

DRAFT

Public Relations

BARTON
COMMUNITY COLLEGE

Marketing Plan

2012-13



Executive Summary
Barton Community College
2012/2013 Marketing Plan

IMPORTANT NOTES (please read first):

Online Advertising

There are a few overall themes in this document. The first of which you will likely notice is an emphasis on online advertising. This is an incredibly cost-effective way of driving people to our website or specific pages, and an incredibly easy way of targeting specific groups of people. An example of Facebook advertising at work can be found in Li'l Abner Ticket sales. The first weekday the ad ran, we sold 50 tickets.

Professional Development

Marketing is not necessarily my weakness, but it is not my strength. I would appreciate any opportunities to take advantage of training sessions or seminars to better prepare myself to serve the college as its marketing director. I already used some of our public relations professional development funds to sign up for the National Council for Marketing and Public Relations, which is specific to community colleges. Membership has already yielded benefits, as that is how I found guidance on creating this document. I have proposed a \$3,000 per year budget for professional development or training.

Overall Goal: Increasing Enrollment

Other than here, the overall goal of **increasing enrollment** is not mentioned in this document. It is, however, the underlying theme behind every other goal throughout.

Budget

I spent all of February meeting with representatives from advertising venues throughout central Kansas and beyond. I gathered pricing information and details about their viewers/listeners/readers. I then took the best of what each had to offer and created an ideal scenario of an infinite budget. That resulted in well over half a million dollars. I scaled back to one I thought would be considered possible. I worked backward from that budget to create three tiers with varying ways of communicating the messages to our audiences.



Executive Summary
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MAIN CAMPUS: Target Markets and Goals (not in order of priority)

1. Potential Barton students (traditional high school audience)
 - a. Generate top-of-mind awareness of our brand and presence.
 - b. Communicate the ways in which Barton can help them pursue their career goals with greater efficiency.
 - c. Focus on publicity in high schools within the service region.
2. Parents of high school students
 - a. Increase exposure to Barton and generate top-of-mind awareness.
 - b. Communicate a message focused on affordability while emphasizing quality.
3. Potential non-traditional Barton students (working adults / displaced workers)
 - a. Generate top-of-mind awareness of our brand and presence.
 - b. Communicate a message of affordability, flexibility and quality, while showing these potential students that they're not alone.
4. Current Barton students
 - a. Continue to generate a sense of pride and unity among students.
 - b. Use current students and their successes in advertisements.
 - c. Encourage involvement in college activities using social media.
5. Voters, community leaders and businesses in the service region
 - a. Communicate the huge economic benefit Barton provides to the area.
 - b. Educate the affluent residents of the impact Barton has on local culture/arts.



FORT RILEY CAMPUS: Target Markets and Goals (not in order of priority)

- I. Military personnel and veterans
 - a. Generate top-of-mind awareness on Fort Riley.
 - b. Use promotion-type advertising. (MWR events)
2. Families of military personnel
 - a. Generate top-of-mind awareness on Fort Riley.
 - b. Focus on awareness of our services beyond educating soldiers.
3. Voters, community leaders and businesses in the service region
 - a. Communicate the advantages of having the Fort Riley location.
 - b. Promote Barton as a supporter of service men and women.



BARTONLINE: Target Markets and Goals (not in order of priority)

- I. State university students
 - a. Develop a presence on state university campuses that cannot be ignored.
 - b. Redesign BartOnline logo and website to facilitate marketing efforts to non-Barton students (marketable on its own).
2. Potential Barton students (traditional high school audience)
 - a. Create a greater degree of association between BoL and Barton.
3. Non-traditional students pursuing career and technical education or training opportunities
 - a. Generate statewide awareness of BartOnline's degree / career programs.
 - b. Focus on messages of quality, affordability, accessibility and end results.
4. Military personnel, veterans and their families
 - a. Build awareness of BartOnline by marketing it along with Fort Riley campus.
 - b. Market BartOnline on other military installations.



