

Public Relations and Marketing

BARTON
COMMUNITY COLLEGE

Marketing Plan

2013-14

What drives you?

BARTON

COMMUNITY COLLEGE

www.bartonccc.edu

Executive Summary
Barton Community College
2013/2014 Marketing Plan

IMPORTANT NOTES (please read first):

Online Advertising

Last year the primary focus was on launching our online advertising campaign. This began in August of 2012. We have been using Yellowbook360 to manage these campaigns. It has been somewhat successful, as BARTonline.org, the primary beneficiary of this type of advertising, has seen continued increases in growth. The average is 20-percent per year, but to maintain a percentage means we are accelerating our growth each year (20% of 1,000 is less than 20% of 2,000). Marketing will work to sustain this trend and boost the organic growth of BARTonline with advertising.

The fall 2012 semester showed a 24-percent growth rate. The additional 4 percent is largely attributed to intercession courses offered between fall and spring semesters, which had not been done in the past. Marketing will continue to work with BARTonline administration to promote new initiatives and offerings such as these.

Fort Leavenworth & OSHA

In light of the recent developments with OSHA and our new Fort Leavenworth campus, developing plans for these two areas has been the priority this year.

Professional Development

This was added to the budget last year, and I want to say thank you to those who gave the go-ahead. The main expenditure for PD is through the National Council for Marketing and Public Relations, which has an annual conference with a plethora of learning opportunities. This year's conference was March 10-13 in Chicago. My focus was on learning about Return on Investment for marketing. While I learned an overarching measurement would be time-intensive and arguably cost-prohibitive, I brought back a lot of great tools for measuring individual campaigns in the short-term.

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. Marketing's primary function is to generate leads and inquiries for admissions.

Process

I spend every February meeting with representatives from advertising venues throughout central Kansas and beyond. I gather pricing information and details about viewers/listeners/readers. I then take the best of what each had to offer and create an ideal scenario. I scale back from there to what would be considered reasonable, which I believe left us with a diverse mix of methods for communicating a variety of messages to our many audiences.



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

1. Traditional students (high school)
 - a. Generate top-of-mind awareness of our brand and presence.
 - b. Communicate the ways in which Barton can help them pursue their education goals with greater efficiency.
 - c. Promote career and technical education options.
 - d. Focus on publicity in high schools within the service region.
2. Parents of traditional students
 - a. Increase exposure to Barton and generate top-of-mind awareness.
 - b. Communicate a message focused on affordability while emphasizing quality.
3. Non-traditional Barton students (working adults / displaced or emergent workers)
 - a. Generate top-of-mind awareness of our brand and presence.
 - b. Communicate a message of affordability, flexibility and quality, while showing this demographic that they're not alone.
 - c. Promote GED offerings.
4. Current Barton students, faculty and staff
 - a. Continue to generate a sense of pride and unity among students, faculty and staff.
 - b. Use current students and their successes in advertisements and news releases.
 - c. Encourage involvement in college activities using social media.
 - d. Produce NEW@Barton for faculty and staff.
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.
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. Surrounding Communities
 - a. Generate awareness of our presence and offerings at Fort Riley.
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.
 - c. Use community service to increase visibility in Fort Riley service area.



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

- I. Military personnel and veterans
 - a. Generate top-of-mind awareness on Fort Leavenworth.
2. Families of military personnel
 - a. Generate top-of-mind awareness on Fort Leavenworth.
 - b. Focus on awareness of our services beyond educating soldiers.



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 website.
2. Traditional students (high school)
 - a. Create a greater degree of association between BOL and Barton.
3. Non-traditional students
 - a. Generate statewide awareness of BARTonline's degree / career programs.
 - b. Generate a reputation for quality, affordability, accessibility and end results.
4. Military personnel, veterans and their families
 - a. Build awareness of BARTonline on Fort Riley and Fort Leavenworth.



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

- I. Employers and organizations
 - a. Ensure information regarding training programs is easily accessible via BartonSafety.org.
 - b. Generate top-of-mind awareness among Kansas business and industry.



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

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

I. Traditional students (high school)

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. In the last year, we have improved our ability to be found on Google via Search Engine Optimization, paid advertising and by claiming and managing our Google Places listings.

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 group is more well-informed than ever. They know their options for college and they can easily find out exactly what each institution has to offer right from their cell phones. This means our primary goal for this audience is to make sure we *are* considered an option by making our website easy to find (*search engine marketing*) and simple to navigate (*redesign currently underway*). These improvements apply to nearly every other audience as well.

Though not listed here, a goal for 13-14 is to establish easily accessible focus groups of current students, high school students and community members to help the Marketing Department more efficiently and effectively promote the college. This will likely have to be a summer project.

