

FY12 Public Relations Plan

NEEDS ANALYSIS

Davis Applied Technology College is providing citizens of Davis & Morgan County the opportunity to improve their quality of life through job promotions or better paying jobs. According to a 2007 student survey, we discovered that we fill the following needs:

- **Affordable Tuition** - Students cannot afford college tuition that ranges from \$250-9000 per semester, so they rely on financial aid and student loans to pay for their college education. The biggest complaint we received from our students is they do not want to go in debt to get a college education. For all of these reasons, we offer a college education tuition-free to high school students and 62 year old senior citizens, and \$1.35/class hour for adults. This equates to roughly \$80-160/month. For students that cannot afford these low rates we offer financial aid, scholarships and tuition waivers.
- **Convenient Locations** - According to the 2007 national survey conducted by the Aslanian Group, 75% of students were only willing to travel 15-30 minutes from their home to go to school. For this reason, we feel we are perfectly located in Kaysville, because we are 15 minutes from Ogden and Salt Lake City (*two of the most densely populated counties in Utah*). We also can provide our students with UTA FrontRunner and Transit Bus passes for \$33 to get them to and from school, work and family activities.
- **Flexible Scheduling** - Students are tired of waiting for quarters and semesters to enroll, so DATC offers enrollment anytime throughout the year. Students also want to be able to fit school around work and family. That is why we allow our students to attend class anytime from 7:30-2:30 and 4:30-9:00 p.m. We are also considering extending afternoon hours from 2:30-4:30 p.m., as well as developing blended learning options to allow students to complete 50% of their training online.
- **Shorter Self-Paced Courses** - Students don't want to wait 2-4 years to get a job. They want the quality of training in shorter time periods. Our style of training allows students to work at their own pace so that they don't have to wait for the rest of the class to move on to the next chapter or project. This in turn allows our students to start their career in 3-18 months.
- **Quality of Training** - Students want to know that they are getting the best education they can receive by the best people in the industry. We pride ourselves in selecting instructors with 10-25 years of work experience. We also pride ourselves in our real-world classrooms that mimic the job sites of hospitals, clinics, manufacturing plants and hair salons. This in turn provides the student with an easy transition from school to work. Finally, we have employer advisory teams for each program to continually improve our curriculum, equipment and resources every year so that students are not learning practices that are obsolete.

- **Quality of Life** - Students need a better lifestyle for their family. That is why we continuously strive to start programs that have a higher level of income for our students. In a recent research study conducted by our Marketing Department we discovered that our students can average between \$23,000 - \$47,000. In some circumstances, this doubles the average annual income for some of our students.

MARKETING RESEARCH

According to a 2003 Western Interstate Commission Report for Higher Education, adult learner enrollment has grown from 8.5 million graduates to 18 million graduates since 1980. That is almost a 50% growth rate in adults 18-34 attending colleges. Today students are looking for more certificates, licenses and courses than degrees. They also want to finish training in less than 8 weeks, and prefer online training vs. classroom training. They want multiple locations 15 minutes from home, and want to be able to attend full-time anytime during the day, afternoon, evening, and at home through online. Students prefer to find their information about colleges through online sources and utilize Google, Yahoo and MSN for their search engines. They expect 24/7 customer service through unconventional mediums like email, IM, blogs, chats, podcasts, RSS and Surveys. They are only willing to wait 24 hours for feedback through direct mail and personal contact.

Education Industry Trends

- **Organizational Paradigm Shifts**- institutions need to move from a 4P marketing mix (*product, price, place, promotion*), to a 4C marketing mix (*consumer, cost, convenience, communication*). Institutions need to realize that the entire college makes the difference in the students' experience, so the college needs to work more collectively together instead of separate departments.
- **Growing Competition in Education** - student acquisition costs rising (advertising, technology, support services), providers offering same benefits, increase competition (private & public), high competitor spending (private spend 15% revenue on marketing), need for repeat buyers (cost less than new students), need differentiation strategies, need for niche marketing, need customized & personalized service, faster problem solving, convenient/flexible access, and multiple communication channels.
- **Increased Adult Student Enrollment** - according to an Oct. 6, 2008 USHE Press Release student enrollment in Utah has increased by 11,896 students or 2717 FTE (8.48% increase). They feel that when job opportunities less people return to college. That same report illustrates the following headcount patterns U of U (431), USU (-496), WSU (3368), SUU (459), Snow (53), Dixie (499), CEU (4), UVU (2856), SLCC (4722). The USHE 2008 Data book illustrates that over 12,237 Davis County students have attended this institutions and 455 in Morgan County. Of those students, 73% were Caucasian, 5% Indian, 3.2% Hispanic, 2.3% Asian, 2% Pacific Islander, and 7% Black.
- **Decreased Custom Fit Enrollment** - Davis custom fit enrollment has dropped from 2052 to 1205 in custom fit enrollment, this could be due to the decrease in State Tax Funding from \$3,133,100 to \$3,108,100. Total funds have helped train 1152 businesses and

