

Public Relations and Marketing

BARTON

COMMUNITY COLLEGE

Public Relations and Marketing

BARTON
COMMUNITY COLLEGE

THE VISION...

Inspire People to
Better Themselves through
Education

BARTON COUNTY CAMPUS

TARGET MARKETS

Traditional Students & Their Families

Nontraditional Students

Internal (students | faculty | staff)

General Public

Geo: Barton County & surrounding six counties.

Western KS to an extent.

FORT RILEY & FORT LEAVENWORTH CAMPUS

TARGET MARKETS

Military & Their Families*

Internal (students | faculty | staff)

General Public

Geo: Immediate areas (on post + surrounding communities)

*Fort Leavenworth - families are primary.

BARTonline.org

TARGET MARKETS

Transient

Traditional (online Associate Degree!)

Out of State & International

GRANDVIEW PLAZA CAMPUS

TARGET MARKETS

Retiring Military

Military Officers

Business / Industry / Public Organizations

How do we reach them?

A very mixed bag of tricks.

Traditional Media

Digital Media

Social Media

(Mix will always be custom built for the audience.)

Public Relations and Marketing

BARTON
COMMUNITY COLLEGE

**And here are the people making
that happen every day!**

Joe Vinduska
Public Relations &
Social Media Specialist



ABOUT PR & MARKETING

Joe - PR & Marketing Specialist

- Writing
- Photography
- Primary social media manager
- Manage highway sign
- NEW@Barton & other publications
- Public Calendar of Events

Connie Wagner
Graphic Designer



ABOUT PR & MARKETING

Connie - Graphic Designer

- Assists Director with brand enforcement
- Generates new logos/graphics
- Designs countless publications
- Assembles display advertisements

Julie Munden
Video Coordinator



ABOUT PR & MARKETING

Julie - Video Coordinator

- Video for social platforms
- TV commercials
- Editorial coverage of events
- “Cougar Pause” radio show
- Live streaming

Samantha Stueder
Web Content Strategist



ABOUT PR & MARKETING

Sam - Web Content Strategist

- Manages organization and flow of websites
- Generates content for website
- Assists other web editors with content
- Ensures ADA compliance

Chelsea Mitchell
Marketing Strategist



ABOUT PR & MARKETING

Chelsea - Marketing Strategist

- Assists Director with budget development
- Handles media buys and ad placement
- Manages progress on ongoing campaigns

Rita Andress
Graphic Design Specialist

&

Rod Knoblich
Coordinator of
Printing Services

(ADOPTED)

(ADOPTED)



ABOUT PR & MARKETING

Rita & Rod - Print shop stars (adopted)

- Design and print:
 - publications
 - posters
 - flyers
 - brochures
 - stationery
 - etc...

Brandon Steinert
Director of Public Relations
& Marketing

No pic needed...
I'm right in front
of you!

ABOUT PR & MARKETING:

