

Marketing and Public Relations FY16 Action Plan

Below are our overarching goals for the year and the known major projects the marketing and public relations department anticipates at each college during FY16. Please understand that in addition to these major initiatives the marketing department receives an average of 200+ work requests per month for projects ranging from minor updates (like web content updates) to major projects (campaigns or event planning).

Inver Hills Marketing & Public Relations Goals

- 1. Strive to make Inver Hills' digital presence the best possible reflection of the great place Inver Hills is to learn and work in order to attract prospective students and employees.**
 - A. Launch updated inverhills.edu
 - a. Enhance assets for programs/services (ie. Photos, testimonials, etc.)
 - b. Begin to integrate more video/dynamic content
 - c. Improve content management process
 - B. Update outlier sites
 - a. Work with deans and directors to develop standard policy/procedure for management of sites outside the inverhills.edu domain.
 - b. Develop a template to be used for outlier sites.
 - C. Work with librarians to update Library site.
 - D. Continue to build social media presence.
 - a. Build off of Facebook, Instagram, and Twitter platforms to aide in recruitment and retention efforts.
 - b. Utilize social media for targeted digital advertising opportunities.
 - c. Develop a social media policy.

- 2. Enhance and support the work of enrollment management and related departments.**
 - A. Work with enrollment management to develop strong campaigns around returning student enrollment and/or other retention efforts.
 - a. Develop extensive returning student campaign.
 - b. Continue promotion of Add It Up at Inver Hills campaign.
 - B. Work with enrollment management to attract new prospective students and/or key audiences.
 - a. Work with enrollment management team to develop enrollment management plan.
 - C. Work with admissions to create new tools and materials to assist in recruiting efforts.
 - a. Create new displays and tools for use by recruiters.
 - b. Develop new materials for recruiters to use with high schools.
 - c. Develop new ASAP materials.
 - d. Continue to develop materials and marketing for SOTR.

- D. Work with programs and departments to create marketing materials that support recruitment and retention efforts.
 - a. Develop materials to better assist faculty/programs with marketing and recruiting efforts.
 - b. Develop tools and materials for the following specific program areas:
 - i. Veterans Services
 - ii. ASAP
 - iii. SOTR
 - iv. Other programs as identified by academic affairs

3. Enhance and support the work of the college's external relations efforts.

- A. Provide marketing support for key college events.
 - a. Celebrate Inver
 - b. Doug Differt Recognition Event
 - c. Annual Campaigns
 - d. Legislative, Community or Donor Visits
- B. Provide marketing support as needed for stakeholder and donor materials.
 - a. Annual Report
 - b. Campaign Collateral
 - c. Give Thanks campaign
 - d. Holiday Card
- C. Bring more awareness of Inver Hills and its students through public and media relations initiatives.

Marketing and Public Relations FY16 Month-By-Month Project Plan

July 2015

Inver Hills

- Complete and deliver creative for fall enrollment push
- Complete and deliver creative for returning students push
- First review of new inverhills.edu to campus
- Updated Veterans materials
- Promote KickOff
- Center for Professional Workforce Development community ed layouts

South of the River Education Center

- South of the River Education Center website design and launch
- South of the River Education Center materials update

August 2015

Inver Hills

- Continue managing final work for fall push
- Prepare copy for Inver Hills viewbook
- Continue review and prep work for inverhills.edu launch
- Run For the Hills Promotion
- Doug Differt promotions

South of the River Education Center

- Promote classes/open house events

September 2015

Inver Hills

- Design and print viewbook
- Foundation Annual Report Prep
- Plan and prepare for spring semester returning student push
- Launch new inverhills.edu
- Template for program/department websites
- Work with recruiters to discuss needs for materials/supplies
- Prepare program marketing guide publication

- Prepare and execute campus visit push

South of the River Education Center

- Work on plan to update interior signage
- Work plan to update exterior signage
- Continue to update promotional materials

October 2015

Inver Hills

- Complete and deliver creative for spring enrollment push
- Complete and deliver creative for returning students push
- Begin work on paralegal site
- Begin work on library site
- Finalize and print Foundation Annual Report
- Set up for photography block in November
- Division meetings =
- Begin program materials work – order TBD
- Continue work with programs on website content (bios, photos, etc.)
- Supply quarterly social media/web analytics report
- Marketing overview/planning document
- “As Seen By You” video project

South of the River Education Center

- Promotional materials

November 2015

Inver Hills

- Give Thanks Campaign (TBD)
- Update recruiting displays/supplies
- Create high school promotion kit to be used by recruiters
- Continue spring enrollment push
- Inver Holiday Card
- Paralegal site
- Library site
- Continue program materials work from division meeting and one-on-one discussions
- Continue work with programs on website content (bios, photos, etc.)
- Photography block – faculty/staff photos, program photos

- Templates for program use
- Center for Professional Workforce Development community ed layouts

December 2015

Inver Hills

- Continue spring enrollment push work
- Paralegal site
- Library site
- Celebrate Inver marketing materials
- Continue program materials work from division meeting and one-on-one discussions
- Continue work with programs on website content (bios, photos, etc.)
- Finalize plans for video project

January 2016

Inver Hills

- Creative for spring enrollment push
- Creative for returning student push
- Recruitment needs assessment
- Continue migration of faculty/program/department sites – order of migration TBD
- Meet with new programs/programs needing growth
- Meet with enrollment team to discuss plans for summer/fall push
- Supply quarterly social media/web analytics report
- Possible video project
- Prep work for HLC visit as needed
- Continue program piece work
- Prep work for spring enrollment events

February 2016

Inver Hills

- Catalog Process Begins
- Prep work for summer/fall push
- Foundation employee giving campaign work
- Prep work for returning student push
- Continue migration of faculty/program/department sites – order of migration TBD
- Produce materials for new programs/programs needing growth

- Video project
- Center for Professional Workforce Development community ed layouts
- Prep work for HLC visit as needed

March 2016

Inver Hills

- Complete and deliver creative for summer/fall enrollment push
- Complete and deliver creative for returning students push
- Catalog web updates
- Finalize published catalog
- Continue migration of faculty/program/department sites – order of migration TBD
- Video project

April 2016

Inver Hills

- Prep work for Celebrate Inver
- Prep work for commencement
- Catalog web updates completed
- Continue summer/fall enrollment push efforts
- Supply quarterly social media/web analytics report
- Graduate profiles PR project

May 2016

Inver Hills

- Continue summer/fall enrollment push efforts
- Commencement coverage and social media
- Catch-up from previous months

June 2016

Inver Hills

- Complete and deliver creative for new fiscal year fall enrollment push
- Complete and deliver creative for returning students push
- Catch-up from previous months