19,960 employees with an average cost of \$156 per person. Businesses served included new business (10%), existing expanding businesses (24%), existing stable businesses (66%), manufacturing firms (32%) and non manufacturing firms (68%).

- **Decreased High School Enrollment** - According the 2008 USHE Tab Report high school student headcount is down for higher Ed institutions. The following list illustrates the growth or decline of CTE students: U of U (No High School), USU (-21%), WSU (-1%), SUU (19%), SNOW (-1%), DSC (-5%), CEU (-5%), UVSC (-4%), SLCC (4%). The top 5 programs for enrollment were Business Admin, Nursing, Business General, Public Health and Accounting for USHE, while UCAT was Admin. Assistant, Nursing Assistant, Machine Tool, Cosmetology & CAD.

Demographics

Statewide Demographic Growth- the State of Utah population has grown from 276,749 in 1900 to 2,385,358. Seventy-six of that population lives in Salt Lake, Utah, Davis & Weber Counties. Eighty-Nine percent of the population growth was in these four counties along with Toole, Summit, Iron, and Box Elder. Davis County's population growth rate is expected to grow by 2.6% continually until 2012, according to the 3rd quarter Economic Development Intelligence System Report. 115,797 or 92.2% of the population have a High School Degree, while only 28.8% or 36,132 have some college. The average median income is \$74,189 (27.3% population) and expected to grow to \$88,853 by 2012 (19.8% population)

- **DATC County Market Penetration** (87% from Davis/Weber)
 - Davis 57.4%
 - Weber 30.55%
 - Salt Lake 5.92%
 - Morgan 3.21%
- **Geo-Mapping Suggestions** (ranked order of priority)
 - Kaysville
 - Syracuse
 - Fruit Heights
 - Clearfield
 - West Point
 - Morgan
 - Clinton/Clearfield
 - Layton
 - Farmington
- **Psychographic Mosaic Cluster Groups** (67% citizens 90% likely buy from these 5 groups)
 - **A07 New Suburbia Families**
 - *Demographics:* Young couples w/pre-school Children, median age 35 or younger, Caucasian, married, brains, bucks-\$88,771 HH income,

- population tripled, live new subdivisions (2000 +), 2/3 some college or graduate, management & white collar jobs
 - *Lifestyle:* children centered (team sports, long commutes, camping), Consumer Electronic Savvy (cell phone, video games, audio), Price & Functionality trump style, convenience, hard working, shop supermarkets (Wal-Mart, Target), Contribute 529 College Saving's Plans, Debt heavy due to first mortgages and home equity loans
 - *Media:* too busy print (newspaper/magazine), Watch Cable TV (ESPN, MTV, Comedy Central) for entertainment, Avid Radio listeners (News/Sports, Classic Rock, Adult Contemporary), Relax Online (stocks, jobs, real estate)
 - **A06 Small Town Success**
 - *Demographics:* white collar, college educated, upscale, developed subdivisions, Caucasian, middle-aged (35+) working couples (\$97,230), executives and professionals in health care, retail and education, drive alone to work, own luxury vehicles
 - *Lifestyle:* enjoy biking, swimming, bowling, jogging, intellectual stimulation (books, continuing ed classes), visit museums & plays, conservative, smart shoppers, buy quality merchandise at low price (Sam's club, circuit city, Bed Bath & Beyond), late adopters electronics (VHS, 35 mm cameras), own insurance products, enjoy business/personal travel
 - *Media:* watch primetime crime/comedy, CSI, Law & Order, Two & Half Men, Avid radio Listeners (Golden Oldies, Country), read Sunday paper (Sports, Business, Entertainment), Magazines (Natl. Geographic, Good Housekeeping, Better Homes), go online news, banking & buying
 - **B03 Urban Commuter Families**
 - *Demographics:* baby boomer families, 40+ median age, single detached homes in city neighborhoods, some college or graduate, dual income couples (\$83,766), long hours work, professionals & managers in retail, health care & education, leverage home equity with home improvement projects, 2nd homes for family getaways
 - *Lifestyle:* empty nesters, not into aerobics, gardening, golfing, bird watching, going theater, antique shows, brand loyal shoppers, functional vs. expensive, shop Sears, JC Penny, limited interest electronics, stereos, conservative investors (CD, bonds, annuities), spend time Home Depot, Lowe's, Linen N things, Pottery Barn

