

**Solano Community College
2005-2006 Marketing and Public Relations Plan**

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- Strengths and Weaknesses of Local Media

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Solano Community College 2005-2006 Marketing and Public Relations Plan Executive Summary

Background

Solano Community College (SCC) is a tradition in Solano County. Established in 1945 as Vallejo Junior College, SCC was part of the Vallejo Unified School District until 1967, when the College became a countywide institution. The 192-acre campus, centrally located off I-80, was completed in 1971 and opened with 5,000 students. The current student population is close to 12,000 and almost evenly divided between day and evening students.

Solano Community College's marketing and public relations plan covers an 18-month period (January 2005 – June 2006). This plan is based on a review of service area demographics, consumer/student research, and current marketing and public relations efforts.

Plan development included a review of strengths and weaknesses of media vehicles and research of additional media and marketing options. Administrative staff and faculty were interviewed to assess Solano College's market, analyze competitors' strengths and weaknesses, assess SCC's strengths and unique characteristics, assess future marketing opportunities, etc.

Based on analysis of market area data, existing consumer/student research, and results of interviews, it is recommended that the following goals, market position, and key strategies be the core of Solano College's 2005-2006 marketing and public relations efforts:

Marketing and Public Relations Goals:

- A. Enhance overall image and awareness of SCC with the public and media by reinforcing SCC as a quality educational institution based on academic excellence, convenience and cost-effectiveness.
- B. To reinforce SCC's role in the community and position the college effectively with prospective students, teachers, high school counselors, alumni and the general public by increasing communications with Solano, Yolo and Napa counties
- C. Increase enrollment, focusing on Latinos and males
- D. Increase attendance at SCC's annual open house
- E. Expand media coverage of SCC, particularly in Vallejo, Benicia, Dixon and Winters

Market Actions:

The Solano College plan strives to differentiate SCC from its competitors by educating consumers/potential students. It builds on existing marketing and outreach efforts that have been working, but expands the reach, frequency, and tactics utilized. The marketing media mix includes:

- Print and radio ads
- Yellow page ads
- Chamber ads
- Convention and Visitors' Bureau ads

- Public relations
- Community events
- Trade shows
- Website
- Billboard
- Bus ads

Solano College will implement comprehensive media campaigns during class enrollment in fall, spring and summer, using a multi-media approach (radio, print, chamber ads, direct mail, and website). The campaigns will use photos of current students and faculty, student testimonials, and will include:

- Developing a human face for SCC
- Generating call-to-action for information
- Using public relations to boost awareness levels

Marketing and public relations efforts will continue throughout Solano County including Fairfield, Vacaville, and Suisun, with an increased focus on

- Vallejo
- Benicia
- Dixon
- Rio Vista
- Winters
- Napa County, when appropriate

Market Position:

Developing a marketing position is a long-term process. Solano College's position must be credible, both internally and externally, unique in the market and defensible. The key is to educate and attract consumers/potential students. We must stress the effective meaningful differences that SCC offers the public. We must find a general identity, stay with it and use it in all outreach materials

Solano College's Market Position: Solano Community College is a superior educational institution which is a tradition in Solano County. It is a community-focused institution of higher education which is committed to providing educational opportunities for all residents of Solano County and the surrounding area without discrimination in state-of-the-art facilities. Solano Community College strives to be the premier educational institution for academic development, workforce preparation and lifelong learning and provides quality education that is convenient and cost effective.

Following are taglines which Solano College will use in its advertising:
 Start Your Future Today
 Education for the 21st Century

INTRODUCTION AND BACKGROUND

Solano College's 2005-2006 marketing and public relations plan supports the strategic goals and mission of SCC. The college needs to consistently promote a strong marketing message, over an extended period time, to increase overall awareness, improve its image, and create a community of informed consumers. This will ultimately lead to increased enrollment.

Solano Community College, a 192-acre campus centrally located off Interstate 80 on Suisun Valley Road in Fairfield, is a superior educational institution which is an educational tradition in Solano County. Established in 1945 as Vallejo Junior College, SCC offers Associate degrees and trade and technical certificates in a variety of disciplines.

Close to 12,000 students register for credit classes each semester and 6,000 for non-credit continuing education. The college serves all surrounding communities, with off-campus facilities in Vallejo, Vacaville and Travis AFB as well as offering online classes.