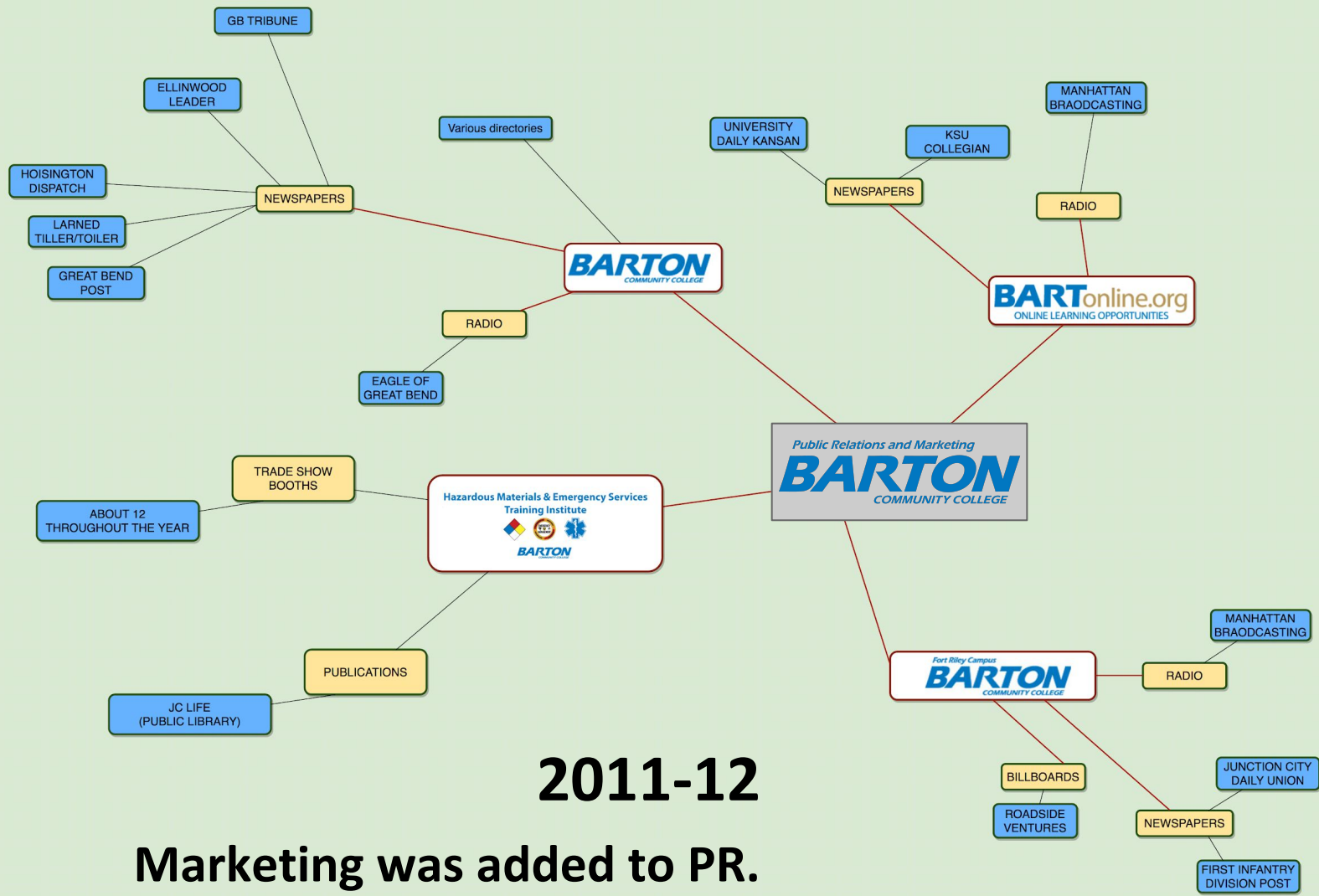
Brandon - Director of PR & Marketing

- Guides team & projects based on needs
- Crisis Communications
- Writing / Photography
- Helps with social media
- Community engagement
- Publications & Branding, etc.
- Freedom of Information Officer