- *Media*: subscribe daily newspaper, Sunday travel section & ads, Reader's Digest, Family Circle, Good Housekeeping, listen golden oldies & big band music, wind down TV (Fox News, History, AMC, TMC), No surprises
- **B05 Second Generation Success**
 - *Demographics*: immigrant grandchildren, multi-ethnic Asian, Hispanic & European, 48% Caucasian & 28% Hispanic, upper-middle class (\$76,223), hard work, devotion family, married w/children (5+), 50% some college, mix of blue & white collar in retail, manufacturing, transportation & public admin, retain cultural traditions
 - *Lifestyle*: upscale incomes, children all ages, family-centered, team sports, zoo, aquarium, cinema, shop Home Depot, toys R UUs, Best Buy, strong market high-tech products, influenced by children during shopping, savings tied in home equity,
 - *Media*: watch network sitcoms, sports, reality and animation, adults watch kid shows, read celebrity pubs, Spanish newspapers & magazines, Ranchero & Tejano music, surf internet music, sports, upload photos, search for jobs
- **F01 Steadfast Conservative**
 - *Demographics*: mature singles & couples, white, high school educated, middle class, empty-nest, 65+, skilled jobs in manufacturing, retail & health care, older homes
 - *Lifestyle*: stock market risky, computers & internet confusing, aerobic strenuous, like fishing, gardening, antiquing, needlework or woodworking, attend veterans clubs & church groups, brand loyal, JC Penney, Dick's Sporting Goods, Jo-Ann
 - *Media*: daily newspaper, nigh network newscasts, TV main source entertainment (sitcoms, reality, soaps, religious), read magazines & do-it yourself, big band/classic rock/country/oldies radio, chat sessions, Nascar

Competition

- **Colleges & Universities** – U of U (.25%), USU(.24%), Weber State (2.38%), SUU (1.46%), UVU(8.65%), Snow 3.49%), CEU(-.07%), Dixie(11.88%), SLCC(3.56%), OWATC (29.7%)
 - **Threats** – SLCC has bigger budgets and took over SATC, WSU promoting CNA and Trade Skills, OWATC has competing programs
 - **Opportunities** – not connected as closely with industry as us, poor relationships with HAFB, lower enrollment growth than ATC
- **Private Technical Colleges** – Eagle Gate, ITT Tech, Utah College of Massage Therapy, Stevens-Henagar, Everest, Utah Career, Provo College

- **Threats**- bigger marketing budgets - 10% of revenue, not dependant govt. dollars, more Perkins Money, growing tremendously, free laptops, loans, scholarships
- **Opportunities** – healthcare programs not nationally accredited CAAHEP, NLNAC, UNAR, ADA

Technology

- **Online Trends**
 - **82%** have computer
 - **79%** have internet, **29%** spend 1-4 hours on internet
 - **Comscore Salt Lake Metro top sites** – Google, MSN, Yahoo, Live, Facebook, AOL, KSL, YouTube, MySpace, Blogger, EBay, Comcast, Utah.gov, America First, MSNBC, Wells Fargo, Go, Ask, Fox Sports, Apple, Amazon, craigslist.org, lds.org, Microsoft, K12.UT.US
 - **Top Utah Based** – KSL, Comcast, SL Trib, Des News, KUTV, Clear Channel, Herald Extra, ABC4
- **Cellular Trends**
 - **77.6%** are cell phone subscribers
 - Utah **#2** texting market in U.S.

Economics

Across the state of Utah every college campus experienced a 25-28% budget cut from FY09 to FY10. For the DATC this means budget cuts of \$2.6 million dollars and 16 people have lost their job.

This will make a dramatic effect on our business and marketing strategy for the next year because our budget is 80% subsidized by legislative dollars. Only 20% of our budget is accrued through tuition revenue. Currently, our tuition revenue has grown 28% for FY10.