With the passage of Measure G in 2002 by Solano County voters, \$124.5 million is being infused into the SCC system through 2009 for new, larger college facilities in Vallejo (scheduled to open in Fall 2007) and Vacaville (scheduled to open in Fall 2008) plus significant upgrades to the existing campus infrastructure. The Vallejo center will be three times larger than the current facility and serves Benicia and Vallejo. The Vacaville center will double in capacity and serves Vacaville, Fairfield, Dixon and Winters.

This plan was developed in response to the need for a strategically based plan that lays out goals and objectives with planned market actions to organize and guide Solano College's future marketing and public relations actions. SCC's mission, philosophy and vision were included in the overall messages and strategies.

Mission: The mission of Solano Community College is to provide the highest quality of academic, occupational, cultural, developmental and continuing education program that are responsive to the learning needs of our community. In doing so, we are dedicated to a diverse educational and cultural campus environment that prepares our students for productive participation in the 21st century.

Vision: Solano Community College will be a premier educational institution for academic development, workplace preparation and lifelong learning. To achieve our vision, Solano Community College is committed to excellence, innovative teaching and learning, and student success through the unified efforts of the campus community.

Overall Solano Community College Goals:

- Improve the quality of instruction
- Improve the user-friendliness of SCC for entering students
- Improve access to SCC for area residents
- Increase diversity throughout the SCC campus community

- Increase awareness that will enhance respect of multiple cultures
- Improve communication throughout the campus community
- Increase SCC's instructional support of expanding technologies
- Develop the technology structure needed to improve campus services
- Increase the level of financial support for college priorities

Goals to increase student access:*

- Increase the proportion of Latino student enrollment by 1% per year from 13.8% to 20% by 2008-09
- Increase the proportion of male student enrollment from 41.2% to 50%
- Maintain a student population which reflects the county's demographics
- Identify and correct any access barriers for disabled students enrolled at Solano College

* From the Solano Community College Student Equity Plan

MARKET OVERVIEW

Solano Community College is located in Solano County, which is the fastest growing Bay Area County according to the Association of Bay Area Governments (ABAG). The population is expected to grow by 21.6% by 2010, with the greatest growth expected in Fairfield (24.4%) and Vacaville (29.2%), surpassing Vallejo/Benicia (11%).

Following are Solano College's core values:

- Focus on Students
- Accountability
- Quality
- Innovation
- Diversity
- Respect
- Responsiveness to the Community
- Pro-active Leadership

Service Area Definition

Solano College is located in Solano County, the most northern county of the East Bay Service area. Yolo County borders SCC to the north, Yolo and Sacramento Counties to the east, Contra Costa County to the south, and Napa County to the west. It serves Solano County major cities including Benicia, Dixon, Fairfield (with Travis Air Force Base), Rio Vista, Suisun City/Cordelia, Vacaville and Vallejo as well as Winters and American Canyon.

Solano County, the fastest growing Bay Area County, has a population of approximately 401,500, which is projected to grow by 21.6% by 2010 with the largest growth in Fairfield, Vacaville and Vallejo/Benicia:

Projected Population Growth

Area	2000	2010	Growth	% Growth
Fairfield	99,999	157,531	30,892	37.8%
Vacaville	92,095	118,352	26,257	32.1%
Vallejo	113,946	128,751	14,805	18.1%
Benicia	26,928	27,700	772	0.9%
Dixon	16,180	19,300	3,120	3.9%
Suisun City	26,640	31,900	5,260	6.5%
Rural	14,313	14,900	587	0.7%
Countywide	416,741	498,434	81,693	100.0%

(Source: Assn. of Bay Area Governments)

Ethnicity

Caucasians comprise the largest portion of the Solano County population at 49 percent of the population. Hispanics comprise 17 percent and are a significantly smaller portion of Solano

County than the California population, though comparable to Alameda and Contra Costa counties. Solano's African American population (14.5 percent) is double that of the state as a whole (and the highest proportion among California counties), and Asian Americans (13 percent) are likewise.

