

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **PLAN ESTABLISHED DURING 2005-06 PLANNING CYCLE**

#### **DEPARTMENTAL MISSION**

The Office of Marketing will assist the College in achieving its goals of ensuring institutional effectiveness, improving enrollment, and advancing the Christian distinctiveness consistent with the College's mission.

#### **OBJECTIVE 1**

The Office of Marketing will assist the College in its goal of ensuring institutional effectiveness through an integrated planning, budgeting, and assessment process.

#### **ACTION PLAN**

The Division for Enrollment Services will develop a Marketing Committee consisting of:

- Vice President for Enrollment Services (Chair)
- Director of Marketing (Vice-chair)
- Director of Admissions
- Director of Alumni Relations
- Director of Athletics
- Director of the Campus Store
- Two (2) members of the College faculty

The Marketing Committee will meet once a month and the members are subject to approval by the President and Executive Staff.

The objective of the Marketing Committee will be to execute a consistent, "family image" for the main campus and all external sites by:

- Developing a set of policies and procedures in regards to the proper use of all insignia significant to the College (seal(s), logo(s), mascot(s), etc.). Upon approval by the Committee and the Executive Staff, these policies and procedures will be made available to administration, faculty, staff, students, media, and the general public through the College's web site.
- Creating, designing, and implementing a long range "brand marketing" strategy which will create much needed awareness for the College within the College's service region, the Georgia Baptist family, and the state of Georgia. This increased awareness will serve to increase enrollment and maintain lasting relationships with College alumni and the general public.

**ASSESSMENT**

The Director of Marketing will review the committee's policies and procedures on a quarterly basis and make adjustments as needed in keeping with the overall mission of the College. The Director of Marketing will implement the "brand marketing" strategy and make adjustments as needed under the guidance of the Vice President for Enrollment Services.

**RESPONSIBILITY**

Director of Marketing and Vice President for Enrollment Services.

**TIME**

Annually.

**RESOURCES**

Time.

**RELATED TO**

Institutional Goal No. 2.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2006-07**

##### **DEPARTMENTAL MISSION**

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## **RESULTS**

The Marketing Committee convened its first meeting on Thursday, June 7, 2007 at 1:30 p.m. in the President's Conference Room. In addition to the members listed in the action plan, the following persons were added to the committee to create a more diversified membership:

- Director of News and Public Information
- External Programs Representative
- One (1) male student
- One (1) female student

After lengthy discussions on a range of marketing-related topics, the committee passed recommendations on changing the college's blue PMS color and establishing the proper look for employee name tags. These recommendations will need the approval of the Executive Staff, President's Cabinet, and the Board of Trustees before they can be officially entered and/or modified in the College's policies and procedures manual.

Several issues – including logo usage, proper look of College letterhead, and proper look of employee business cards – were tabled until the next meeting. The committee tasked the Director of Marketing with the responsibility of creating and re-introducing modified versions of some of these issues for review and approval. The committee met again on Thursday, July 5, 2007 at 1:30 p.m. in the President's Conference Room to review the Director's work and to consider other issues. It was realized by everyone that more work needed to be done on some of the Director's work in order for the committee to take a step forward in bringing uniformity to the College's image.

The next meeting of the committee was scheduled for Thursday, August 2, 2007 at 1:30 p.m. in the President's Conference Room.

## **RESPONSES**

In addition to the continued work of the committee to bring uniformity to the College's image, the committee will begin the process of developing a "brand marketing strategy" for the College. Before an effective brand campaign can be developed and launched, the committee must work toward the goal of bringing uniformity to the present College image. This is the goal of the committee for the 2007-2008 school year.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **PLAN ESTABLISHED DURING 2005-06 PLANNING CYCLE**

#### **OBJECTIVE 2**

The Office of Marketing will assist the College in its goal of improving enrollment through aggressive student recruitment and retention processes.

#### **ACTION PLAN 1**

The Director of Marketing – with the assistance of the Vice President for Enrollment Services and the Director of Admissions – will develop various “direct marketing” strategies geared to assist in the recruitment of traditional and non-traditional students.

These marketing strategies will be implemented through the use of various media including but not limited to: radio, newspapers, magazines, television, internet, and various promotional materials. The strategies implemented may also include the sponsorship of community events in Toombs, Montgomery, and surrounding counties as well as the counties surrounding each of the College’s external sites.

#### **ASSESSMENT**

The Director of Marketing will consult with the Vice President for Enrollment Services and the Director of Admissions on a monthly basis as to the effectiveness of each marketing strategy and make adjustments as needed.

#### **RESPONSIBILITY**

Director of Marketing and Vice President for Enrollment Services.

#### **TIME**

Annually.

#### **RESOURCES**

Time and annually budgeted funds.

#### **RELATED TO**

Institutional Goal No. 3.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2006-07**

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##### **RESULTS**

The Director of Marketing was not able to prepare a direct marketing strategy as consistent as hoped for during the 2006-07 school year. Direct marketing was done for the main campus and five of the six external sites (Glennville, Liberty, Newnan, Norman Park, and Savannah) using various means – radio, television, newspaper, internet, magazines, promotional items, etc. However, the campaigns were very inconsistent and sporadic. The biggest factor contributing to this inconsistency was the use of funds in the marketing budget. The former Executive Dean for Enrollment Services and the former Director of Admissions had made financial commitments, using marketing dollars, that were spread out over more than one fiscal year. The Director of Marketing was knowledgeable of some of these commitments while not aware of others until it was discovered during a budget review in December 2006. At that time, the Director of Marketing became very conservative in the use of the marketing funds with the goal of balancing the marketing budget before the end of the fiscal year. The budget was balanced during the first quarter of 2007 and the Director of Marketing was able to continue the office’s marketing efforts through the remainder of the fiscal year.