This overall budget cut resulted in a loss of two operators and a gain of a Placement Director and Webmaster. It also resulted in an overall budget cut of \$40,000 in advertising revenue. We will also have partnered with National Companies like Polaris, Volvo & Mack, Lincoln, OKUMA and Composites Coalition, resulting in additional national advertising funds of 10-20% to be allocated for open houses and advertising. With additional programmatic budget cuts there will also be a need in the future for marketing to support struggling programs with an additional 5-10% to help increase enrollment. Finally, the marketing department will cut their monetary resources by 15% and human resources by 35% to accommodate the need for B2B marketing to assist the placement efforts.

Resources

- <http://www.zionsbancorporation.com/zionsbank/insight.html>
- <http://www.governor.utah.gov/dea/default.html>
- <http://www.babr.utah.edu/>

SWOT ANALYSIS

• **Strengths**

- 150 faculty & staff
 - Marketing & Recruiting (great in-house human & capital resources)
 - Director – design, photography, pr, advertising, promotions, leads database, print broker, media buyer
 - Assistant – writer, editor, scheduling, project management
 - Recruiter- B2B & B2C sales, web, audio/video, CRM programmer
 - Freelance Designer – design, flash
 - Freelance Photographer – shooting, editing
 - Freelance Videographer – shooting, editing, animation, authoring
 - Webmaster – web design & programming, web banners, animated graphics, video editing
- 15-30 yrs industry experience (faculty)
- Employer Teams that update our programs on a semi-annual basis
- Community Boards to drive our community impact
- Students can enroll year round without waiting semesters
- Students can finish the program as fast as they want
- Students on average can get a job in 3-12 months
- Students can average \$38,000/year
- 45% jobs in Utah require our training
- Nationally accredited by Council on Occupation
- Reputation for top quality programs by consumers and employers throughout the State of Utah

• **Weaknesses**

- No Degrees - Accreditation body does not articulate with College North West accreditation
- Small Marketing budget compared to private technical colleges (\$4.5 million collectively)
- Confusing Processes
 - flexible scheduling –added work student services, fees to change, frustrated how complex it is to change schedule, like online capabilities

- competency based training –students that need babysitting tend to fail in this system, waiting teacher direction
- confusing tuition – due to cost/hr can't tell student exact costs to attend, say it depends, frustrates student
- no book/supply costs – student's want to know exactly what books & supplies to buy and how much, frustrated especially sponsors
- open entry/open exit – confusing to students when to enroll
- no classroom orientation – confused on how system works and what suppose to do, looking for direction, feel abandoned
- lockstep classes – frustrated not knowing when next set of classes are, too short notice
- no loans – student's that don't qualify for FAFSA, Scholarships or Sponsorships and don't have enough money to attend cannot attend

OBJECTIVES & GOALS

1. Reengineer Marketing strategy and process for FY10 (James)

- a. Develop an annual campus Marketing Plan(broadcast, online, outdoor, print)
- b. Develop 6 school of infomercials
- c. Develop School of Print Campaign – brochures, fliers, posters, postcards
- d. Develop Pilot program for Campaign Tracking in CRM
- e. Develop a DATC Job Fair

2. Develop and Implement a Placement Process by June 2010 (Dan)

- a. Develop the Placement Process
- b. Implement initial stages of the placement process with CRM & Website
- c. Develop Online Student Resource Guide (Resume, Cover Letter, Portfolio)
- d. Develop a Campus-Wide Employer Outreach Team to meet with 10-20 new companies each year
- e. Improve the Job Board to be more user friendly for the student and employer

3. Reengineer the Online Strategy by June 2010 (Andrew)

- a. Develop Online Advertising – SEM (Google, Bing, Yahoo, Ask), Web Banners (Yahoo, Standard, SL Trib, Des News, Comcast, Clear Channel), Dex Storefront
- b. Enhance the DATC Website (new brand, streaming video, photo slideshows, virtual tours)
- c. Develop Social Media Sites (Wikipedia, You Tube, FaceBook, Twitter, LinkedIn, Vimeo, Flickr)
- d. Enhance Employer Website & Landing Pages
- e. Develop a Dashboard Metric for Sales & Marketing ROI

4. Reengineer the Project Management process and technology by June 2010 (Misty)

- a. Develop customer service satisfaction surveys

- b. Implement daily, weekly and annual updates on project status for all customers
- c. Develop a new web-based project management software
- d. Develop project templates tied to process sheet to automate production timelines
- e. Develop a metric based system for Project Management