& Marketing
Public Relations Department



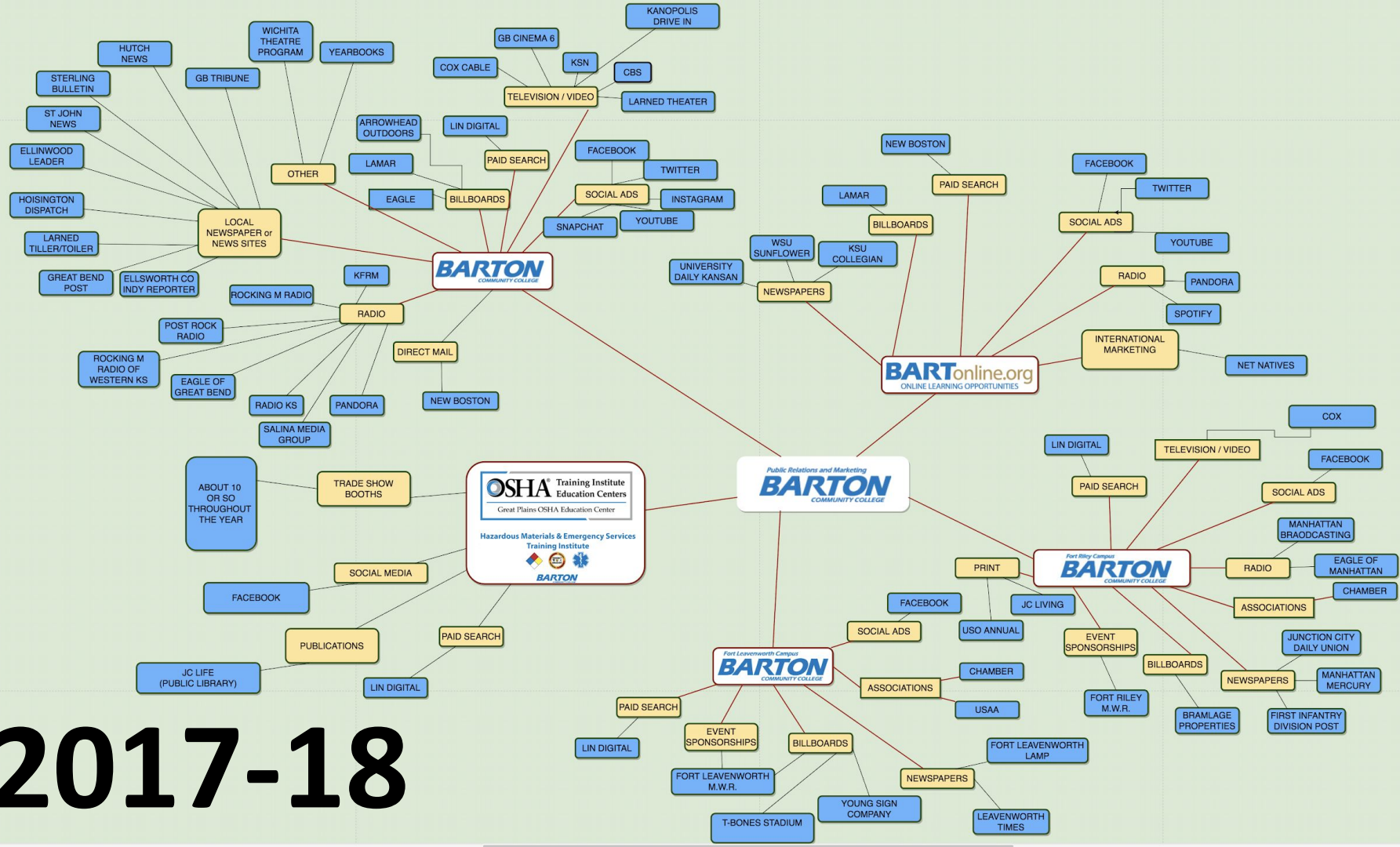
A very brief history...



2011-12

Marketing was added to PR.

2017-18



BRIEF HISTORY

2011

Staff: 5

Social Media: 0

Ad platforms: 16ish

2019

Staff: 6

Social Media: 12

Ad platforms 70ish

Active Projects

+ Add Pro

Active 10 Current 10 Archived 8



10 results B C E I M P

Sort By: Latest Activity

BARTonline New Schedule (Feb & March) ☆
Barton Community College

2. PLAN ✕ 👤 Add Tag



📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

BS CM   SS ⋮

ELEMENTARY ED - DEGREE IN THREE (March) ☆
Barton Community College

3. IMPLEMENT ✕ 👤 Add Tag



📌 We are promoting our elementary ed program, primarily our Degree in Three with ...

BS CM   SS ⋮

MENTAL HEALTH TECHNICIAN (Feb-March) ☆
Barton Community College

3. IMPLEMENT ✕ 👤 Add Tag



📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

BS CM   SS ⋮

CLAY SHOOT (mid March) ☆
Barton Community College

2. PLAN ✕ 👤 Add Tag



📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

BS CM   SS ⋮

"CURTAINS" - SPRING MUSICAL (Feb) ☆
Barton Community College

3. IMPLEMENT ✕ 👤 Add Tag



📌 Promoting the spring musical. This will start likely in late January or early F...

BS CM   SS ⋮

BC CAMPUS MASTER TEMPLATE (all channels) ☆
Barton Community College



👤 Add Tag

📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

BS CM   SS ⋮

INDIA VIA NET NATIVES (March-May) ☆
Barton Community College



3. IMPLEMENT ✕ 👤 Add Tag

BS CM  SS  ⋮

COLUMBIA COLLEGE TRANSFER ☆
Barton Community College

LIMBO ✕ 👤 Add Tag



📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

BS CM   SS ⋮

CTE MONTH FEBRUARY 2018 ☆
Barton Community College

3. IMPLEMENT ✕ 👤 Add Tag



📌 If we did EVERYTHING this is what it would look like. Most campaigns will be wh...