According to the 2000 census data, Vallejo is the most ethnically diverse community in Solano County. Following is Solano County's Race/Ethnicity by City:

	White	Hispanic	Af Am	Native Am	Asian	PI	Others	TOTAL
Solano County	49%	17%	14%	1%	13%	1%	0%	394,542
Benicia	74%	9%	5%	1%	7%	0%	0%	26,865
Dixon	58%	33%	2%	1%	3%	0%	0%	16,103
Fairfield	49%	19%	14%	1%	11%	1%	0%	96,178
Rio Vista	83%	11%	1%	1%	2%	0%	0%	4,571
Suisun	37%	18%	19%	1%	17%	1%	0%	26,118
Vacaville	63%	18%	10%	1%	4%	0%	0%	88,265
Vallejo	30%	16%	23%	1%	24%	1%	0%	116,760

(Source: 2000 Census)

Gender:

	SCC 2002/2003		Solano County 2002	
Female	11,273	58.8%	200,643	50.8%
Male	7,903	41.2%	194,274	49.2%

Ethnicity – 2002-2003

	SCC		Solano County	
Asian	1408	7.3%	15,335	3.9%
Af Am	3102	16.2%	59,835	15.2%
Filipino	2096	10.9%	41,035	10.4%
Hispanic	2668	13.9%	76,020	19.3%
Native Amer.	178	0.9%	1,287	0.3%
Other non-White	400	2.1%	1,496	0.4%
Unknown	400	2.1%	12,670	3.2%
White	8928	46.5%	187,239	47.4%

SCC Student Ethnicity – Fall 2003

Asian	Af Am	Filipino	Hispanic	Native Am.	Other	Pacific Is.	Unknown	White
600	1758	1365	1576	107	230	197	342	5272

Household Income

The average household income in Solano County is \$60,400. This average is expected to increase by 7.3% over the next five years with the largest increases in Benicia and Vallejo. Nevertheless, the average household income in Vallejo is expected to remain below the County average through 2005.

Students Served

Solano Community College serves close to 12,000 students comprised of many different ethnicities. Approximately 60% of the student body is female and 40% is male. This distribution has remained fairly steady over the past six years. Close to half of the student body is white, non-Hispanic white, while the other large ethnic groups are Black, Filipino and Hispanic – together totaling over one-third of the populations.

The largest age groups attending SCC are students traditionally classified as “college-age” in the categories of 19 years or less and 20-24 years, a growing group making up almost 60% of the student body. The remaining 40% of the student body is evenly divided into other age categories, ranging in age from 25 to over 50 years of age. Most students are continuing (56%), while first-time students (17%) and returning transfer students (10%) tie for the next largest group of students.

SCC offers day and evening courses. Almost twice as many course enrollments are offered during the day compared to evening. This has remained fairly consistent over the past few years. It is believed this has occurred because online courses have expanded greatly in enrollment, increasing both in number and popularity, and these courses do not fall into the evening or day category.

Demographic surveys indicate and experience reinforces the fact that approximately 75% of students are full-time employees and part-time students. On average, 30% of the student population is taking 3.0-5.9 units. Full-time students (taking 12 or more units) comprise 32% of the student body. Over one-third of students receive some form of financial aid. This proportion is increasing.

The majority of freshmen students at SCC are currently high school graduates only. This has remained at about 55% over the last six years. About 15% are sophomore-level students and high school graduates. Students with either associate or bachelors degrees make up about 14% of enrollments.

MARKETING GOALS, POSITION, KEY MESSAGES, MIX AND KEY CONSTITUENTS

Marketing Goals:

- A. Enhance overall image and awareness of SCC with the public and media by reinforcing SCC as a quality educational institution based on academic excellence, convenience and cost-effectiveness.
- B. To reinforce SCC's role in the community and position the college effectively with prospective students, teachers, high school counselors, alumni and the general public by increasing communications with Solano, Yolo and Napa counties
- C. Increase enrollment, focusing on Latinos and males
- D. Increase attendance at SCC's annual open house
- E. Expand media coverage of SCC, particularly in Vallejo, Benicia and Winters

Market Position:

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Start Your Future Today
Education for the 21st Century

Key Messages:

- **Affordable:** SCC students receive a quality education at a reasonable fee. Financial aid is readily available
- **Superior Education:** SCC has outstanding faculty and offers education to meet the needs of the 21st century
- **Convenient Location:** Facilities are conveniently located in Fairfield, Vacaville, Vallejo and at Travis Air Force Base.
- **For Vacaville and Vallejo:** As students face longer commutes and crowded freeways due to the population growth in Solano County, focus on convenience of facilities in Vacaville and Vallejo to accommodate commuting students. In Fall 2007 a new center

will open in Vallejo which will be three times as large as the current facility. In Fall 2008 a new center will open in Vacaville which will be double the current capacity so classes will expand in both centers.