5. Reengineer the Recruiting Process by June 2010 (Allen)

- a. Develop Department CRM Integration/Automation (Financial Aid, Marketing, Student Services, Foundation, ECE, NorthFront, EAT)
- b. Develop a CRM/NorthStar Student Withdrawal Process
- c. Reengineer Jr. High Tours and High School enrollment process and recruiting strategy to increase high school leads and appointments
- d. Develop two College Open Houses to increase adult awareness
- e. Develop real time CRM Reports for leads, applicants and students

TARGETS

According to our 2009 student records, 68% of students are 18-35 years of age and Caucasian. The marketing department conducted a 2008 Mosaic cluster psychographic and geo-mapping analysis of the past 5 years of student data, the following target markets and trends were the result of that study.

- High School Students
 - Project Lead the Way
 - Parents
 - Medical Anatomy & Physiology
 - Orphaned Students (Dropped Programs)
 - HS Dropouts
- Unemployed/Laid Off
- Underemployed Aspiring Dad
- Single/Divorced Parent
- Working Dad/Mom Upgrading Skills for Job Promotion
- Empty Nest Mom gaining skills get back into job market
- Retired Man/Women wants pick up new hobby

POSITIONING

Our position for this year is centered around life stages of people. We selected 3 students that are a high school student, single mother and working dad to illustrate their lives. It includes testimonials, you tube diaries, super mom and dad posters and blog posts to really give future a students of any life stage (i.e. high school, 18-24 young adult, 24-35 single mother, 24-35 young working dad, 24-45 married couple, 40-54 empty nester mom, or 65 year old retiree looking for new hobby). Focus more efforts on showcasing technology and trade skills. Developed a new

logo and branding template to showcase brighter red colors and 3D textured logo to look more appealing to core target market 18-34 year olds.

STRATEGY

- **High School Students**

- Project Lead the Way
 - Develop an easy to use Engineering from PLTW to DATC to WSU using Tim Feltner as consultant
 - Develop new PLTW class offerings through Electronics, Mechanatronics, Architectual & Engineering Design that are packaged in a "High School Friendly" manner
 - Get DSD lead list from Mark on PLTW, Physics, etc (Need master list) to send out postcards for Open House
 - Parent & Student Open House – bring in group show new direction and possibilities for students, tie in HS Project Lead the Way Instructors
 - Develop PLTW Fliers for Students & Posters for Classrooms
 - Develop PLTW HS Classroom Presentation Schedule – Instructors, Employers, Industry Experts
 - Offer Tech Expo – smaller scale Gear Up Fair as major event and science fair for students to show off what learned, pay ½ bussing
- Parents
 - Postcards broken down by HS Zip Codes
 - Parent Nights for each HS to include CTE, Counselors & Teachers to promote Pathways & Technical Training
- Medical Anatomy & Physiology
 - Target MAP Students, fill out program interest cards, pay ½ bussing, experts industry, new technology, future of healthcare, HS Instructors, CTE, Counselors, invite Parents
- Orphaned Students
 - Get list of dropped programs from District, target parents & kids with similar programs at DATC
- HS Dropouts
 - Get list of dropouts to get back in system

- **Adults**

- **Advertising** (see details in media selection)

DATC has literally advertised in every possible marketing medium that has been created, which includes: television, radio, newspaper, billboard, busboard, mall kiosks & displays, library kiosks, retail posters and point of purchase displays, cinema

advertising, search engine marketing, search engine optimization, search engine web banner, local media web banners, social marketing, email, text, direct mail, consumer & business trade shows, community events, event sponsorships, product placement, public relations, sales literature and more...Below are the current marketing mediums being used due to budget cuts and reallocation of marketing funds:

