (December 2018 – January 2019)**
 - **Print ads targeting English/Spanish readers in San Bernardino, Colton, Rialto, Grand Terrace, Riverside, Moreno Valley, Loma Linda, Redlands, and Big Bear.**
- **Newspaper Advertising (December 2018 – January 2019)**
 - **Print ads targeting English/Spanish readers in San Bernardino, Colton, Rialto, Grand Terrace, Riverside, Moreno Valley, Loma Linda, Redlands, and Big Bear.**

Campaign 3: Spring 2019 Enrollment Growth

- **Television Advertising (December 2018 – January 2019)**
 - **TV spots on cable TV in San Bernardino, Highland, Colton, Rialto, Fontana, Redlands, Yucaipa, Grand Terrace and Loma Linda.**
- **Radio Advertising (December 2018 – January 2019)**
 - **English and Spanish audio ads targeting listeners in San Bernardino, Colton, Rialto, Grand Terrace, Loma Linda, Highland, Redlands, and other cities in Southern California.**
- **Search Engine Advertising (December 2018 – January 2019)**
 - **Search engine ads targeting residents and commuters in San Bernardino, Colton, Rialto, Grand Terrace, Loma Linda, Highland, and Redlands.**
- **Movie Theater Advertising (December 2018 – January 2019)**
 - **Movie theater ads targeting moviegoers in San Bernardino and Redlands.**
- **Mall Display Advertising (December 2018 – January 2019)**
 - **Outdoor ads targeting shoppers in Rancho Cucamonga.**

Earned Media

- **Television Advertising (November 2018 – March 2019)**
 - **KVCR - 300 TV spots on KVCR-TV in San Bernardino, Highland, Colton, Rialto, Fontana, Redlands, Yucaipa, Grand Terrace and Loma Linda (~30,000 impressions).**

Campaign 3: Spring 2019 Enrollment Growth

- **Radio Advertising (November 2018 – March 2019)**
 - **KVCR (91.9 FM) - 25 English audio ads targeting 30,000 listeners in San Bernardino, Colton, Rialto, Grand Terrace, Loma Linda, Highland, Redlands, and other cities in Southern California (~15,000 impressions).**
- **Media Releases (November 2018 – March 2019)**
 - **20 media releases targeting 200 local influencers, including media representatives, elected officials, and local employers (~4,000 impressions).**

Owned Media

- **Campus Marquee Advertising (November 2018 – March 2019)**
 - **2 marquee videos targeting commuters, pedestrians, shoppers and diners on Mt. Vernon Avenue (~12,000,000 impressions).**
- **Street Billboard Advertising (November 2018 – March 2019)**
 - **2 sign wraps targeting commuters, pedestrians, shoppers and diners on Mt. Vernon Avenue (~12,000,000 impressions).**
- **SBVC Website Advertising (November 2018 – March 2019)**
 - **10 web banners and homepage updates targeting ~700,000 visitors to the SBVC website (~8,000,000 impressions).**

Campaign 3: Spring 2019 Enrollment Growth

Publicity Events

- **WinterFest (December 2018)**
 - **The 3rd annual WinterFest generated significant public interest in the college, showcasing many of SBVC's degree programs to the public in a fun and friendly atmosphere, with about 1,400 visitors treated to a variety of free musical, dance, and theatre performances, film screenings, pictures with Santa, as well as food prepared by SBVC's culinary arts program and local food trucks.**
- **Day of Service (December 2018)**
 - **Around 100 SBVC students, staff and administrators participated in the college's second annual Day of Service, an extensive volunteer effort to distribute information about SBVC programs into the local community. Organized into four teams that targeted residential communities in San Bernardino, Colton, Rialto, and Highland, participants in the three-hour event distributed approximately 4,000 packets of information about applying to SBVC to neighboring residents.**