- Flexible: Weekend, weekday, day, evening and online classes are available for convenient learning both day and evening
- Personalized service: Solano College works closely with its students one-on-one to address their needs and answer their questions. Registration is readily available online
- Variety of education options: SCC offers transfer programs, courses for skill preparation, and workforce and career preparation
- Outstanding programs: SCC has numerous outstanding departments including the theater, bio-technology, computer courses, fine arts, speech and debate team, physical education, and math & engineering programs.
- For the general public, community education classes are available, offering an extensive variety of workshops, seminars and conference opportunities to enhance personal and professional life

Marketing Mix:

Solano College's marketing mix will incorporate a number of categories including the following:

- Direct mail to Solano County residents
- Publications: College catalog, schedule of course offerings, Vista community education offerings, and internal publications
- Advertising: Print, radio, community bulletins, yellow pages, Chamber publications, business guides, etc.
- Public Relations: Free marketing through periodicals, newspapers, magazines, radio and TV, including public service announcements and calendar listings for upcoming events
- Personal selling: In-person contacts by faculty and staff
- Trade Shows: Participation in trade shows and fairs to gain greater exposure and raise awareness
- Website: Use of website as a marketing tool
- Community events: Trade fairs, chamber mixers, diversity events, Dixon May Faire, French Immersion Day for high school students, etc.
- Outreach to the community by the financial aid outreach specialist

Key Stakeholders

Internal:

- Currently enrolled SCC students
- Employees including faculty and staff
- Governing Board members
- Volunteers
- Donors

External:

- General public/consumers
- High school students
- Adults seeking job skills and general education
- Athletes
- Currently enrolled four-year college students
- Employers seeking training and/or workers
- SCC Alumni
- Those seeking continuing education, non-credit and enrichment programs
- Influentials: Community leaders, elected officials, major employers, other non-profits
- Community organizations including chambers of commerce and Solano Economic Development Council
- Business community
- Other education organizations
- News media

MARKET ACTIONS, TIMETABLE AND BUDGET: Jan 2005 – June 2006

Marketing

Goal: Enhance overall image and awareness of SCC with the public and media by reinforcing SCC as a quality educational institution based on academic excellence, convenience and cost-effectiveness

- A. Implement marketing campaigns for Fall, Spring and Summer classes supported with media relations
- B. Keep public apprised of progress of Measure G projects
- C. Increase positive media coverage of SCC through increased distribution of press releases
- D. Schedule meetings with Superintendent/President, other appropriate administrative staff and education reporters on an annual basis
- E. Purchase promotional bags for use at trade fairs, etc.
- F. Utilize website as a marketing tool
 - Overview of college, facilities and convenient locations
 - Course listings and program information
 - Online application and registration
 - Online class schedule and transcripts
 - Distance learning
 - Alumni access
- G. Host community events at SCC facilities

Vacaville

Host a chamber mixer at the Vacaville Center in January 2005

Host groundbreaking ceremony for new facility

Vallejo

Host groundbreaking ceremony for new facility

Host Vallejo community events at facility

Fairfield:

Host Solano County Academic Decathlon in January 2005

Host annual community open house in May 2005

Host high school graduations for Armijo, Rodriquez, and Fairfield High Schools in May/June 2005

Host Cancer Relay for Life in July 2005

French Immersion Day

Goal: To reinforce SCC's role in the community and position the college effectively with prospective students, teachers, high school counselors, alumni and the general public by increasing communications with Solano, Yolo and Napa Counties

- A. Place press releases on web site
- B. Distribute press releases to Solano and Yolo county papers and, when appropriate, to Napa papers

C. Provide information tables at business roundtables, chamber mixers, trade fairs and other community events

D. Speakers' Bureau: Schedule senior management and faculty to speak at service clubs, community organizations, chamber and business events, etc.