Goals

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

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

a) 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.

b) Successful implementation of social media applications, namely Facebook and Twitter, has been a critical component to capturing the attention of the high-school-age demographic. About half of all Facebook users are between the ages of 13 and 25. They make up about 39 percent of Twitter users. Facebook advertising has been an incredibly effective and intuitive tool for getting attention from this audience. We have primarily been promoting events with Facebook ads rather than general promotion, but I anticipate doing a mix of the two in the coming year.

How Facebook Advertising 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) Last year, we 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. We also have three static ads rotating in the Larned State Theater's pre-movie slideshow. This 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 watched and measured as technology in cars becomes more prevalent and consistent with the preference of high school students to choose their music. Some cars already come with an option for accessing 4G mobile networks. We currently have agreements with four radio companies, covering 12 stations, not including our campaigns in the Manhattan area. These stations cover the majority of the western two-thirds of the state. A small campaign with Salina's country hits station will be considered this year.

e) Our television campaign began in late January. Our current campaign is through Cox Communications. Marketing research done prior to my time suggests broadcast is not

worth considering. I strongly disagree, as “cable cutters” begin to stream the movies and shows they want to watch, and flip through channels they get free via antenna for news and other programming. It’s unclear how prevalent this trend has become, but if you Google “Cable Cutter,” you’ll get dozens of guides on dropping cable and satellite. The first step is almost always, “buy an antenna.” I’m proposing this year that we begin a campaign with KSN, which seems to have a pretty strong signal in our area and covers our service area and beyond, from Plainville to Pratt and Ness City to Salina. The cost will be similar to our Cox campaign, though we will likely get fewer ads for the money since the coverage area is larger.

f) We will also use some marketing dollars to reflect the recent emphasis placed on the arts at Barton.

g) Student life is a huge part of selling Barton as a college experience. We will continue to gather images from the various student activities for use in promotional materials. We have begun photographing key sporting events as well. These images will occasionally make their way into our promotional items and advertisements.

h) 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. We are in many of the local yearbooks, and it is now our common practice to purchase the largest space available when we’re solicited. We also sponsor a full-page ad in the Great Bend High School Panther Tales student newspaper every month. We also sponsor small foam footballs and basketballs thrown out to the crowd at Hoisington home sporting events. We also have a short video ad that is played on a projector during time-outs of Ellinwood home basketball games.

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

a) Search engine advertising 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 are relatively cheap. This targets the high school market because as mentioned before, almost everything starts with an online search now, including college planning. We can add search terms such as “agriculture degree” or “career in pharmacy” to trigger Barton ads.

b) Arguably one of the most important places to communicate this message is in high schools in the service area. The admissions department is almost solely responsible for



these types of efforts by physically visiting each school. Marketing will help admissions with these efforts in any way needed.

c) The previously mentioned television campaign also serves as a way to communicate this message. These ads range from promoting specific programs to listing the many benefits of attending Barton in general.

d) Radio, much in the same way as described in c, can serve this goal well. These ads are evaluated and changed on a monthly basis.

Goal 3. Promote career and technical education options.

a) While non-traditional students are the typical audience for career and technical training, more and more traditional students are realizing the value of a certificate or short-term training over a four-year degree. With that in mind, imagery from our myriad of programs will be included in ads targeting traditional students.

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 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, our radio presence is one of our most significant advertising investments, 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) We have developed a jingle focusing on the Driven branding statements for our radio advertising. It will be reevaluated every two or three years.

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. The public relations and marketing department will support the efforts of the admissions department in its efforts.

e) Continue to generate high quality news releases, professional photographs and timely videos to send to area media organizations and publish to our social media applications. 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) Continue our newspaper campaign. This will help to generate a little extra attention in every town in our service region. The current schedule is to run for two weeks prior to fall enrollment, but this will likely shift to February next year to coincide with admissions’ initiatives. Another reason to use newspaper advertising 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 we do business with.

c) An idea mentioned in last year’s marketing plan was 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. It is my hope that we will have time to plan a campaign like this for the 13-14 newspaper advertisements.

d) Television is another effective method for getting these messages to parents, primarily



via broadcast networks like KSN.

3. Non-traditional students (adults / displaced or emergent 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 this demographic that they're not alone.
3. Promote GED offerings.

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

- a) In promoting the WTCE initiatives, we have a multi-faceted approach. WTCE uses Career Driven as its slogan. Each program also has a slogan. Agriculture, for example, is Driven to Grow; Nursing is Driven to Care. These slogans have been used in our newspaper campaigns. WTCE messages alternate with regular enrollment ads.
- b) Two new 30-second ads will be generated every fall semester to run on Cox channels and, if approved, KSN. Each will feature a different program. The ads would then be used as program videos on our website and through Youtube.
- c) Facebook is another avenue for connecting with these individuals. While the majority of users are younger, the fastest growing demographic is middle-aged. Note: WTCE has done an amazing job of implementing organic social media campaigns. I wanted to recognize them for that in this document.
- 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 broadcast our message to this audience in Wichita.