SPRING 2019 PAID ADVERTISING

Paid Advertising (Proposed): TOTAL \$115,000

	Spring 2019	10/25	11/1	11/15	12/1	12/10	12/15	1/1	1/9
Internet Radio (Pandora, Spotify and radio.com)	\$10,000.00	10/25-12/15							
OTT- TV Streaming Capabilities	\$10,000.00	11/1-1/1							
TV- Cable	\$7,500.00	11/15-1/1							
Local Radio	\$7,500.00	11/1-12/1							
Newspaper	\$8,500.00	12/1							
Mobile Ads/Mailer	\$10,500.00	11/1-1/9							
Facebook/Instagram (video ads included)	\$7,000.00	11/15-1/9							
Google SEO	\$7,500.00	11/15-1/9							
YouTube	\$3,500.00	12/1-1/1							
Social (SnapChat, LinkedIn)	\$3,500.00	12/1-1/1							
Outdoor (Signs, Banners and Buses)	\$18,000.00	10/25-1/1							
Mall Advertising	\$6,000.00	11/1-1/1							
Movie Theater	\$6,000.00	11/15-1/19							
Promotional Items/Event Promotion/Yearbook Sponsorship	\$9,500.00	as needed							
Email Marketing	\$0.00	11/1, 12/10, 12/18							
Facebook Live	\$0.00	11/6, 12/7							
	\$115,000.00								

Campaign 4: Spring 2019 Registration & Retention

During the Spring 2019 registration cycle, the department developed and implemented a creative inbound marketing campaign to remind current and stopped out students to register. Using 7 different promotional tools and several publicity events, this campaign is estimated to have generated over 3 million impressions among SBVC's target audiences.

Campaign 4: Spring 2019 Registration & Retention

Owned Media

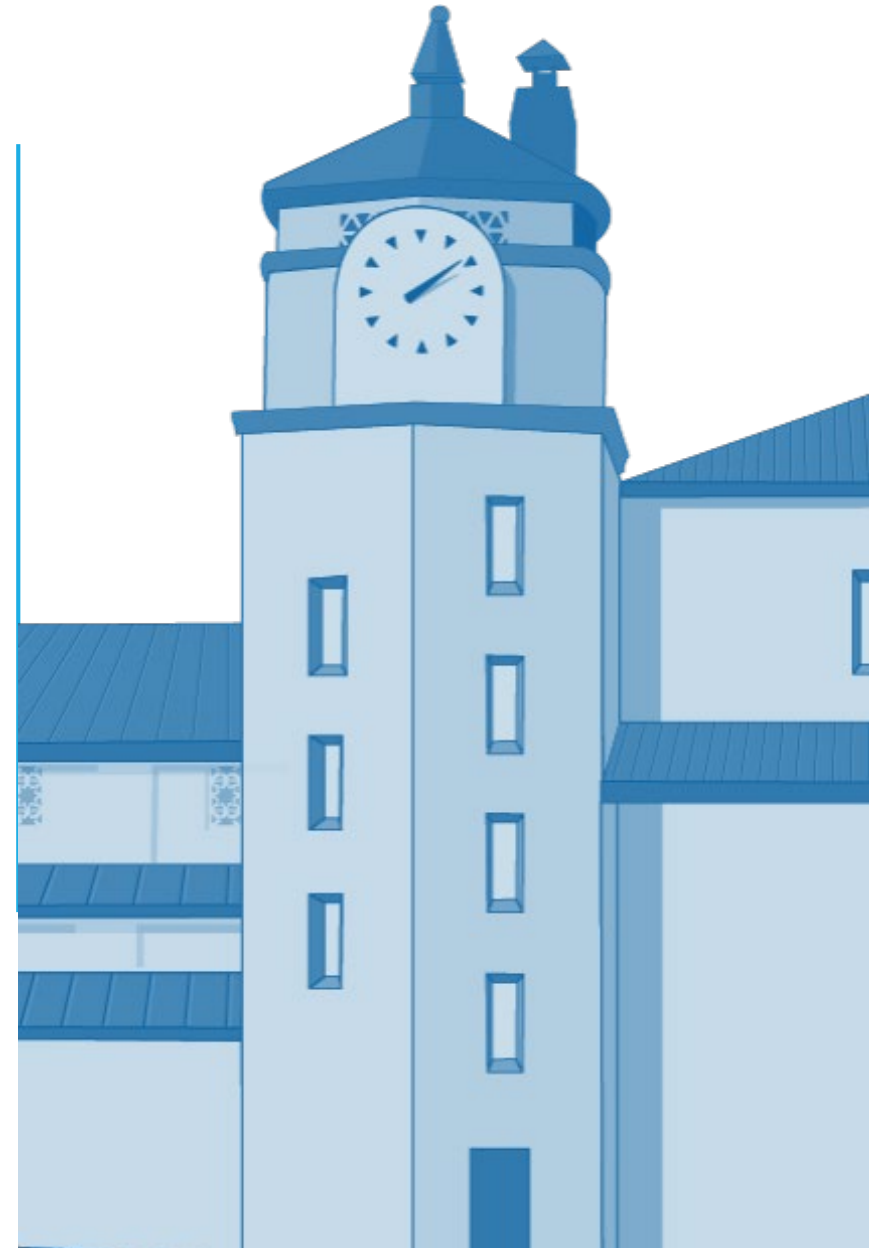
- **SBVC Website Promotions (November 2018 – March 2019)**
 - 10 web banners and homepage updates targeting ~270,000 current and potential students visiting the SBVC website (~3,000,000 impressions).
- **Email (November 2018 – March 2019)**
 - 5 campus emails targeting ~20,000 current/former students and SBCCD employees (~100,000 impressions).
- **Text (November 2018 – March 2019)**
 - 2 text alerts targeting ~20,000 current/former students and SBCCD employees (~40,000 impressions).
- **Campus TVs (November 2018 – March 2019)**
 - 2 video ads targeting students, visitors and employees on campus in select locations.
- **Campus PCs (November 2018 – March 2019)**
 - 2 wallpaper ads targeting students and employees on campus in select locations.
- **Campus Marquees (November 2018 – March 2019)**
 - 2 marquee videos targeting students, visitors and employees on campus.
- **Campus Posters (November 2018 – March 2019)**
 - 20 outdoor and indoor posters targeting students, visitors and employees on campus.

