

# MARKETING ROADSHOW

How Campus Collaboration  
Improves Student Access



Spring 2020 FLEX Session  
Nicole Cruz, Director of Marketing and Communications

# SESSION OUTLINE

- Background
- Marketing basics
- Where we've been
- Where we're going
- How collaboration leads to better access for students

# ABOUT ME

2004



**Bachelor of  
Fine Arts,  
Interior  
Architecture**  
California  
College  
of the Arts

2007



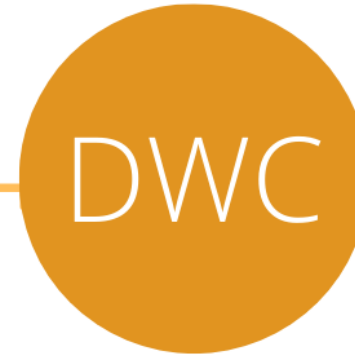
**Hired at COM**  
Part-time  
administrative  
assistant,  
Math and Sciences  
Department

2008



**Began working  
full-time  
for COM's  
Communications  
and Community  
Relations  
Department**

2014



**Began working for  
Superintendent/  
President,  
Responsible for  
marketing and  
communications  
tasks**

2017



**Earned Master  
of Public  
Administration**  
University of  
San Francisco



# WHAT IS MARKETING?



# MARKETING MISCONCEPTIONS

## MYTHS

1. All about advertising
2. All about selling
3. All fluff and no substance
4. All spin—inherently unethical
5. An unnecessary cost

## REALITY

1. Advertising is just one marketing method
2. Also includes communication and public relations efforts
3. Requires research, analysis, strategic planning, and evaluation
4. Not if done correctly
5. View as investment rather than solely a cost

# **MISCONCEPTION 6: ONLY MARKETERS MARKET**

- **Everyone.**

# MARKETING DEFINED

- Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging** offerings that have value for customers, clients, partners, and society at large.

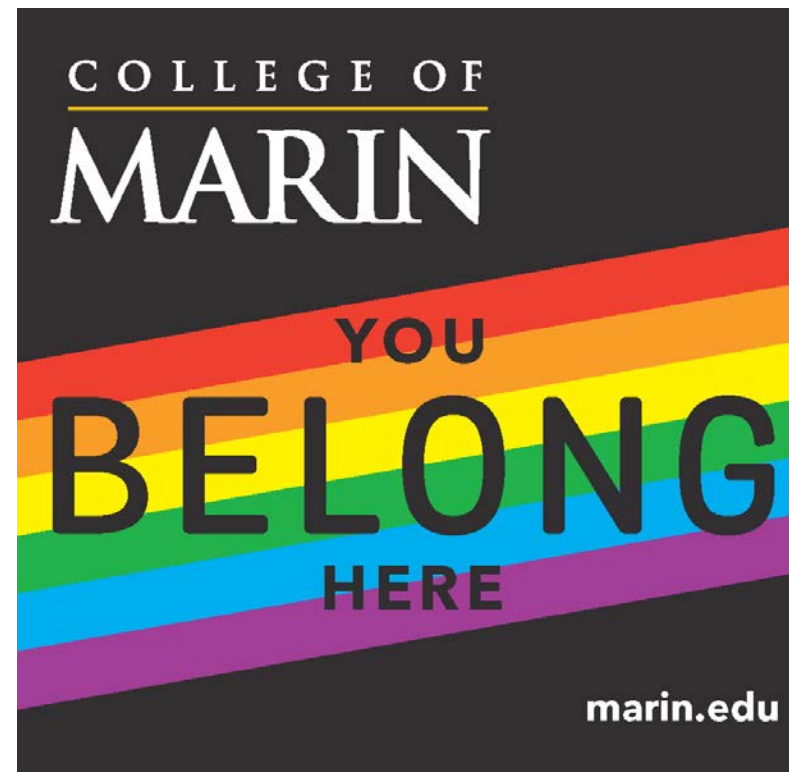
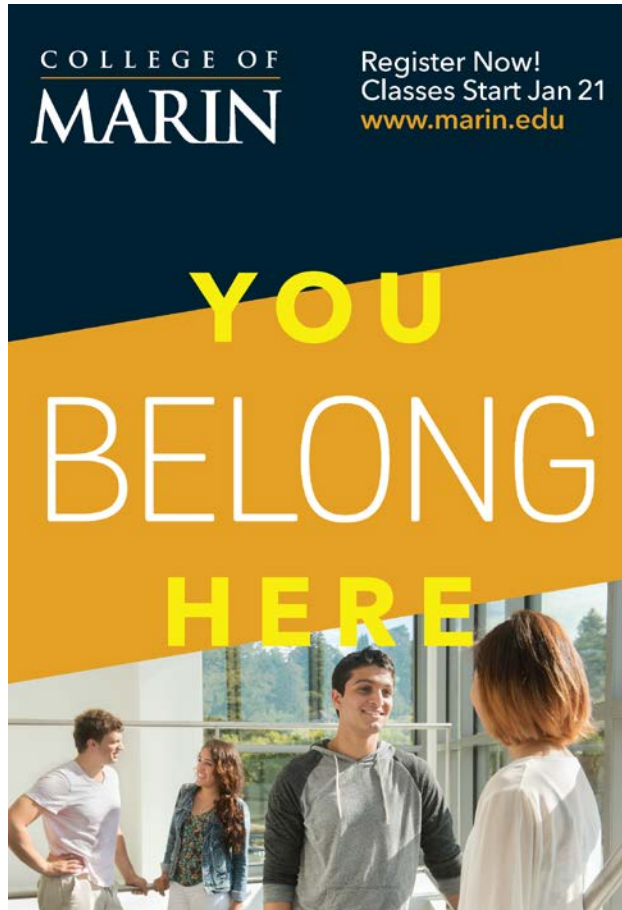
American Marketing Association