E. Vista community education class schedule for general public – Studies show that people will enroll in non-credit programs to “try” college and will eventually enroll in a credit course or work towards a degree. It is important to target these students with course schedules to encourage them to continue their education

Distribution: Two times per year to 130,000 households throughout Solano County, American Canyon and Winters

Schedule: Spring 05, Fall 05, Spring 06

Budget: \$15,000/issue = \$45,000 (Community Service budget)

F. Accredited Course schedule

Cover design: Use student and faculty photos in publication and student testimonials with photos scattered throughout the publication. Use same photos for print ads to provide a consistent image and message

Distribution: Three times per year at 135,000 households throughout Solano County, American Canyon and Winters

Schedule:

April/May 05 (\$25,300), June 05 (\$17,300), November 05 (\$33,200)

April/May 06 (\$26,500), June 06 (\$18,500)

Budget: \$120,800 (Community Service budget)

G. College catalog

Cover design: Coordinate with other publications to follow template for design and use student photos

Distribution: Annual distribution of 15,000 in July 05

Budget: \$11,000 (Community Service budget)

Goal: Increase enrollment, focusing on Latinos and males

A. Implement mixed media campaigns for each semester

Overall Design features:

- Use photos of current students which reflect various ethnic backgrounds and gender to develop a human face for SCC, including target group of males and Hispanics. Use these photos in print ads and on course catalogs for consistency and recognition
- Use current students in testimonials for course schedules and advertising
- Use graduates and Solano adult students in testimonial advertising to describe the positive results of their SCC experience and education
- Generate call-to-action for information
- Develop and utilize a “template” for ads to develop a consistent look and feel
- Incorporate taglines into ads and web site
- Utilize Spanish radio ads to target Latino residents for May open house

- Use public relations to boost awareness levels
- Use photos of students which focus on programs at Solano College: Actors Training program, child care, MESA, cosmetology, science, etc

Time Frame: Class Enrollment campaigns:

- Spring 2005 (December 2004 and January 2005) - print and radio ads - \$7100
- Summer 2005 (May and June 2005) - Summer campaign will target four-year students with messages about summer school classes (4 and 6 week sessions for \$26 per unit which are fully transferable credits, etc.) - print, radio and movie theater ads \$7100
- Fall 2005 (July and August 2005) – Print & radio ads, movie theaters, Spanish radio, billboards, bus ads - \$26,000
- Spring 2006 (December 2005 and January 2006) - Print & radio ads, movie theaters, Spanish radio, billboards, bus ads - \$26,000
- Summer 2006 (May and June 2005) - Print & radio ads, movie theaters, Spanish radio, billboards, bus ads - \$26,000

Multi media approach including radio and print ads, billboards, movie ads, etc. Use of website and public relations efforts (press releases and public service announcements)

Budget: FY05 \$14,200 (marketing budget)
 FY06 \$78,000 (marketing budget)

B. General image advertising

- Create and distribute bumper stickers
- Place ads in Vallejo, Vacaville and Fairfield theaters prior to each semester – August, January and June – noted above
- Create and distribute bumper stickers throughout Solano County to raise awareness of the college
- Chamber and Business Directories
 Dixon Chamber- \$700
 Fairfield Chamber- \$1395
 Vallejo Chamber and Convention and Visitors' Bureau- \$595
 Vacaville Chamber - \$500
 Suisun Business Directory - \$695
 Vallejo Ferry kiosk ad for one year - \$744
 Travis Air Force Base New Resident Guide - \$1190
 Design fees: \$1000

Budget: FY05 \$6,819 (marketing budget)
 FY06 \$6,819 + bumper stickers (marketing budget)

Outreach to Latinos

- Translate targeted college materials and website information into Spanish to attract Latino population
- Run radio ads on Spanish radio prior to each semester – noted above

Budget: \$5000 (marketing budget)

D. Educate students about financial aid options

Raise awareness of and support the financial aid outreach specialist who

- Provides workshops on campus
- Partners with community groups to offer workshops throughout Solano County
- Staffs information tables at local high schools, community events, and chamber events

Develop appropriate marketing and support materials for outreach activities including posters, postcards, brochures, flyers, etc.