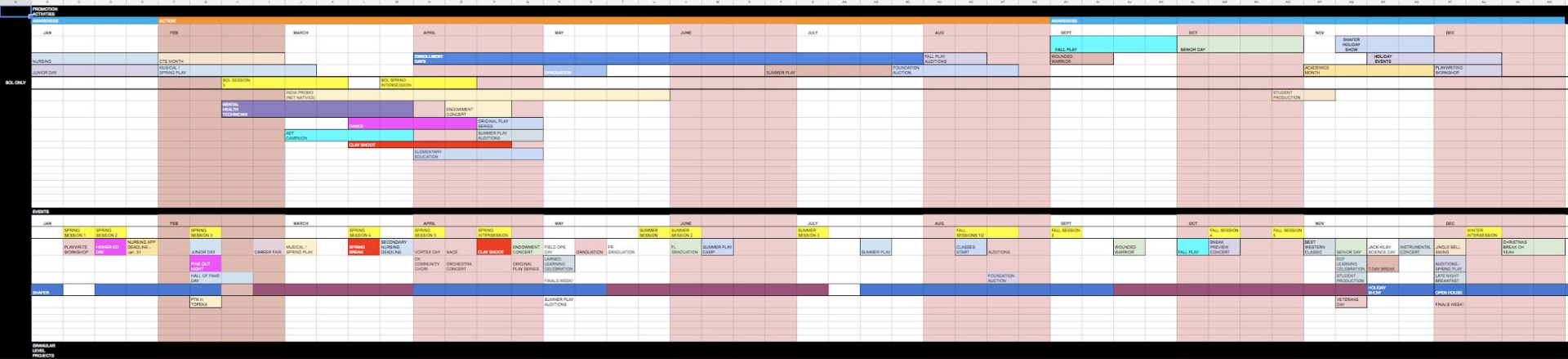
 BS SS  CM ⋮

PROGRAM PROMO PRIORITY ☆
Barton Community College

👤 Add Tag

📌 This is just a running list of programs in need of promotion in order of priori...

BS CM   SS ⋮



MARCH				APRIL				MAY	
				ENROLLMENT DAYS					
						MLT WEEK!	GRADUATION		
			BOL SPRING INTERSESSION						
				ENDOWMENT CONCERT					
	ORIGINAL PLAY AUDITIONS					ORIGINAL PLAY SERIES			
AEF CAMPAIGN						SUMMER PLAY AUDITIONS			
		CLAY SHOOT							
				BOL NEW SCHEDULE!					

MARCH				APRIL				MAY	
		SPRING SESSION 4		SPRING SESSION 5		SPRING INTERSESSION			
MUSICAL / SPRING PLAY SECONDARY NURSING DEADLINE		SPRING BREAK		VORTEX DAY		CLAY SHOOT	ENDOWMENT CONCERT	FIELD OPS DAY	FR GRADUATI
			NACE	CK COMMUNITY CHOIR	ORCHESTRA CONCERT		ORIGINAL PLAY SERIES		
				CAP & GOWN PICKUP	LARNED LEARNING CELEBRATION			FINALS WEEK!	
				FAMILY DAY					
PTK in TOPEKA								SUMMER PLAY AUDITIONS	

MARCH				APRIL				MAY	

RIGHT NOW :-|

SOCIAL MEDIA: Facebook *Pages*

Barton County Campus **8,163**

Fort Riley **1,727**

Fort Leavenworth **523**

BARTonline (going away) **724**

Barton HazMat & Occupational Safety **303**

The Shafer Gallery **829**

Barton Sports **2,170**

SOCIAL MEDIA: Facebook *Pages*

13,715

SOCIAL MEDIA: Facebook *Pages*

But wait...

There's more!