# WHERE WE'VE BEEN



# EXERCISE 1



# EXERCISE 2



# EXERCISE 3



**AMPLIFY YOUR VISION**

COLLEGE OF  
**MARIN**




**AMPLIFY  
YOUR VISION**

COLLEGE OF  
**MARIN**



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# START WITH WHY

*Knowing your why is not the only way to be successful, but it is the only way to maintain a lasting success and have a greater blend of innovation and flexibility. When your why goes fuzzy, it becomes much more difficult to maintain the growth, loyalty, and inspiration that helped drive the original success.*

—Simon Sinek

# BAD NEWS / GOOD NEWS

## Bad News

- Offering educational opportunities, no matter how good they are, doesn't make people want to **belong**.

## Good News

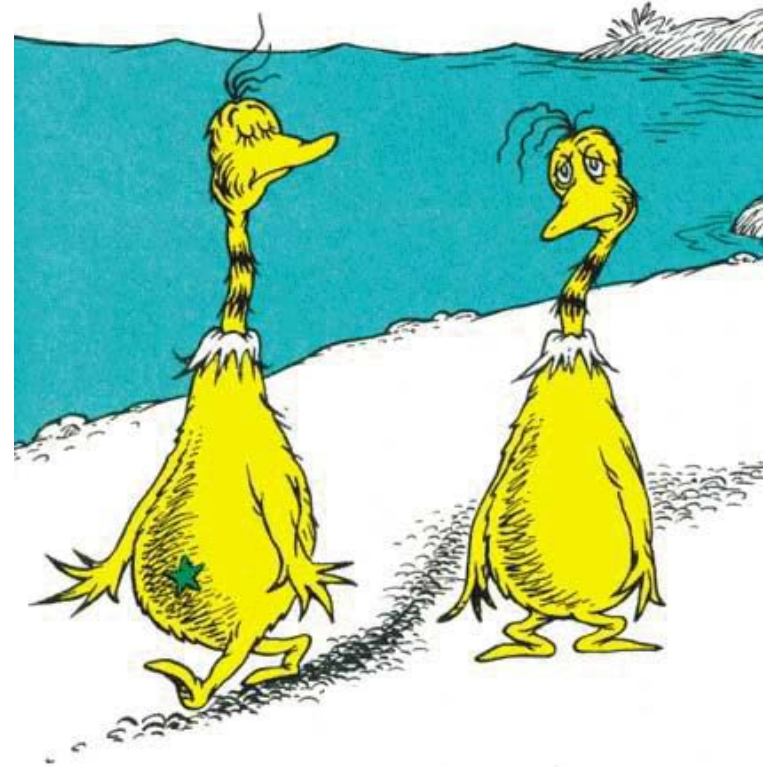
- When your WHY is clearly communicated, it has the potential to generate a feeling of kinship and community.

