

BREWTON-PARKER COLLEGE

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

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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

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

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.