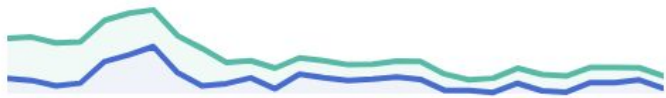
SOCIAL MEDIA: Facebook *Pages*

Post Reach

February 22 - March 21

57,764

People Reached ▼ 48%

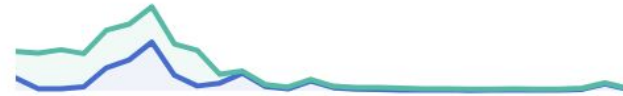


Videos

February 22 - March 21

43,408

3-Second Video Views ▲ 1%



SOCIAL MEDIA: Facebook *Groups*

Adult Healthcare **427**

Laboratory Technician **226**

Dietician **16**

Pharmacy Tech **11**

Natural Gas **51**

Early Childhood Education **137**

Great Plains OSHA Education Center **53**

Military Schools **55**

SOCIAL MEDIA: Instagram

Barton County Campus **1,028**

Barton Sports **1,173**

SOCIAL MEDIA: Twitter

Barton County Campus 1,914

Barton Sports 3,409

SOCIAL MEDIA: Youtube

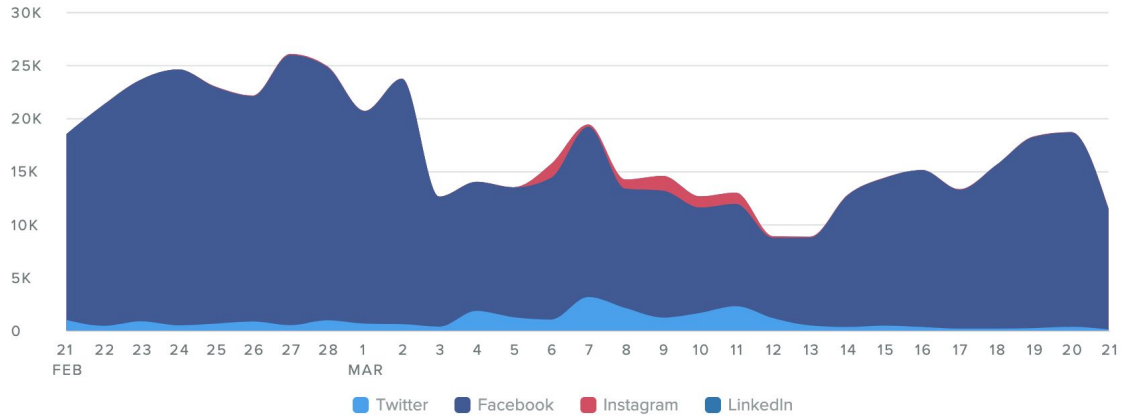
Barton County Campus **608**

Barton Sports **120**

SOCIAL MEDIA: Overall Impressions

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics

Totals

% Change

Twitter Impressions

25,521

↗ 5.4%

Facebook Impressions

463,188

↘ 57.6%

Instagram Impressions

6,764

↘ 21.3%

LinkedIn Impressions

0

→ 0%

Total Impressions

495,473

↘ **56%**

Total Impressions decreased by

↘ 56%

since previous date range

WEBSITE!

Search web, people, directories

CALENDAR | SAFETY-TITLE IX | MAPS | DIRECTORIES | NEWS | PRIVACY

BARTON

COMMUNITY COLLEGE

MYBARTON

ADMISSION | DEGREES & PROGRAMS | STUDENT SERVICES | COMMUNITY | ABOUT BARTON

Sign Up For **ENROLLMENT DAYS!**

**APRIL
MAY
JUNE
JULY**

Become a Cougar!!

- Request information
- Visit the campus
- Apply for admission

PROGRAMS of STUDY

Cougar Athletics

Featured Events

Calendar

TUESDAY | MARCH 26-27
Original Play Series Auditions - Day One

WEDNESDAY | MARCH 27
Barton Tennis vs. New Mexico Military Institute

WEDNESDAY | MARCH 27
Barton Softball vs. Pratt CC

WEDNESDAY | MARCH 27
Free Bowling (Student Activity)

College News

- Barton Foundation Clay Shoot early registration deadline approaching
- Auditions open for Barton Theatre Original Play Series performances
- Docking Institute verifies ROI on taxes to Barton Community College at \$2.76 for every \$1
- Barton presents vocal masterclass performance of "Sounds of the Plains" by The Meadowlark Project

Barton TV

BARTON SCALES TECHNICIAN ...

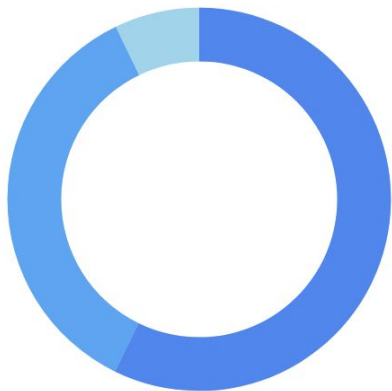
Watch later Share

Barton Scales Technician Program: Complete in ONE Semester!