# ***THE SNEETCHES***

**DR. SEUSS**

“Now, the Star-Belly Sneetches  
Had bellies with stars.  
The Plain-Belly Sneetches  
Had none upon thars.

Those stars weren’t so big.  
They were really so small  
You might think such a thing wouldn’t matter at all.”



# SYLVESTER TO THE RESCUE



"I've come here to help you. I have what you need.  
And my prices are low. And I work with great speed.  
And my work is one hundred per cent guaranteed!"

# BELONGING = A FEELING OF SAFETY

- **Desire to belong is biological**—it's a basic human need that exists across all people and cultures

*“No matter where we go, we trust those with whom we are able to perceive common values or beliefs.” —Simon Sinek*



# WHERE WE'RE GOING



# EXERCISE 4: DEFINING WHO YOU ARE

Who are you? YOU = department, program, office, etc.

- What are your strongest attributes? List the first three to five that come to mind.
  - **Examples: friendly, efficient, innovative, flexible, reliable**
- What do you wish others knew about you?
  - **Example: One of the highest NCLEX pass rates in the state**
- What contributions would you like to make to society?
  - **Example: More underrepresented students pursue physics as their major**

# EXERCISE 5: EMPATHY MAP

- Think of an interaction with a student or community member
- Describe the interaction to your group
- Based on the discussion, pick an interaction and brainstorm as a group what you think that person was HEARING, SEEING, THINKING, SAYING, FEELING, AND DOING during the interaction
- Write your ideas in the corresponding box

# EXERCISE 6: YOUR STORY

One to three sentences that concisely communicate the following:

- Who you serve
- What you're the best at
- What makes you different

# BASIC PHASES OF MARKETING AND COMMUNICATIONS STRATEGY

- Planning Phase:  
**Know what you want and where to get it**
- Assessment Phase:  
**Know what you offer**
- Collateral Creation Phase:  
**Know how and where to share it**

# PLANNING PHASE

- What do you want?

**A FLYER!**

- Where do you get it?

Reprographics? The Print Shop?

**NO!**

Start with Creative Services!

# I NEED A FLYER!

*If I had asked people what they wanted, they would have said a faster horse.*

—Henry Ford

## **Creative Services**

- Graphic Design
- Web Design
- Consultation and Creative Solutions

## **Marketing and Communications**

- Institutional Identity and Branding
- Ad Campaigns
- Social Media
- Special Event Promotion
- Strategic Communications
- News Media Relations
- Creative Content and Targeted Messaging
- Media Buys

# ASSESSMENT PHASE

What do you offer?

- What draws people in?
- What makes you stand out?
- Why do people come to you for help?
- What can you help others achieve?

# COLLATERAL CREATION PHASE

## Common Vehicles for Communication

- Advertisement
- Banner
- Bookmark
- Brochure
- Directional Signage
- Direct Mail
- Electronic Sign Announcement
- Email and e-blast
- Feature Story
- Invitation
- Newsletter Writeup
- Postcard
- Poster
- Program
- SWAG (Promotional Items)
- Web Content
- **And, yes...Flyers**

# NAME THAT LOGO



# BRANDING

- Instantly recognizable
- Consistency across communication channels
  - Official logo, brand colors, and fonts
- Helps the community (internal and external) have a clear understanding of
  - who we are,
  - what we do,
  - and the value it brings