Distribute press releases and calendar listings to highlight financial aid worker's activities and scheduled workshops

Multi-media campaign in

- February 2005 to enhance the image of SCC and raise awareness of the Cal grant award program
- February 2006 – re: Cal grant award program

Media: Radio and print ads, website and public relations efforts (calendar listings, press release and public service announcements)

Budget: \$20,000 (Financial Aid categorical funds)

C. Yellow page advertising

Include general information image ads, general listings and specific program listings in Solano and Napa county phone books

Annual ads - \$15,000/year

Budget: FY05 - \$15,000 (Maintenance and Operations Phone budget)

FY06 - \$15,000 (Maintenance and Operations Phone budget)

D. Other Marketing Projects

- Contingency fund for special opportunities: \$5000 for FY05 and FY06 (marketing budget)

Goal: Increase attendance at SCC's annual open house

Campaign to invite the public and potential students to attend a community fair to learn about SCC's academic programs, financial aid, and services. Division representatives are available to answer questions. Invitations distributed to local high schools.

Multi-media: Radio and print ads, website and public relations efforts (calendar listings, press release and public service announcements) - Utilize Spanish radio to target Latino residents along with KUIC radio - May 2005 & May 2006 - \$7000 budget per year

Budget: FY05 - \$7,000 (Financial Aid and Counseling budget)

FY06 - \$7,000 (Financial Aid and Counseling budget)

Goal: Expand media coverage of SCC, particularly in Vallejo, Benicia, Rio Vista, Dixon and Winters

Public relations efforts will continue throughout Solano County including Fairfield, Vacaville, and Suisun, with an increased focus on Vallejo, Benicia, Rio Vista, Dixon and Winters.

Regularly generate press releases, calendar listings and public service announcements on key SCC activities including:

- Recognition of outstanding students and faculty, retiring faculty, and board members
- Progress of Measure G projects, including groundbreaking ceremonies.
- For Vacaville and Vallejo: As students face longer commutes and crowded freeways due to the population growth in Solano County, focus on convenience of facilities in Vacaville and Vallejo to accommodate commuting students
- Activities of financial aid outreach specialist
- Department activities such as Project Quest, MESA, etc.
- Grants received by various departments
- Comments on state education budget
- President's annual state of the college address
- Graduation ceremonies

Vallejo, Benicia, Rio Vista, Dixon and Winters outreach

- PIO work with reporters and/or editors at Vallejo, Benicia, Rio Vista, Dixon and Winters papers to develop stronger relations
- PIO contact Vallejo, Benicia, Rio Vista, Dixon and Winters papers regularly to discuss SCC activities
- Identify students and/or faculty from Vallejo, Benicia, Rio Vista, Dixon and Winters for press releases so local papers will highlight their activities

Meetings with Reporters

- September 2005 - Schedule meetings with Superintendent/President and education reporters to discuss budget and upcoming academic year
- Fall/winter 2005: Schedule meetings with VP of Administrative and Business Services with education and business reporters to discuss Measure G projects
- Others as deemed appropriate

Press conferences

- Invite media to ground breaking ceremonies for Measure G projects
- Invite media to key events i.e. President's state of college address, governing board meetings, recognition of students and faculty. Graduation ceremony, etc.

TOTAL BUDGETS FOR 18 MONTHS (January 2005-June 2006):

Community Service budget: \$176,800

Maintenance and Operations Phone Budget: \$30,000

Financial Aid and Counseling budget: \$34,000

Marketing budget: \$120,838

Marketing Plan Budget Summary January 2005-June 2006

Community Services Budget

Class Schedules (Summer, Fall 05; Spring, Summer, Fall 06)	\$120,800
College Catalog (2005-06 edition)	\$ 11,000
Vistas (Spring 05, Fall 05, Spring 06)	\$ 45,000

Subtotal **\$ 176,800**

Marketing Budget

Multi Media (radio, print ads, billboards, movie ads, press releases)	\$ 92,200
General Image Ads (business directories, bumper stickers, etc.)	\$ 13,638
Outreach to Latinos (radio ads, written materials in Spanish)	\$ 5,000
Other projects (contingency fund for special projects, \$5,000 per year: 2005 & 2006)	\$ 10,000

Subtotal **\$ 120,838**

Maintenance and Operations Phone Budget

Yellow Pages Ads (\$15,000 per year: 2005 & 2006)	\$ 30,000
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Subtotal **\$ 30,000**

Financial Aid & Counseling

Multi Media (radio & print ads, specific programs listings in Solano and Napa phone books)	\$ 20,000
Open House ads (radio and print ads, press releases, \$7,000 per year: 2005 & 2006)	\$ 14,000

