

**TIMBERWOLVES**

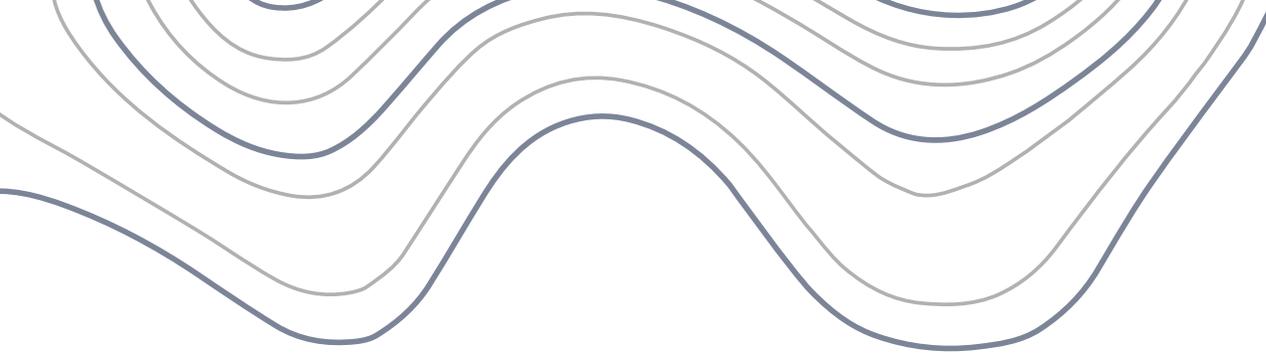


**BLUE MOUNTAIN COMMUNITY COLLEGE  
COMMUNICATIONS AND MARKETING PLAN  
2024-2026**

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## INTRODUCTION

This Marketing and Communications Plan outlines the strategies and tactics that Blue Mountain Community College (BMCC) will employ to effectively reach and engage key audiences, support the institution's strategic goals, and enhance its brand presence in the region.

The plan focuses on two primary age groups: 16-24 and 28-45, utilizing a mix of traditional and digital marketing channels, including billboards, social media, and local advertising.

Additionally, the plan integrates internal and external communications to ensure consistent messaging and alignment with BMCC's mission, vision, and values.



# STRATEGIC GOALS

## Increase Enrollment:

- Target and attract students within the 16-24 age group, 28-45 adult learners, returning students, stop-out students, dual enrollment students, and Latino students by delivering tailored messaging that addresses their specific needs and aspirations, ultimately driving enrollment growth.



## Enhance Community Engagement:

- Build stronger relationships with local businesses, organizations, and the broader community through targeted outreach, partnerships, and participation in community events.

## Build Brand Awareness:

- Establish BMCC as the leading educational institution in the region by increasing visibility through strategic marketing and communication efforts.



## Support Student Success:

- Promote the wide array of student services and resources available at BMCC to enhance student retention and success.



# PRIMARY AUDIENCES

- **Prospective Students:**
  - Demographics: Ages 18-24 (recent high school graduates), Ages 28-45 (adult learners).
  - Needs: Career-oriented programs, flexible learning options, financial aid.
- **Returning Students:**
  - Demographics: Individuals who previously attended BMCC and are returning to complete their education.
  - Needs: Support in navigating re-enrollment, understanding new programs, and accessing financial aid.
- **Stop-Out Students:**
  - Demographics: Students who have temporarily paused their studies and are considering returning to complete their education.
  - Needs: Encouragement to re-enroll, understanding of flexible program options, and access to support services.
- **Dual Enrollment Students:**
  - Demographics: High school students participating in dual enrollment programs.
  - Needs: Information on how dual credits transfer, support services, and pathways to continue education at BMCC after graduation as well as preparing them for post high school.
- **Latino Students:**
  - Demographics: Latino community members, including both recent high school graduates and adult learners.
  - Needs: Culturally relevant support services, bilingual resources, and community engagement.



# KEY MESSAGES

## For Prospective Students:

"Your Home,  
Your Pack...  
Your Success Story,  
Join the Pack! "

"Shape Your  
Success Story!"

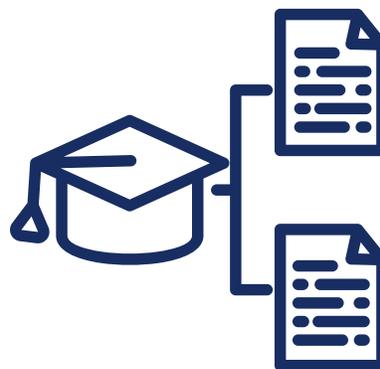


## For Returning and Stop-Out Students:

"Your journey continues, and BMCC is here to support you in achieving your goals and completing your success story."

