

Meeting of the Board of Trustees
Barton County Community College

April 15, 2008

REQUEST FOR INCREASED MARKETING FUNDS

Comments: Below is a summary of the marketing implementation plan recommended by Interact Communications. Costs detailed below represent a request for new funding to support the College's marketing efforts. Items which do not detail a cost will be funded within the standard marketing budget thus requiring no new funding.

In addition to Interact's recommendations, other factors support additional funding for College marketing. The College's budgets for advertising and other promotional costs have been cut multiple times over the last decade in support of overall budget cuts. Also, the College implemented its current web presence with no additional personnel, formal training or CMS software support. At the same time, along with inflation, the College has added Bartonline with minimal advertising support and has been allowed to become more active in promoting opportunities to the Fort Riley military family. Those markets have been critical to the College's financial health and represent the greatest potential for future growth.

Finally, the College faces increasing competition from other community colleges, universities and private for-profit institutions all of which invest much more heavily than Barton in advertising and promotion. Competition in the higher education industry is becoming more intense and competitive.

The following phased approach represents the outline for how the College will proceed in using additional funding to better promote the College. It emphasizes a greater presence in selected mass media, a more market-oriented presence on the internet and a greater use of technology in recruiting specific programs. This approach, as recommended by Interact Communications, represents the best use of College funds according to current research and best practices.

PHASE ONE: Support Fall Registration

Strategy: Focus on Job Training and Professional Growth

Now through June 30, 2008

Purchase CMS Software/Begin Redesign of Website	-
Begin Shooting Program Videos on 6 Programs	\$25,000
Advertising aimed at working adults	-
Normal Promotional Mailings	-

PHASE TWO: Roll out Initial brand & Bump Fall Registration

Strategy: Introduce New Brand with the start of the new academic year

July 1 through December 31, 2008

Continue work on website	\$45,000
CMS Software annual support	\$5,500
Roll out program videos	-
Advertising roll out July-September	\$29,500
Begin email promotions	-

PHASE THREE: Brand Expansion and Spring Campaign

Strategy: Expand the brand into the new year

November 2008 through June 30, 2009

Roll out New Website	\$45,000
Advertising aimed at high school, working adult and Fort Riley	\$29,500
Recruitment Correspondence	-
Continue Program Video Creation	Hold
Promote Drawings to get Email addresses	-

Recommendation: It is recommended that the Board authorize the President to approve additional funding of up to \$180,000 to support the College's increased marketing efforts during the 2009 fiscal year without the need for additional Board action.

Action: President