Subtotal **\$ 34,000**

GRAND TOTAL **\$ 361,638**

Appendices

STRENGTHS AND WEAKNESSES OF LOCAL MEDIA

Television

Strengths

- Strong impact through the combined elements of sight, sound and motion
- Geographic flexibility – can be bought to target a specific market
- Local Cable TV allows for frequency on targeted networks
- Local Spot TV allows for broad reach
- TV is intrusive, by nature, demanding of the viewer's attention

Weaknesses

- An effective TV schedule requires a high out-of-pocket cost, to deliver significant reach and frequency
- Since TV is more of a “mass” medium, it tends to be less efficient than other local media
- High cost of spot production, relative to other local media

Radio

Strengths

- Through the wide variety of program formats available, it is possible to target an advertising message to a specific demographic group
- Low cost, relative to other local media
- Low unit cost allows for an advertiser to generate heavy message frequency and sustain longer periods of advertising
- Allows for geographic market flexibility
- Local personalities can be used to lend credibility and persuasiveness to an advertising message
- Added value merchandising opportunities (contests, on-air sponsorships, live remotes, etc.), are available at no additional cost, to extend the impact of the advertising campaign
- Local station KUIC covers Solano and Napa counties, has strong listenership in the county and is cost effective

Weaknesses

- Single dimension – audio only. Radio cannot convey a visual image, which is sometimes important for an advertising campaign
- Radio must be used with substantial frequency (15+ spots/week/station) to ensure effectiveness
- Some of the higher reach stations (KGO, KCBS) require a fairly expensive out-of-pocket cost, for a significant schedule

Newspapers

Strengths

- High coverage of households, with a single insertion
- Allows for very local, geographic target marketing

- Newspapers provide a sense of immediacy, which can be important when an advertiser wants to communicate a message, immediately
- Editorial environment provides local news and information on current events
- Large size ads can be impactful and convey a detailed advertising message
- Smaller, local daily newspapers can be bought very efficiently

Weaknesses

- Higher out-of-pocket cost for larger daily newspapers
- Reaches a mass audience, not target selective
- An ad has a short shelf life. Newspaper reading does not offer the opportunity for multiple exposures to ad pages
- Pages can be cluttered with retail ads
- Single dimension – visual only

Magazines

Strengths

- Geographic flexibility is available
- Allow for an advertiser to select editorial formats, which provide a complementary environment for the service being advertised
- Provide relatively long shelf life, offering an advertiser repeated ad exposure
- Magazines generally have a high pass-along audience, which increases audience reach

Weaknesses

- Unlike broadcast media, magazines tend to build reach over an extended period of time
- There is generally a high premium paid for regional editions
- Magazines require long closing dates
- Single dimension – visual only

Outdoor (Billboards)

Strengths

- Ability to build large local coverage in a market
- Ability to deliver frequency on a monthly basis
- Can buy billboards to provide coverage to certain areas within a given market
- Very efficient local medium
- Large size – very impactful
- Good for simple copy theme and advertiser identification
- Provides around the clock exposure

Weaknesses

- Copy is limited to simple messages
- Cost for a single bulletin can be expensive
- Due to the nature of the medium (people view boards while driving), recall may be low

Transit

Strengths

- Provides mass coverage of a Metropolitan Area
- Provides high frequency, because it takes advantage of normal travel patterns that tend to be duplicated many days throughout the year
- Relatively efficient medium
- Allows for target flexibility. An advertiser can select certain transportation vehicles that will target a specifically demographically defined group

Weaknesses

- Limited message space available
- Transit is not an intrusive medium, therefore it may be difficult to attain the attention of the consumer via Transit

Media Usage Summary:

Radio and print (newspapers and magazines) are most preferred among general audiences ages 24 to 54 years. TV viewership increases as the population ages (55+ years), while radio listenership declines.

Group (Age 18+)

Caucasians
African Americans
Asian Americans
Latinos

Preferred media

TV and newspaper
TV, radio and newspaper
Newspaper and radio
Targeted radio and TV

Marketing to ethnic populations:

Translate materials in-language. The most effective marketing methods include:

- Outreach and marketing in nail salons, hair salons, barber shops, laundromats, i.e. places where consumers do business
- Participating in trade shows/events sponsored by local ethnic groups/organizations

Resources:

Sherry Jacobs Media, San Rafael

Ketchum Advertising, San Francisco

Strengths and Weaknesses of Major Media, Foote, Coning and Belding Media Department, San Francisco