- **Flight Periods** - August Back 2 School, October Job Fair, January New Year's Resolution, June Summer Camps
- **Mediums:**
 - **COMCAST Cable Television**
Reach: 197, 801 (71.6% population), Frequency: 4 times
Geographic: Davis County Zone
Ad Space: 1760 TV Spots (A&E, Animal Planet, Discovery, Lifetime, Nickelodeon, TLC, Cartoon Network, Comedy Central, ABC Family, MTV, TBS, ESPN, TNT), 140,000 web impressions
Total Cost: \$17,000
 - **Clear Channel Radio**
Reach: 133,700 people (radio, 54% population), 3.3 million people (web)
Frequency: 3.6 times (each person hears our message)
Geographic: Northern Utah
Quarterly Flight Run: August, November, January, May
Ad Space: 50 thousand guaranteed web impressions, 2 remotes, first in pod break, 120 traffic jam sponsorships, 160 bonus spots, 16 email blasts
Total Cost: \$15,000
 - **Standard Examiner**
Reach: 64,676 (print-Davis, Morgan, Weber, Box Elder counties)
Frequency: 3.5
Ad Space: Quarter page print, leader online banner ads, email, text
Flight Run: July 24 (Pioneer Days), July 26 (Back to School), August 4&6 (News section), Education Circular, OKUMA Open House
Total Cost: \$5000
 - **Media One Interactive**
Reach: 900,000 impressions Frequency:10x per day
Ad Space: SEM (Google, Bing, Yahoo,Ask), Yahoo Banners, SL Trib/Des News Banners, Text, Email, Tracking Phone Lines & Web Reports
Flight Run: July-June
Total Cost: \$19,000

- **DEX (Phone book, dexknows.com, virtual storefront w/SEO)**
 Reach: 448,000 (Ogden/N. Davis), 800,000 (SLC)
 Geographic: Weber, Davis, Salt Lake, Heber/Morgan Counties
 Flight Run: July - June
 Ad Space: ½ yellow page ad, bold white page listing, heading listing colleges & vocational, virtual storefront w/SEO, online phonebook
 Total Cost: \$15,010
- **Carr Directory North & South Phone Books**
 Reach: 80,000 Frequency: 3x per day
 Geographic: Davis County
 Flight Run: July – June
 Ad Space: Double Truck Ad, White Page Listing – DATC, ECE, UNAR
 Total Cost: \$3750
- **HAFB Phone Book**
 Reach: 18000 military & civilians Frequency: 8x per day
 Geographic: HAFB, Davis County
 Flight Run: July – June
 Ad Space: 1/8th Page Ad
 Total Cost: \$750
- **Layton Hills Mall Kiosk**
 Reach: 120,000/day on weekend
 Geographic: Davis/Weber/N. Salt Lake County
 Flight Run: July – June
 Ad Space: Kiosk (internet bar (2), TV, lit rack, event sign), Backlit Sign
 Total Cost: \$9000
- **DATC Website** (www.datc.edu)
 Reach: 120,000 hits/month Frequency: 5-10 minutes per reader
 SEO: Google, Yahoo, MSN, Super Pages, QWEST
 Promotions: Online event calendar, front page banners, landing pages
 Sales: Online Registration & Payment, Online Step by Step Process, Career Planning, Financial Aid, and Direct Lead forms to Salesforce CRM (new applicants, new prospects, campus tours)
- **Social Marketing**
 Reach: 100 Facebook Fans, 150 Tweet Followers, 500 Wikipedia click Throughs
 Geographic: National
 Mediums: Wikipedia, FaceBook, Twitter, LinkedIn, You Tube, College Blogs,

- **Online:**
 Mediums: Utah & National College Metasites (campus explorer, Utah Futures, Utah Majors), State Employment (DWS, LDS, Voc Rehab, DI, Single Mom's Foundation)
- **SalesForce Email Marketing**
 Consumer Database – 25,000
 Employer Database – 90,000
 Automated Sales (email, call center follow calls, postcard mailing lists-see process sheets, sales reports, campaign management tracking)
- **M6 Text Marketing**
 Reach: 10,000
 Geographic: Davis & Morgan County
 Annual Flight Run: July–June
 Ad Space:
 Total Cost: \$3150
- **SendWord Now Crisis Communication**
 Reach: 2500 students, 10000 prospects, 150 faculty & staff
 Geographic: State of Utah
 Flight Run: July-June
- **InfoUSA Database Leads**
 Reach: 14 million businesses, 210 consumers, 600,000 manufacturers
 Geographic: Western U.S.A.
 Flight Run: July 08 – June 09
 Ad Space: Lead Lists for Direct Mail & Email
 Total Cost: \$1800
- **Muzak Phone Messaging**
 Reach: DATC call ins
 Geographic: Davis & Morgan County
 Flight Run: July – June
 Ad Space: 6 different program phone messages every quarter
 Total Cost: \$600
- **Direct Mail**
 Reach: 60,000 high school students & 10,000 adult prospects
 Geographic: Wasatch Front
 Target: Cosmetology, Plumbing, Back 2 School, New years Resolution
 Ad space: 6x9 postcard
 Total Cost: \$5000