GRANDVIEW PLAZA: Target Markets and Goals (not in order of priority)

- I. Employers and organizations
 - a. Ensure information regarding training programs is easily accessible.
 - b. Generate awareness for the campus' physical location and offerings.
2. Non-traditional students
 - a. Vamp up awareness of programs prior to enrollment times.



MAIN CAMPUS: Target Markets (not in order of priority):

1. Potential Barton students (traditional high school audience)
2. Parents of high school students
3. Potential non-traditional Barton students
4. Current Barton students
5. Voters/taxpayers, community leaders and businesses in the service region

I. Potential Barton students (traditional high school audience)

Traditional age Barton students live within the seven-county service region. They're typically between the age of 13-19, but might include individuals up to age 22.

It's common knowledge that they and their parents begin exploring options for higher education at about the age of 13. This young generation of digital natives grew up with computers. Everything from research papers to shopping now starts with a Google search. We will find a ways to put our message where it will be seen by this audience.

Traditional advertising will be wasted on this group, with very few exceptions. Even radio is slowly being pushed out by the younger generations as cars, the last frontier for radio, become equipped with auxiliary jacks for mobile devices. This is notable, as radio is currently our largest expenditure each year. The occurrence is likely not prevalent enough to consider reducing radio advertising at this time, but a survey should be conducted in the near future to monitor this trend.

They are, however, more well-informed than ever. They know their options for college and they can easily find out exactly what each institution has to offer. All this means our primary goal for this audience is to make sure we *are* considered an option.

Goals

1. Generate top-of-mind awareness of our brand and presence.
2. Communicate the ways in which Barton can help them pursue their career goals with greater efficiency.
3. Focus on publicity in high schools within the service region.

Goal I. Generate top-of-mind awareness of our brand and presence.

a) A big part of this effort involves the day-to-day activities of the admissions department. Admissions deals directly with this target audience in its recruitment efforts through direct mail pieces, promotional freebies, giveaways and more. We will continue to coordinate with admissions to support those efforts and maintain consistency.

b) Successful implementation of social media applications, namely Facebook, will be a critical component to capturing the attention of the high-school-age demographic. In 2011, more than 46 percent of all Facebook users were between the ages of 13 and 25. We will significantly increase our presence online by using Facebook ads to garner likes, and clicks into our website. Most of our Facebook ads will divert people to our Facebook page, as that is the most efficient method for keeping our message in front of our audience. As enrollment dates approach, the ads will divert them to our website. How it works:

- We make a bid on how much we're willing to pay for a click, which competes against bids from other ads for the space on Facebook profiles and home pages.
- When somebody clicks on our ad, that's the only time we have to pay.
- Lack of ad competition in our service region makes these clicks very cheap.

c) We have added a 15-second advertisement in the Village Cinemas movie theater. This is another venue that will reach this target audience and many more. Having a presence in the movie theater creates a memorable experience. It is more expensive per impression, but that's because in this case we're paying for the impact. For 15 seconds, they will be focused intently on a message from Barton. Larned State Theater is also an option, and presents a more affordable method for reaching Larned residents. The cost for an ad to run all year is \$500. The little local hotspot is very popular, and typically fills its seats on the weekends.

d) As mentioned in the introductory paragraph, radio is still a viable option for reaching this target audience, though it should be constantly watched and measured as technology in cars becomes more prevalent and consistent with the preference of high school students to choose their music. We currently have agreements with four radio companies, covering 12 stations. The latest agreement is with Eagle Radio of Hutchinson. It has been mentioned that Hutchinson is not a great market for Barton, so this will be watched closely. Only half of the ads on those stations will be focused on the main campus. The other half will target Wichita and will promote BartOnline.

e) Television is a potential new venture. See the proposed budget documents for options. To keep the budget reasonable while maximizing exposure, it's advised that we not pursue broadcast options at this time, and focus on cable television through Cox Communications. As the college grows and expands, broadcast will still be a consideration, but it is suspected that for this target audience, cable is far more effective.