Barton Foundation

WEBSITE

Sessions by device



Desktop

57.2%

↑2.5%



Mobile

35.6%

↓4.9%



Tablet

7.2%

↑2.3%

Last 28 days ▾

[MOBILE OVERVIEW >](#)

Users

23K

↓36%

vs last 28 days

Sessions

42K

↓41.8%

Bounce Rate

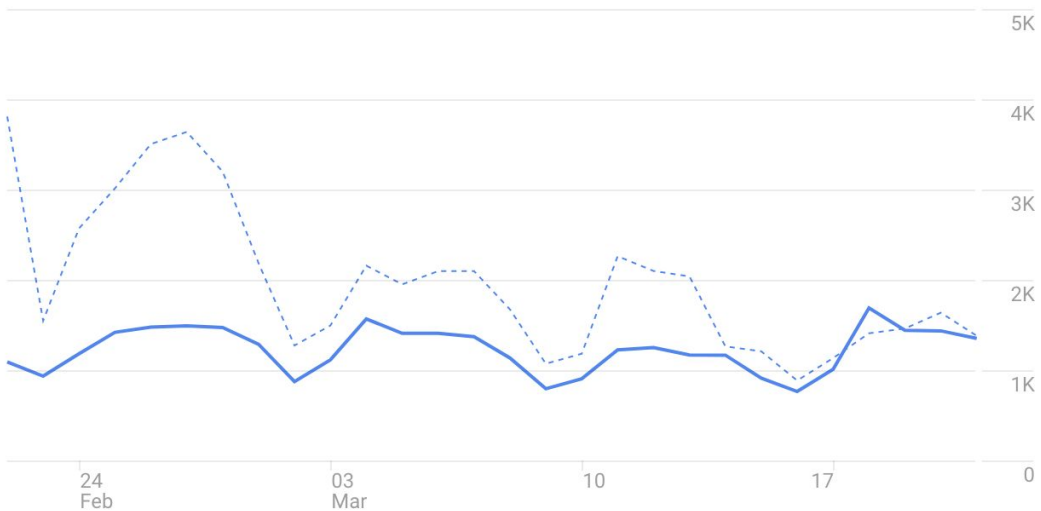
30.71%

↓19%

Session Duration

2m 19s

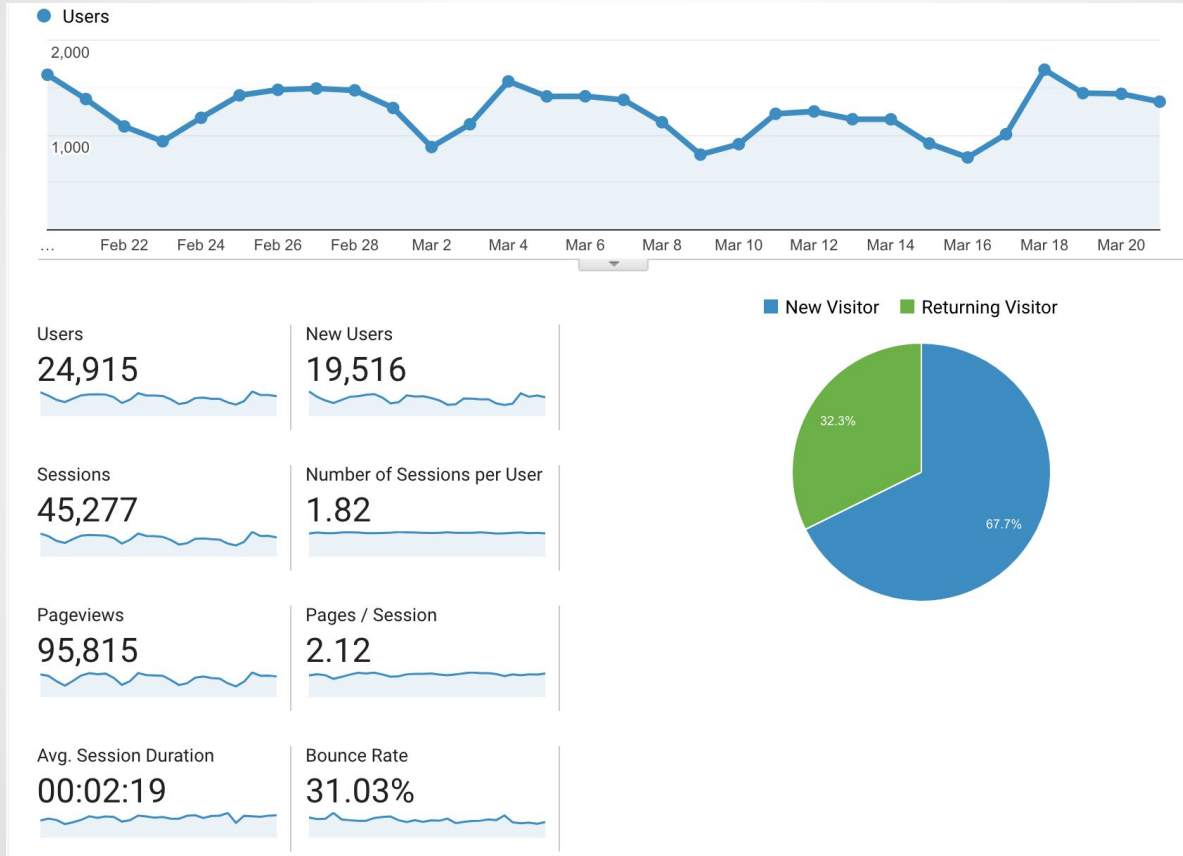
↑1.4%













Last 28 days ▾

[AUDIENCE OVERVIEW >](#)

WEBSITE



WEBSITE

	Country	Users	% Users
1.	 United States	22,880	 91.45%
2.	 India	222	0.89%
3.	 Brazil	140	0.56%
4.	 Germany	139	0.56%
5.	 Saudi Arabia	116	0.46%
6.	 South Korea	113	0.45%
7.	 Philippines	96	0.38%
8.	(not set)	77	0.31%
9.	 United Kingdom	74	0.30%
10.	 Canada	67	0.27%



[view full report](#)

WEBSITE

Region [?]	Acquisition		
	Users [?] ↓	New Users [?]	Sessions [?]
	22,880 % of Total: 91.83% (24,915)	17,716 % of Total: 90.78% (19,516)	42,180 % of Total: 93.16% (45,277)
1. Kansas	10,709 (44.43%)	7,271 (41.04%)	21,292 (50.48%)
2. Missouri	2,958 (12.27%)	2,134 (12.05%)	5,127 (12.16%)
3. Illinois	1,301 (5.40%)	992 (5.60%)	1,891 (4.48%)