Goal 2. Communicate a message of affordability, flexibility and quality, while showing this demographic 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.

c) CTE Month has been a great vehicle for reaching this audience.

Goal 3. Promote GED offerings.

a) Little is currently known about the future of our GED offerings, but PR & Marketing will keep pace with WTCE as it develops and will promote accordingly.

4. Current Barton students, faculty and staff

This audience is internal, but in many ways we can generate a positive image in the community by engaging with students, faculty and staff, and working alongside everybody at Barton to improve the attitudes and culture on campus.

Goals

1. Continue to generate a sense of pride and unity among students, faculty and staff.
2. Use current students and their successes in advertisements and news releases.
3. Encourage involvement in college activities using social media.
4. Produce New@Barton for faculty and staff.

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

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. While we have little control over the overall attitude of our peers, we can promote and shine a light on our accomplishments and strengths.

Goal 2. Use current students and their successes in advertisements and 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 on our Twitter or Facebook pages.

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

- a) This involves photo contests, questions and other forms of two-way engagement.
- b) Continue our video contest from last year. We anticipate greater participation, as many were made aware of the contest this year.
- c) Build up our foundation of followers and ‘likes’ by creating incentives for visiting our sites on social media applications.
- d) Use the events feature on Facebook to remind students of upcoming activities and free events. This gets it on their calendars.

Goal 4. Produce New@Barton for faculty and staff.

- a) This publication will help Barton’s faculty and staff put a name to a face when new hires come on board. It will also inform them of promotions or lateral moves.

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. This message is best conveyed through the annual report.
- b) Along the same line as the “Barton by the numbers” campaign, we can show 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) Continue to promote the Shafer Art Gallery and performing arts events through news releases, newspaper advertising, Facebook advertising and a campaign on Radio Kansas. We also push these events with free public calendars of events and announcements.



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

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

1. 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. Effort will be made to travel to the forts and Grandview Plaza more frequently so we can have an up-to-date understanding of their needs.

Goals

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

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

a) The primary method 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 are sponsors of events and activities every month throughout the year, which is perfect for generating top-of-mind awareness. The MWR makes it so very easy to stay in front of this audience. The only change proposed this year is adding a presence on the post's TV channel per Gene's request.

b) Through news releases, direct mail efforts and an improved arsenal of printed handout materials, we will continue to solidify Barton's already established reputation for quality education and make Barton Community College synonymous with post-deployment or post-service education on post. We are always working to improve the visuals used by those at Fort Riley.

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 backyard.

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. These apply equally to this audience.

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

a) Work with Fort Riley campus faculty to generate at least two feature stories per year (one in April, one in August) about students utilizing Barton's services and bettering their skills and advancing their careers.

b) When promoting the Fort Riley campus in advertisements, GED offerings should be mentioned.

3. Surrounding communities

While Fort Riley's primary market is the fort itself, we have the freedom to serve others in the area. This target market includes traditional and non-traditional students, but general awareness will be the primary goal.

Goal 1. Generate awareness of our presence and offerings on Fort Riley

a) This has been done primarily through Google AdWords, though Fort Riley is occasionally mentioned in BARTonline radio ads.

b) By freeing up funds from printed directory listings, I hope to assist the Fort Riley campus in being more visible in the community through Chamber of Commerce sponsorships and community involvement on the part of Fort Riley employees, namely through Young Professionals groups in Junction City and Manhattan.

c) The Fort Riley campus has also been included in advertisements in the Kansas State Collegian.

d) Beginning in July, we will have a :15 second ad in the Manhattan movie theater. Each year, the focus of the ad will alternate between the Fort Riley campus and BARTonline. The first year will focus on Fort Riley. However, both entities will have at least some mention in the ad at all times.

e) Of course, we will continue our presence on the billboard along I-70.

4. Voters, community leaders and businesses in the service regions

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 or state-assigned service region.

Goals

1. Communicate the advantages of having the Fort Riley location.
2. Promote Barton as a supporter of service men and women.
3. Use community service to increase visibility in Fort Riley service area.

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.
- b) The enrollment release, which is compiled once per semester, can be used to communicate this message to Barton's local audience.

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.

Goal 3. Use community service to increase visibility in Fort Riley service area.

- a) As mentioned previously, marketing intends to support the community involvement of employees at the Fort Riley campus, primarily through Young Professionals memberships.



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

1. Military personnel and veterans
2. Families of military personnel

1. Military personnel and veterans

Fort Leavenworth's enrollments are growing rapidly, and that trend is expected to continue. This target market is not necessarily the largest and does not contain the majority of capacity for growth, as many of the candidates for Barton's offerings work as Military Police, serving 12-hour shifts at the Fort Leavenworth prison. It will, however, remain a priority to target this audience.