f) Continue to publish stories and videos on our website that might appeal to the younger audience, and work to step up our search-engine-optimization efforts. This will be done on the PR end of the spectrum, along with our non-paid Facebook efforts.

g) One of the more direct ways to stay in the minds of high school students is to have a presence at sporting events and by sponsoring school functions. Yearbooks frequently sell advertising space to help offset costs. For about \$1,500, we can purchase the largest sponsorship or advertisement available in every yearbook in the service region that has this option available. We can also sponsor a full-page ad in the Great Bend High School Panther Tales student newspaper. It's less than \$30 per month. One additional item we have sponsored are the small foam footballs and basketballs thrown out to the crowd at Hoisington home sporting events. Further opportunities such as this will be sought out.

Goal 2. Communicate the ways in which Barton can help to pursue career goals with greater efficiency.

a) Google AdWords is an invaluable tool. It works much in the same way as Facebook advertisements' bidding and pay-per-click system. The difference is the ads are activated, or displayed, based on search terms selected by us. When those search terms are used, our ad pops up above the search results. These clicks, similar to Facebook, are relatively cheap. This targets the high school market because as mentioned before, almost everything starts with a Google search now, including college planning. The message of these ads will focus on availability of classes and affordability.

b) Arguably one of the most important ways to reach this target market is through promotions and advertisements in high schools in the service area. The admissions department is almost solely responsible for these types of efforts. Marketing will help admissions with these efforts in any way needed.

c) The previously mentioned television campaign can also serve as a way to communicate this message. The idea is to have one general Barton commercial that plays continuously, while promoting specific programs and features of Barton periodically with alternating commercials.

d) Radio, much in the same way as described in c, can serve this goal well.

e) We can also use our Facebook ads to target this demographic with the specified messages, along with generic ads pointing to the Barton home page.



Goal 3. Focus on publicity in high schools within the service region.

a) Though mentioned previously in goals 1 and 2, this goal and method for reaching traditional-aged students needed to be separated from the rest. As previously mentioned, this responsibility primarily falls on admissions, the activities of which will be fully supported by the marketing and public relations department.

2. Parents of high school students

This group is tricky to reach, as some stick with what they know, while others adapt and use newer forms of technology to get their news and information. To reach as many as possible, we will use a cocktail of advertising methods, from traditional newspaper and potentially television ads to paid advertising on Facebook.

Goals

1. Increase exposure to Barton and generate top-of-mind awareness.
2. Communicate a message focused on affordability while emphasizing quality.

Goal 1. Increase exposure to Barton and generate top-of-mind awareness.

a) Radio is our primary method of communicating with this group. As mentioned in previous pages, our radio presence is our most significant advertising investment, and will be the vehicle for keeping Barton in the forefront of parents' minds as they look for options for their children's educations.

b) Develop a jingle for multimedia branding purposes. "Take the Opportunity" was previously the song that identified Barton on the radio, and was a wildly successful method for generating top-of-mind awareness. A new jingle focusing on the Driven branding statements should be developed and implemented in all of our radio and television advertising.

c) Continue to employ the current visual branding elements in static, print and online advertising.

d) This is traditionally another audience heavily targeted by admissions. Once again, the public relations and marketing department will support the efforts of the admissions department in pursuing this target market.

e) Continue to generate high quality news releases and professional photographs to send to area media organizations.



f) Continue to generate high quality news releases and professional photographs, which are sent to area media organizations and posted on our website and Facebook page. This is “free” publicity (minus staff time) that works well to bring attention to the positive traits of the college. Communicating our successes and important developments to the community through public relations initiatives is fundamentally one of the most important, cost-effective things we can do to generate top-of-mind awareness for the entire service region and especially this target market.

g) Start a well-developed newspaper campaign that would serve two purposes. The first purpose is to generate a little extra attention in every town in our service region for one or two weeks prior to enrollment time. The other purpose is to communicate a very specific message to this audience, which is outlined in the next goal.