- **Community Resources**

Community of Promise, Rocky Mountain Gas Association, Clearfield Community Learning Center, Job Corps, Dept of Workforce Services, LDS Employment Services, Vocational Rehab, Prison Rehab program, Adult Ed, ESL, Family Enrichment Center, Davis County Libraries, Food Bank, PIRC, Family Connection Center, Davis Chamber of Commerce, Utah Health Department, Parent Teachers Association, Utah Home School Association, Utah Council (all colleges of State), SOS Staffing, ManPower, Kelly Services, ResourceMFG, Hill Air Force Base SCEP, Safe Harbor, Applegate Homecare, SOAR Foundation, SLC Housing, Davis Hospital, McKay Dee Hospital, Red Cross, Triple A Credit, Al-anon, NAMI, Homeland Security, Women's Retreat House, United Way, Catholic Community Services, Davis School District, Morgan School District, City Community & Economic Development (Davis & Morgan County), Francis Peak Apartments, Davis Economic & Development, Davis CVB, Clearfield Community Services, Ogden Housing Authority

- **Public Relations**

- Press Conferences: Community Events & Open Houses
- Press Releases (local & national): Program, Facility Renovations, Equipment Upgrades, Success Stories, Students of Month, National Employer Partnerships, Community Impact
- Press Kits
- Crisis Communication Plans
- Community Event Calendars
- Social Media – Facebook, Twitter, LinkedIn
- Education Blogs & Metasites
- Community Newsletters
- Press Clippings

- **Print**

- **Managing Bookkeeper Postcard**

Target: 250 Graduated Seniors (Accounting Track)

Message: Upgrade Skills w/ Mng. Bookkeeper

Call 2 Action: Free USB w/Campus Tour

Metric: Direct Line Allen

Cost: \$250

- **Apprenticeship Flier**

Target: 50 Supply Shops

Message: lowest price in market, \$250 in HVAC/Electric/Plumbing

Call 2 Action: Call/Email Doug to sign up today

Metric: Doug track # calls & emails

Cost: \$45

- **Catalog** (print cover offset, guts printed in copy center on demand)
- **New Stationary** – business card, letterhead, envelope
- **School of Brochures** – Business,
- **Campus Brochure**
- **Retail Posters-August**
- **Life Stages Success Stories & You Tube Videos**
- **Annual Report-October**
- **Program Virtual Tours – November**
- **Life Stages Front Page – November**
- **Christmas Cards – December**
- **Events** (Maybe-FCC, Get FIT, 4x4 Show)
 - Campus Open House/Ribbon Cutting - August
 - Graduation – September
 - HS Senior Tour – September
 - DATC Job Fair – October 22
 - WITT – November 4th or 11th
 - DSD Counselor Luncheon - December
 - Career Planning/Financial Aid Open House –January, August
 - OWATC Job Fair – February (alt. graduate job fair, contact Weber business)
 - Tech Expo – February
 - Graduation – February
 - DSD Health Fair - March
 - Driver’s Ed –March, April
 - Jr. High Tech Expo – April
 - Graduations –May
 - Women’s Expo - May
 - Summer Camp Orientation – June
 - Community Events – OKUMA, Lincoln, Polaris, Cosmetology, Apprenticeship, Composites, Family Cultural Celebration, Women’s Expo, Utah Career Days
- **Promotions**
 - Monthly Scholarship Giveaways
 - Buy 1 Get 1 Monthly Tuition Waivers-Struggling programs
 - Viral Video – day in life of student (10 low end video cam-winners win a camera)
 - Promotional Giveaways – MP3 Players, USB Memory Sticks, Pens, Mints, Chocolates, Shirts, Laptop Bags, Calculators

- **Metrics**

- SEM Web & Phone Tracking Reports
- Web Google Analytic Reports
- Online Tracking Reports from Comcast, MediaOne, Standard, & Clearchannel
- DATC 1-800 Tracking Phone Line
- CRM Leads, Applicants, Students Report
- CRM Email Reports
- M6 Marketing Text Reports
- DATC Event Landing Pages & Sites
- Placement Jobs, Salaries & Tax Revenue Reports
- NorthStar Program & College Monthly, Quarterly, Annual Reports (Membership & Headcount)