4. Texas	1,070 (4.44%)	847 (4.78%)	1,630 (3.86%)
5. California	815 (3.38%)	662 (3.74%)	1,393 (3.30%)
6. Florida	479 (1.99%)	380 (2.14%)	836 (1.98%)
7. Oklahoma	460 (1.91%)	351 (1.98%)	670 (1.59%)
8. Colorado	458 (1.90%)	335 (1.89%)	740 (1.75%)
9. Virginia	432 (1.79%)	388 (2.19%)	521 (1.24%)
10. North Carolina	427 (1.77%)	387 (2.18%)	555 (1.32%)

WEBSITE

		Age ?	Users ? ↓	New Users ?
			7,458 % of Total: 29.93% (24,915)	5,933 % of Total: 30.40% (19,516)
<input checked="" type="checkbox"/>	1.	25-34	2,281 (30.50%)	1,809 (30.49%)
<input checked="" type="checkbox"/>	2.	18-24	1,647 (22.02%)	1,198 (20.19%)
<input checked="" type="checkbox"/>	3.	35-44	1,461 (19.54%)	1,187 (20.01%)
<input checked="" type="checkbox"/>	4.	45-54	1,122 (15.00%)	942 (15.88%)
<input checked="" type="checkbox"/>	5.	55-64	661 (8.84%)	546 (9.20%)
<input checked="" type="checkbox"/>	6.	65+	306 (4.09%)	251 (4.23%)

		7,907 % of Total: 31.74% (24,915)	7,907 % of Total: 31.74% (24,915)
1.	female	4,347	 55.22%
2.	male	3,525	 44.78%

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QUESTIONS?