Goal 2. Communicate a message focused on affordability while emphasizing quality.

a) One of the primary concerns today’s parents will have as their child begins looking at college is cost. They will be searching for ways to minimize expenses, but doing their best to ensure the educational path they choose is of quality. In this writer’s opinion, Barton is a perfect fit. That being said, our messages directed at this target audience should describe a “quality, affordable and accessible education.” Attending Barton should be considered an easy, common sense decision, so that’s the message we’ll communicate and reinforce with real examples.

b) It has been my experience that many parents will purchase their local small-town paper just for photos of their children, if not to keep up on the happenings of their community. There are about a dozen in the seven-county service region that have a circulation worth pursuing for advertising. I recommend we run at least one week of half-page ads in all of them prior to enrollment cutoff dates. These ads will be the means for communicating this message to parents.

c) Another method for reinforcing this message would be a “Barton by the numbers” campaign. This would be done primarily through print mediums, and different messages could target specific audiences. The message delivered to parents would be one of affordability compared to a four-year college. The imagery would portray the actual savings of attending Barton for two years before moving on to a state university. There are other ways to use numbers to promote the college, all of which will be explored.

d) Television, again, would be another effective method for getting these messages to parents.



3. Non-traditional potential students (adults / displaced workers)

The focus for this target market will be on Barton's Workforce Training and Community Education division and its career-program offerings.

Goals

1. Generate top-of-mind awareness of our brand and presence.
2. Communicate a message of affordability, flexibility and quality, while showing these potential students that they're not alone.

Goal 1. Generate top-of-mind awareness of our brand and presence.

- a) In promoting the WTCE initiatives, we will need a multi-faceted approach. There needs to be a core overall Driven statement for the division in general. Something focused on changing lives, changing directions or anything that might imply pursuing a new career. We would also need Driven statements for each program. These message can be implemented through the aforementioned newspaper campaign. WTCE messages would alternate with regular enrollment ads during a 1-week run.
- b) If a full television campaign is feasible, a new 30-second ad would be generated every month. Each would feature a different program. The ads would then be used as program videos on our website and through youtube. (Of course, we would use this opportunity for performing arts and other areas of the college as well; WTCE's need for videos was the inspiration for the idea.) A full television campaign would do wonders in reaching the target audience. Cox Communications would be the vehicle.
- c) Facebook is another avenue for connecting with these individuals. While the majority of users are younger, the fastest growing demographic is middle-aged.
- d) Wichita is a market we could potentially tap for programs offered 100 percent online. We have radio ads with Eagle Radio of Hutchinson that will soon broadcast that message. We will watch closely to make sure these ads are effective and will reevaluate at the end of the contract. We also will have Facebook advertisements and Google AdWords geographically targeting the area. Though these campaigns will target the entire state for BartOnline, we can specify messages for designated geographic areas.



Goal 2. Communicate a message of affordability, flexibility and quality, while showing these potential students that they're not alone.

a) Through profiles and features, we will tell the stories of Barton grads who went on to find work and provide for their family or climbed the ladder in a new career. This initiative would be on the publicity or public relations side.

b) The "Barton by the numbers" campaign could be employed here by illustrating the average salary of educated adults versus individuals with high school diplomas. This equation could also figure in the cost of attending Barton to show that a short-term investment will yield significant long-term benefits. These messages would be best implemented in our print advertising campaigns.

4. Current Barton students

The student body's reputation in the community, perceived attitude and degree of success are a direct representation of the college. It's critical to engage them in campus activities through the student life department and other one-on-one interactions. The public relations department will maintain an active presence on Facebook, showing Barton student life and providing a place where students can comment on photos of their friends and themselves.

Goals

1. Continue to generate a sense of pride and unity among students.
2. Use current students and their successes in advertisements & news releases.
3. Encourage involvement in college activities using social media.

Goal 1. Continue to generate a sense of pride and unity among students.

a) This is mostly a lead-by-example kind of goal. This will start with faculty and staff showing pride in our college and demonstrate their school spirit. We already did some of these kinds of activities with a drawing for freebies. To enter the contest, you had to show your support by submitting a photo to be published on Facebook. These types of morale-boosting activities displayed for the students (and the public) to see will go a long way in influencing their own attitudes toward the college.