## For Dual Enrollment Students:

"Your success story with BMCC is already unfolding. After high school, continue the journey with us to shape a bright future."



## For Latino Students:

"Tu historia de éxito comienza aquí. BMCC está comprometido a apoyarte en cada paso del camino." (Your success story begins here. BMCC is committed to supporting you every step of the way.)

# MEDIA METHODS

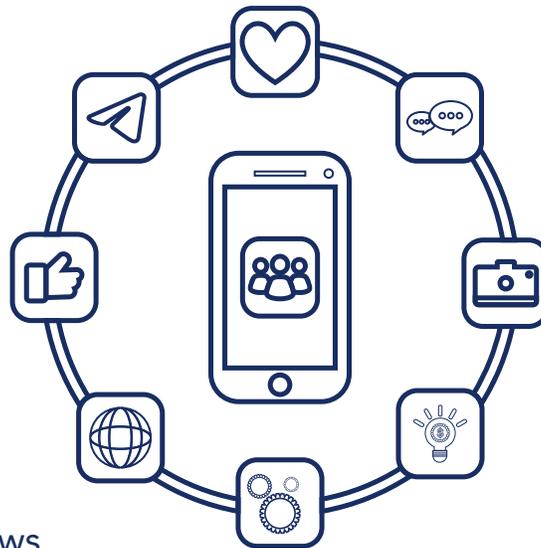
## Traditional Media:

- Print Advertising:
  - Local newspapers
  - magazines
  - and event programs
- Radio:
  - Targeted spots on local radio stations
- Billboards:
  - High-traffic locations promoting key events and programs



## Digital Media:

- Social Media:
  - Facebook
  - Instagram,
  - LinkedIn
  - X
- Email Marketing:
  - Regular newsletters
  - targeted campaigns
- Website
  - Regularly updated with news
  - events
  - program information



## Public Relations:

- Press Releases:
  - For major announcements
  - partnerships
  - achievements
- Community Events:
  - Sponsorships and participation in local fairs/parades
  - workshops
  - other events



# PLAN OF ACTION

## **Creative and Design Strategy:**

- Develop a consistent visual identity across all platforms, including logo usage, color schemes, and typography.
- Create engaging content that resonates with each target audience, using a mix of photography, video, and graphics.

## **Communications/Public Affairs Strategy:**

- Establish a proactive media relations plan to secure coverage in local and regional outlets.
- Engage with community leaders and organizations to foster goodwill and collaboration.
- Maintain transparency with stakeholders through regular updates and open forums.

## **Web Communication Strategy:**

- Ensure the BMCC website is user-friendly, on brand, mobile-optimized, and regularly updated.
- Implement SEO best practices to improve visibility and attract more visitors.
- Utilize analytics to monitor web traffic and user behavior, adjusting content and strategy as needed.

## **Social Media Strategy:**

- Post consistently on all platforms, with content tailored to each audience.
- Use a mix of posts, including program highlights, student success stories, event promotions, and interactive content.
- Monitor engagement metrics and adjust strategies to increase reach and interaction.

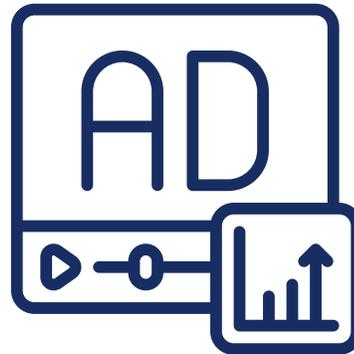
# INTEGRATION TOOLS

**Content Calendar:** A centralized calendar to manage all content across platforms, ensuring consistency and strategic timing.



**Analytics Dashboard for Socials:** Use tools like Lately to track and analyze the performance of campaigns across different media channels, providing insights to optimize future strategies.

**Analytics for Advertising:** Utilize analytics reports from Elkhorn Media, pulled as needed and as often as necessary, to assess and optimize advertising performance.



**Collaboration Platforms:** Utilize tools like email and/or Microsoft Teams for seamless internal communication and project management, ensuring effective collaboration across departments.

# ANNUAL CAMPAIGNS

## **Brand Awareness:**

Launch a campaign focused on increasing BMCC's visibility in the region, highlighting its role in providing quality education and fostering community growth.

## **Top Programs Highlight:**

Showcase four key programs (**AAOT, Nursing, Agricultural, UAS**) that align with BMCC's strategic goals through targeted marketing efforts. Emphasize the career opportunities each program offers and what students can gain from completing the program, using video testimonials, virtual tours, and faculty/alumni spotlights to bring these benefits to life.