##### **RESPONSES**

After further research into the financial commitments made by the former Executive Dean for Enrollment Services and the Director of Admissions, it was determined that no other multi-year commitments had been made – outside of what has already been allocated for 2007-08. As a result, the Director of Marketing may use with

confidence the dollars allotted to the office for the 2007-08 fiscal year. Conversations have already taken place among main campus representatives as well as the five site directors (Glennville, Liberty, Newnan, Norman Park, and Savannah) as to how the marketing dollars may be used consistently and effectively during the 2007-08 fiscal year. The Director of Marketing has presented the results of those conversations to the Vice President for Enrollment Services for approval and subsequent implementation.

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#### **PLAN ESTABLISHED DURING 2005-06 PLANNING CYCLE**

#### **OBJECTIVE 2**

The Office of Marketing will assist the College in its goal of improving enrollment through aggressive student recruitment and retention processes.

#### **ACTION PLAN 2**

The Marketing Committee will create, design, and implement a “brand marketing” strategy with the five-year goal of creating better awareness for the College within the local service region, the Georgia Baptist Family, and the state of Georgia. By implementing a “brand marketing” strategy, the College will present a consistent look and message to its audience and thereby serve to increase student enrollment and develop better relationships with College alumni and the general public.

#### **ASSESSMENT**

The Marketing Committee will evaluate the “brand marketing” strategy on a quarterly basis to ensure overall effectiveness and any necessary changes will be implemented by the Director of Marketing.

#### **RESPONSIBILITY**

Director of Marketing and Vice President for Enrollment Services.

#### **TIME**

Annually.

#### **RESOURCES**

Time and annually budgeted funds.

#### **RELATED TO**

Institutional Goal No. 3.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2006-07**

##### **OBJECTIVE 2**

The Office of Marketing will assist the College in its goal of improving enrollment through aggressive student recruitment and retention processes.

##### **ACTION PLAN 2**

The Marketing Committee will create, design, and implement a “brand marketing” strategy with the five-year goal of creating better awareness for the College within the local service region, the Georgia Baptist Family, and the state of Georgia. By implementing a “brand marketing” strategy, the College will present a consistent look and message to its audience and thereby serve to increase student enrollment and develop better relationships with College alumni and the general public.

##### **RESULTS**

The Director of Marketing presented the idea of a “brand marketing strategy” to the Marketing Committee at the July 5 meeting. The Director explained that, in order for the College to develop a strong branding campaign, input would be needed across all aspects of the College (administration, faculty, staff, students, and alumni). This process – the receiving of input and the committee’s development of a brand from this input – is expected to take a year to complete. The committee would then be responsible for rolling out the campaign. In order to best evaluate its effectiveness, it is projected that the brand campaign would last through at least two recruitment cycles. The committee would then evaluate the campaign’s impact on recruitment and awareness and make necessary adjustments to help further improve these two areas not only within a 60 mile radius of the main campus, but all over the state of Georgia.

##### **RESPONSES**

The launching of a brand marketing strategy is projected to still be at least a year away. This is due to the fact that the Marketing Committee must bring uniformity to all of the College’s images first before a successful branding campaign can be developed and implemented.

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#### **PLAN ESTABLISHED DURING 2005-06 PLANNING CYCLE**

#### **OBJECTIVE 3**

The Office of Marketing will assist the College in its goal of advancing the Christian distinctiveness consistent with the College's mission through all programs, activities, and services.

#### **ACTION PLAN**

In all marketing materials presented to prospective students, their parents, and the general public, the Office of Marketing will consistently promote, in a manner consistent with the policies set down by the Marketing Committee, the College's mission statement of offering an undergraduate education that is committed to academic excellence, grounded in the liberal arts tradition, and informed by the Christian faith.

#### **ASSESSMENT**

The Director of Marketing will review all marketing materials before they are released to prospective students, their parents, and the general public to ensure the College's Christian distinctiveness is being promoted.

#### **RESPONSIBILITY**

Director of Marketing and Vice President for Enrollment Services.

#### **TIME**

Annually.

#### **RESOURCES**

Time.

#### **RELATED TO**

Institutional Goal No. 5.

## **BREWTON-PARKER COLLEGE**

### **OFFICE OF MARKETING TWO-YEAR STRATEGIC PLAN 2006-07 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2006-07**

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##### **ACTION PLAN**

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##### **RESULTS**

In all current marketing materials, the College is using the following phrases to serve as the catalyst to promote the College's Christian mission statement: "Unapologetically Christian - Proudly Baptist". Additional text and photos are used throughout the materials to further enhance this distinct feature of the College.

##### **RESPONSES**

Until the Marketing Committee has the opportunity to set down policies concerning the consistent promotion of the College's Christian mission statement, the Office of Marketing will continue to evaluate marketing materials on a case by case basis to ensure that the statement is being communicated clearly and effectively.