Goal 2. Use current students and their successes in advertisements & news releases.

a) This is something we're already doing. Student success stories are plentiful on campus, and faculty have done a great job of getting news tips to us in a timely manner. Keeping these flowing will help to generate positive discussion among students as they see their friends' names in the paper or on our website or Facebook page.



Goal 3. Encourage involvement in college activities using social media.

- a) Create a photo contest for students. Perhaps the criteria could be to submit images that define Barton, or one that represents the Barton experience. The photos could be judged by a handful of people on campus who might be considered advanced photographers, and the winner's image can be displayed along with the rotating images on our homepage or separately in the bottom section.
- b) Start a video contest in the same fashion as item 'a' above. This is already in the works.
- c) Build up our foundation of followers and 'likes' by creating incentives for visiting our sites on social media applications.
- d) Use the events tab on Facebook to remind students of upcoming activities and free events.

5. Voters, community leaders & businesses

The majority of activities targeted at this group are associated with public relations.

Goals

1. Communicate the huge economic benefit Barton provides to the area.
2. Educate the affluent residents of the impact Barton has on local culture/arts.

Goal 1. Communicate the huge economic benefit Barton provides to the area.

- a) Through features, photos and testimonials, we'll illustrate the good work Barton is doing in the community in terms of improving lives, reversing unemployment and revitalizing the local economy. We would do well to brainstorm phrases to correlate the personal pursuit of an education with an improved overall community. "Better yourself for a better community." This message can also be conveyed through the annual report.
- b) Along the same line as the "Barton by the numbers" campaign, we can show with real examples exactly what Barton contributes to the area. We would also do well to work harder at promoting our graduation ceremonies as a mark of our success.

Goal 2. Educate the affluent residents of the impact Barton has on local culture/arts.

- a) Help the Shafer Art Gallery and Barton Theatre to promote their events in the appropriate mediums, bringing attention to the many culturally rich activities on campus.
- b) Investigate costs associated with an awareness campaign on local public radio stations.



FORT RILEY CAMPUS: Target Markets (not in order of priority)

1. Military personnel and veterans
2. Families of military personnel
3. Voters/taxpayers, community leaders and businesses in the service region

I. Military personnel and veterans

Military personnel are a large portion of Barton's enrollment, and the Fort Riley campus has become a huge asset for Barton overall. One goal not listed below is to pay a visit to the Fort at least once a month to meet with area advertising representatives and listen to the marketing or publicity needs of faculty, staff and administrators at the Fort Riley and Grand View Plaza campuses.

Goals

1. Generate top-of-mind awareness on Fort Riley.
2. Expand target market to include surrounding communities.

Goal 1. Generate top-of-mind awareness on Fort Riley.

a) The primary method proposed for communicating our message to the military personnel on Fort Riley is through Family Morale Wellness Recreation, known as the MWR. The MWR puts a Barton banner or other visual elements in front of troops and their families at major annual events and intramural sports seasons. We would be sponsors of events and activities every month through the year, which is perfect for generating top-of-mind awareness.

b) Through news releases, direct mail efforts and an improved arsenal of printed handout materials, we will work to solidify Barton's reputation for quality education and make Barton Community College synonymous with post-deployment or post-service education on post. Some improvements are already in the works, including a new design for program pamphlets.

Goal 2. Expand target market to include surrounding communities.

a) This will be done primarily through Google AdWords and a Facebook marketing campaign, though enrollment-time ads on the local radio stations will likely be used. The radio agreements will be paid through the BartOnline fund, as BartOnline will use a majority of those ads.

b) The Fort Riley campus will also likely be incorporated into advertisements in the Kansas State Collegian.



2. Families of military personnel

Another group who can take advantage of Barton's presence is military families. Many do not know education services are available right in their back yard.

Goals

1. Generate top-of-mind awareness on Fort Riley.
2. Focus on awareness of our services beyond educating soldiers.

Goal 1. Generate top-of-mind awareness on Fort Riley.