# ROADMAP TO WHERE WE'RE GOING



# STRATEGIC PLAN 2019-2022

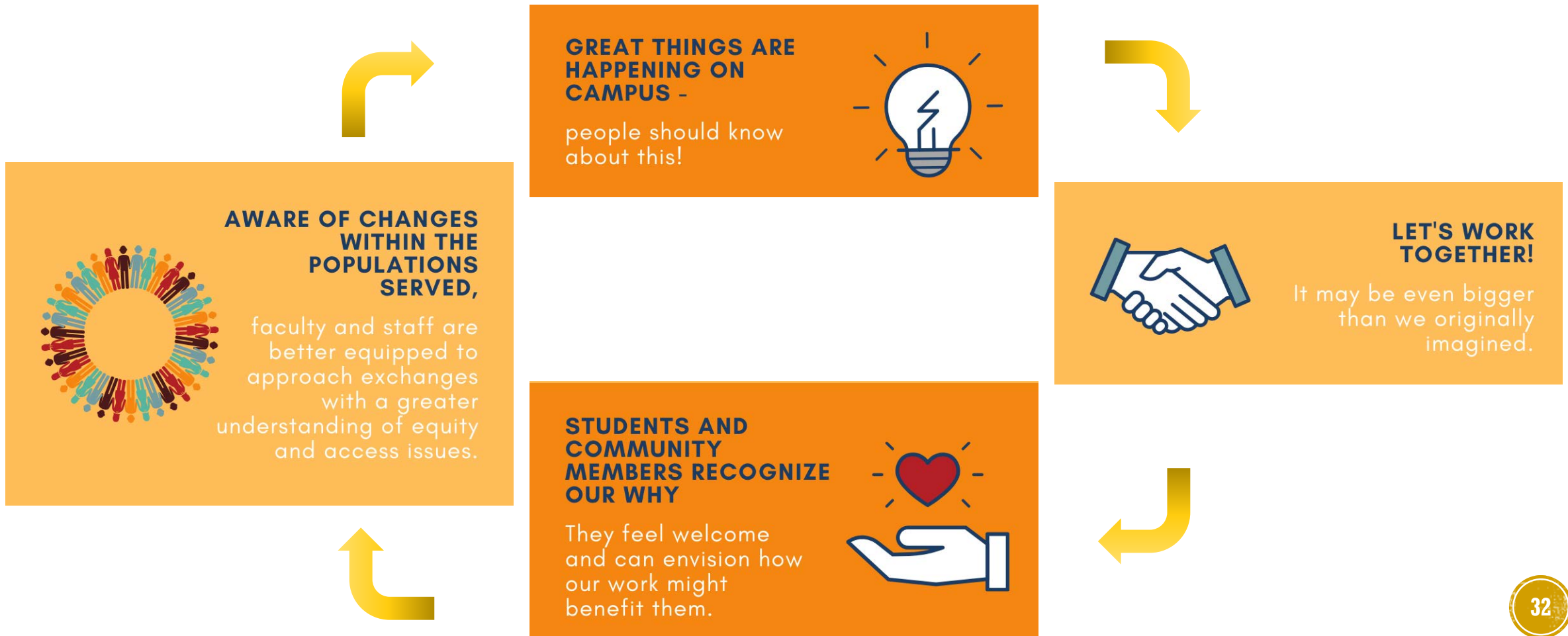
(NOTE: Not intended to be a coffee table book or something that sits on the shelf.)



# STRATEGIC PLAN GOALS

- **College Systems Objective 4.1**
  - COM marketing materials create a visible presence in the community and are recognizable as a cohesive part of the institutional brand.
- **College Systems Objective 4.2**
  - Potential student populations are aware of COM's offerings and view the College as a good value.
- **College Systems Objective 4.3**
  - COM's strategic marketing collateral resonates with potential student populations.
- **College Systems Objective 4.4**
  - The College will use culturally responsive communication strategies which align with population specific cultural norms and linguistic nuances.

# CAMPUS COLLABORATION IMPROVES ACCESS (FOR ALL)



# COLLABORATION IS IMPORTANT!



THANK YOU!