## **Student Voice:**

A campaign that amplifies the voices of current students and alumni, sharing their experiences, challenges, and successes at BMCC. This will include social media takeovers and video interviews.

# EVALUATION AND METRICS

## Key Performance Indicators (KPIs):

**Enrollment Trends:** Track changes in enrollment numbers for the 18-24 and 28-45 age groups. Monitor the conversion rates from inquiries to applications and admissions.



**Website Analytics:** Monitor website traffic, particularly increases following marketing campaigns. Key metrics include page views, time spent on site, and conversion rates from visitors to leads.

**Social Media Metrics:** Track follower growth, engagement rates (likes, shares, comments), and click-through rates. Measure the impact of specific campaigns on audience engagement and inquiries.



**Event Participation:** Measure attendance at BMCC-sponsored events, community fairs, and educational workshops. Collect feedback to gauge the effectiveness of outreach efforts.

**Survey Feedback:** Regularly collect and analyze feedback from students, staff, and community members to assess communication effectiveness and identify areas for improvement.

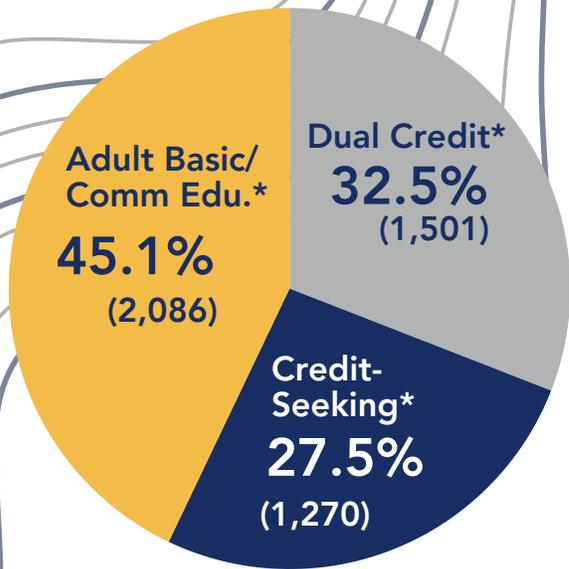


## CONCLUSION

This comprehensive Communications and Marketing Plan is designed to strategically position BMCC as a leader in education within the region, increase enrollment, and strengthen community engagement.

By leveraging a mix of traditional and digital channels, and ensuring consistent, targeted messaging, BMCC will effectively reach its key audiences, enhance brand awareness, and foster student success.

# APPENDIX: SUPPORTING DATA 2023-2024



## STUDENT ENROLLMENT

\*Credit-Seeking students includes students with an undeclared major; Adult-Basic and Community Education students are non-credit seeking. Numbers represented in chart are by category. Unduplicated headcount is across all categories

## AGE GROUPS

(excludes dual credit students)

UNDER 18..... 16.3%

18-24 ..... 25.9%

25-34 ..... 23.5%

35-61 ..... 29.8%

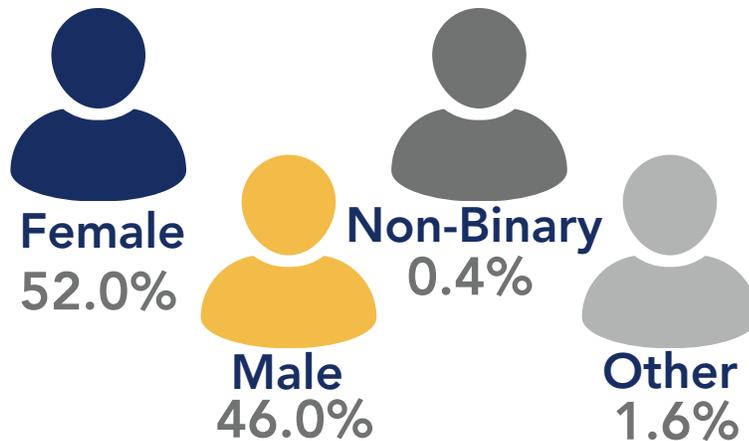
62+ ..... 4.6%

AVERAGE AGE 31.8 YEARS

Online\* 54.9%

In-Person 45.1%

## INSTRUCTIONAL METHOD



## GENDER (self-reported)

## CREDENTIALS EARNED



## 273 GRADUATES

\*Based on 2023-2024 credentials earned and awarded. Includes 11 non-credit training certificates