- a) See items 'a' and 'b' under Goal 1 on the previous page.

Goal 2. Focus on awareness of our services beyond educating soldiers.

- a) Work with Fort Riley campus faculty to generate feature stories about students utilizing Barton's services and bettering their skills and careers while their family members are deployed. There should be a wealth of stories that will tug at your heart strings.

3. Voters, community leaders and businesses in the service region

True understanding regarding the benefits of the Fort Riley campus among members of our local community is crucial to prevent negative thoughts and comments on their tax dollars being dedicated to serving individuals outside the county.

Goals

1. Communicate the advantages of having the Fort Riley location.
2. Promote Barton as a supporter of service men and women.

Goal 1. Communicate the advantages of having the Fort Riley location.

- a) Through the annual community report, we will work to illustrate the advantage of the Fort Riley location in terms of how much it offsets the mill levy.

Goal 2. Promote Barton as a supporter of service men and women.

- a) We will use feature stories written for the military families target market as promotional pieces in our service area to illustrate the good work Barton is doing for our service men and women.
- b) Write features and focus on quality photography at graduation, using the pieces in both service regions.



BARTONLINE: Target Markets (not in order of priority)

1. State university students
2. Potential Barton students (traditional high school audience)
3. Non-traditional students pursuing career and technical education or training opportunities
4. Military personnel, veterans and their families

I. State university students

This audience has arguably the most potential for growth through BartOnline, though military personnel would come in a close second. The methods for reaching this audience are many, so picking the right advertising venues is crucial. With BartOnline's current growth rate, a decent advertising campaign could potentially push it to new levels. Some of the avenues we're looking at pursuing include student newspapers on college campuses, radio ads in the Manhattan area promoting both BartOnline and the Fort Riley campus, and a heavy push on Google AdWords and Facebook.

Goals

1. Generate awareness on larger campuses that BartOnline is a viable option for fulfilling credit-hour requirements.
2. Redesign BartOnline logo and website to facilitate marketing efforts to non-Barton students (marketable on its own).

Goal I. Generate awareness on larger campuses that BartOnline is a viable option for fulfilling credit-hour requirements.

- a) This would entail two out of five student newspaper runs per year. We would try to boost awareness and enrollment prior to the second session enrollment cutoff date for both spring and fall. The idea is to reach students who have had to drop classes due to cancellations or to prevent a bad grade from affecting their GPA.
- b) The other three runs would cover the main enrollment times for spring, summer and fall semesters. The focus of these ads will be on scheduling and convenience along with affordability and quality. We will use one large photo in black and white, usually with spot color on the wordmark if it's available and not too expensive.
- c) The same messages will be reflected in our Facebook and Google AdWords advertisements.
- d) Radio ads with two of the local radio companies around Manhattan will also be part of this campaign.



Goal 2. Redesign BartOnline logo and website to facilitate outside marketing efforts.

- a) There are very specific reasons behind the motivation for drafting a new logo. They are listed, in no particular order, as follows.
 - b) It starts with problems with the current logo. While the merging of Barton and Online was done to be clever, it has created some unforeseeable challenges in our current goals for the online learning component. Frequently radio personalities will get it confused, saying Barton Online in ads even after ad copy has been proofed. It is also difficult for individuals to recall that the 'ON' is shared when they try to visit the site, leading them to an error message. The wordmark as it is adds to the confusion by sharing font-styles and slowing the transition from Barton to Online. Again something that was done in good taste that has led to unforeseeable challenges.
 - c) Rather than change the URL or spend thousands purchasing the bartononline.org URL, there is some middle ground. The proposed solution is to change the wordmark so there is a greater, unmistakable distinction between Bart and Online.
 - i) BART will be in all caps, not slanted and very bold, slightly resembling the Barton wordmark in that it will be the same font.
 - ii) online.org will be in lower case in a thin, modest version of the same font. This type of contrast is very trendy right now, and fits the minimalist mind-set and preference of our target audience.
 - iii) A very simple profile-view caricature of Bart the Cougar will lean against the left side of the B holding a laptop. This will help locals draw the connection between Bart and online, and would allow us to market it to outside areas as an online learning entity without confusing potential students.
 - d) These changes are requested for the sake of growing BartOnline beyond our campus.
 - e) The BartOnline website will also be redesigned, and a prototype for information architecture purposes is already available. The current site resembles some of the first sites to pop up in the mid 1990s, and is in dire need of this update.
 - f) The new site will be graphically similar to the Barton home page and our primary "POD" pages. It will have its own banner that will identify the site primarily as BartOnline, with the Barton wordmark smaller and to the side. Graphically, it has to be able to stand alone for the purpose marketing, though it should be tied in with Barton for the sake of consistency in our branding messages. The URL would contain BartOnline for all pages, and it's recommended we seek alternatives to housing the pages on our server in the event of a power outage due to wind or storms.