Campaign 4: Spring 2019 Registration & Retention

Publicity Events

- **Spring Opportunity Drawing (December 2018 – January 2019)**
 - **The third annual spring opportunity drawing encourages current students to register early for the spring semester to be entered into an opportunity drawing for a new Macbook or iPad. The prizes will be publicly awarded to 3 winning students in January 2019.**

MARKETING CONSULTANT SERVICES



25TH HOUR COMMUNICATIONS SERVICES PROVIDED TO SBVC

CONSULTING	RESEARCH & PLANNING	CREATIVE SUPPORT
ENROLLMENT MANAGEMENT CONSULTING	STUDENT MEDIA SURVEY / ANALYSIS	GRAPHIC & ADVERTISING DESIGN SUPPORT
ENROLLMENT PROCESS ANALYSIS	MARKETING PLAN SUPPORT	PRESS RELEASE WRITING + DISTRIBUTION SUPPORT
	PUBLIC & MEDIA RELATIONS PLAN SUPPORT	2 PHOTO SHOTS PER YEAR
	MEDIA PLACEMENT SUPPORT	

GOOD	NEEDS REVIEW	RECOMMENDATIONS
ADMISSIONS PROCESS THROUGH WEBSITE	ASSESSMENT CENTER'S INFORMATION FLOW	CREATE FAQs FOR EACH DEPARTMENT ON WEBSITE
WEBSITE'S DESIGN CONSISTENCY	WEBSITE'S CONTACT INFO LISTINGS, RELEVANT PHOTO IMAGERY, OUTDATED INFO	DEVELOP TRIAGE PLAN FOR EVERY PROGRAM AND DEPARTMENT
RARE USE OF ACRONYMS/INITIALISMS	FACULTY/STAFF RESPONSIVENESS TO PHONE CALLS/EMAILS	DOCUMENT ALL INQUIRIES AND TREAT THEM AS FTES OPPORTUNITIES
FINANCIAL AID WEBPAGE		LIST ONLINE PROGRAMS COORDINATOR CONTACT INFO
		BUILD OUT FAFSA INFO ON FINANCIAL AID PAGE
		ENSURE ALL WEBPAGES HAVE BREADCRUMBS

25TH HOUR COMMUNICATIONS:
SBVC ENROLLMENT PROCESS REVIEW
 FALL 2018