2. Potential Barton students (traditional high school audience)

This is not a primary target market we will be pursuing with specific advertising. The idea here is simply to promote BartOnline in the ads we already run for the Barton Campus. It will serve as more of an educational campaign.

Goals

- I. Create a greater degree of association between BartOnline and Barton.

Goal I. Create a greater degree of association between BartOnline and Barton.

a) This goal is somewhat contrary to the goals for the previous audience, however it is something we needed to address and was a factor in the discussions about what a new wordmark would look like. While we intend to market BartOnline to students outside our service area, it is still a Barton product and should look like one.

b) This goal will primarily be accomplished by accompanying the Barton wordmark with the BartOnline word mark in advertisements and admissions promotional materials.

3. Non-traditional students pursuing career and technical education or training opportunities

This audience is the same demographic as the non-traditional students discussed in the main campus section. However, BartOnline offers the unique opportunity to expand our career programs to the entire state of Kansas and beyond. One method for targeting this group is through radio. We have a contract with Eagle Radio in Hutchinson, which covers a large portion of Wichita. As Wichita is being recognized as prime recruiting grounds for displaced workers, now is the opportune time to offer training and affordable online degrees.

Goals

- I. Generate statewide awareness of BartOnline's degree / career programs.
2. Focus on messages of quality, affordability, accessibility and end results.

Goal I. Generate statewide awareness of BartOnline's degree / career programs.

a) The primary market here is Wichita, as discussed in the paragraph above. We will run radio ads that talk about each program, along with overall ads that brag up BartOnline in general.

b) Our Facebook and Google AdWords campaigns will reach this audience and all of Kansas.



Goal 2. Focus on messages of quality, affordability, accessibility and end results.

a) A part of this initiative will be done through public relations, as we find unique and inspiring success stories about our BartOnline students. That will cover quality and end results. Affordability and accessibility will be the primary focus for any paid advertisements directed at this audience.

4. Military personnel, veterans and their families

This audience already utilizes BartOnline heavily on Fort Riley, but there is certainly room for growth with hundreds of thousands of troops returning from deployments.

Goals

1. Build awareness of BartOnline by marketing it along with Fort Riley campus.
2. Market BartOnline on other military installations.

Goal 1. Build awareness of BartOnline by marketing it along with Fort Riley campus.

- a) This goal pretty much explains itself. The BartOnline URL should be included in ads promoting the Fort Riley campus.
- b) BartOnline will be promoted, as previously mentioned, through Radio ads in the Manhattan area. These ads will also potentially be heard by Fort Riley troops.

Goal 2. Market BartOnline on other military installations.

- a) There are many publications distributed to various target markets within the military, though most are incredibly expensive. We get a great deal of referrals through the education offices on forts, and one publication that is distributed at every education office is the Griffon. We have been working with this publication for about a decade, and they have frequently given us favorable ad placement and options to reduce costs or save money in the long run.
- b) Other, more cost effective ways to market to other bases is through online advertising, which can target the specific geographic regions throughout the country. This would require a significant investment, but should be considered in the future.



Grand View Plaza: Target Markets (not in order of priority)

1. Employers and Organizations
2. Non-traditional students

I. Employers and Organizations

This audience utilizes the Grandview Plaza location primarily for training employees on OSHA.

Goals

1. Ensure information regarding training programs is easily accessible.
2. Generate awareness for the campus' physical location and offerings.

Goal 1. Ensure information regarding training programs is easily accessible.

- a) This primarily means the website. Right now it's difficult to find, which is arguably not a problem since the services are so specialized and the site advertised is a redirect, bartonhazmat.org. It's easy enough to market people to get to the website, but it wouldn't be a bad idea to make it known that this type of training is available.
- b) There are some parts of the site that have broken links or have text that should be linked somewhere, but is not.
- c) We will do a full sweep of the site to determine if the information needs to be reorganized, restructured and presented in a more simplified manner.

Goal 2. Generate awareness for the campus' physical location and offerings.

- a) This is currently done primarily through the billboard, which has been redesigned and moved.
- b) If there is room in the budget, we will start an online advertising campaign targeting the counties surrounding Grand View Plaza. Further research should be done in this region to determine ways in which we can reach our target audience.



2. Non-traditional students

These are the individuals seeking EMS or paramedic training.

Goals

I. Vamp up awareness of programs prior to enrollment times.

Goal I. Vamp up awareness of programs prior to enrollment times.

a) The method employed here will likely be newspaper and online advertisements and radio spots borrowed from Fort Riley and BartOnline.

Sample BartOnline advertisement for college newspapers:

***Dropped a class?
Need a replacement?
Let BartOnline help!***

Most classes transfer,
and classes will never
cancel due to low
enrollment.

*Spring session 2
enrollment ends
March 19.*

***Enroll now at
BARTON*** *line.org*



View Advertising Report

[Export Report \(.csv\)](#)[Generate Another Report](#)[Schedule this Report](#)

Report Type

Advertising Performance

Summarize By

Ad


Time Summary

Custom

Filter

Barton Community College

Date Range

 Lifetime

705,427 Impressions **246** Clicks **73** Connections **0.035%** CTR **\$168.71** Spent **\$0.24** CPM **\$0.69** CPC

| Date Range ? | Campaign ? | Ad Name | Impressions ? | Social Impressions ? | Social % ? | Clicks ? | Social Clicks ? | CTR ? | Social CTR ? | CPC ? | CPM ? | Spent ? | Connections ? |
|--------------|------------|--------------------------|---------------|----------------------|------------|----------|-----------------|--------|--------------|-------|-------|---------|---------------|
| Lifetime | Test Run | Barton Community College | 705,427 | 402,760 | 57.09% | 246 | 27 | 0.035% | 0.007% | 0.69 | 0.24 | 168.71 | 73 |



All but deleted campaigns

Segment

Filter

Columns



Search

[View Change History](#)[+ New campaign](#)

Change status...

Alerts

Automate

| <input type="checkbox"/> | ● | Campaign | Budget | Status ? | ↓ Clicks ? | Impr. | CTR ? | Avg. CPC ? | Cost | Avg. Pos. |
|---|--------------------------------------|--------------------------|--------------------|--------------------------|----------------------------|---------------|-----------------------|----------------------------|-----------------|------------|
| <input type="checkbox"/> | ● | Test Run | \$25.00/day | Eligible | 212 | 12,139 | 1.75% | \$1.04 | \$220.43 | 2.1 |
| Total - all but deleted campaigns | | | | | 212 | 12,139 | 1.75% | \$1.04 | \$220.43 | 2.1 |
| Total - Search ? | | | | | 212 | 9,404 | 2.25% | \$1.04 | \$220.43 | 1.7 |
| Total - Display Network ? | | | | | 0 | 2,735 | 0.00% | \$0.00 | \$0.00 | 3.4 |
| Total - all campaigns | | | \$25.00/day | | 212 | 12,139 | 1.75% | \$1.04 | \$220.43 | 2.1 |

Show rows: 50 1 - 1 of 1