Goals

1. Generate top-of-mind awareness on Fort Leavenworth.

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

a) The primary method for communicating our message to the military personnel on Fort Leavenworth is through Family Morale Wellness Recreation, known as the MWR. This is the same group we use on Fort Riley. 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 are sponsors of events and activities every month through the year, which is perfect for generating top-of-mind awareness. The MWR makes it so very easy to stay in front of this audience.

b) Much like at Fort Riley, we will use news releases and support the staff with handouts, fliers and mailings to announce schedules and programs.

2. Families of military personnel

This is arguably the audience with the most growth potential. Director of Fort Leavenworth Learning Services Michele Sumter reports that there is a heavy population of officer-dependants taking advantage of our courses. This group will be the one we target primarily for 13-14.

Goals

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

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



a) See items 'a' and 'b' under Goal 1 on the previous page. These apply equally to this audience.

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

a) Work with Fort Leavenworth campus faculty to generate at least two feature stories per year (one in April, one in August) about students utilizing Barton's services and bettering their skills and advancing their careers.

b) The Officers Spouses Club has a newsletter produced by the Leavenworth Times and prints two circulation-boosting issues each year (they go to everybody). We would do well to be in those issues.

c) The Fort Leavenworth Lamp is also a potential tool for announcing deadlines for enrolling in each cycle.



BARTONLINE: Target Markets (not in order of priority)

1. State university students
2. Traditional students (high school)
3. Non-traditional students
4. Military personnel, veterans and their families

I. State university students

This audience has arguably the most potential for growth through BARTonline. The methods for reaching this audience are many, so picking the right advertising venues is crucial. The message is also important when pursuing this group, as they expect to be entertained by their advertisements. Messages should be witty, edgy and modern, but tasteful.

Goals

1. Generate awareness on larger campuses that BARTonline is a viable option for fulfilling credit-hour requirements.
2. Redesign BARTonline website.

Goal 1. Generate awareness on larger campuses that BARTonline is a viable option for fulfilling credit-hour requirements.

- a) This entails two student newspaper runs per year. We 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. Current papers include those on KSU, KU and Wichita State University campuses. We can potentially add Washburn to the mix this year if the budget allows.
- c) The same messages will be reflected in Facebook advertisements.
- d) Radio ads with two of the local radio companies around Manhattan will also be part of this campaign.
- e) Beginning in July, we will have a :15 second spot in the Manhattan movie theater. Though it will be promoting the Fort Riley campus for the first year, the ad's focus will alternate each year between Fort Riley and BARTonline. Both, however, will have at least an appearance or mention in each ad.

Goal 2. Redesign BARTonline website.

- a) There are very specific reasons behind the motivation for redesigning the website. The



primary issue is the current site resembles some of the first sites to pop up in the mid 1990s, and is in dire need of this update. Without making the association with the physical campus, the current BARTonline site screams “scam.” This critique may seem harsh, but it is accurate.

c) The new site will be graphically similar to the Barton home page and our primary “POD” pages. This is, however, a somewhat temporary fix. Eventually it will be updated with the same technology (HTML5) used in the redesigned Barton website. 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 of marketing, though it should be tied in with Barton for the sake of consistency in our branding messages.

2. Traditional students (high school)

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.

Goals

1. Create a greater degree of association between BARTonline and Barton.

Goal 1. 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 pairing the Barton wordmark with the BARTonline wordmark in advertisements and admissions promotional materials.

3. Non-traditional students

This audience is the same demographic as the non-traditional students discussed in the main campus section. However, BARTonline offers the unique opportunity to offer our career programs to the entire state of Kansas and beyond.

Goals

1. Generate statewide awareness of BARTonline’s degree / career programs.
2. Generate a reputation for quality, affordability, accessibility and end results.



Goal 1. Generate statewide awareness of BARTonline’s degree / career programs.

a) Our Facebook and Search Engine campaigns will be our methods for reaching this audience.

Goal 2. Generate a reputation for 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. An example of how this has been done involves a couple who completed their degrees while in West Virginia, but traveled to Kansas to walk at graduation.

b) A new message could potentially be to “finish what you started.” This would target non-traditional students who need to take a few credits to finish a degree they stopped working on because life got in the way.

4. Military personnel, veterans and their families

This audience already utilizes BARTonline heavily on Fort Riley and we will continue to market to that audience. We now have a new region to target with Fort Leavenworth. It’s most effective to target near one of our campuses as people tend to trust online classes more when they can associate them with a local physical campus or office. Previously, we had been advertising in the Griffon. We discontinued that initiative as it was becoming far too costly for what seemed like a random audience. Those dollars were shifted to help pay for the Manhattan movie theater ad.

Goals

I. Build awareness of BARTonline by marketing it along with the Fort Riley and Fort Leavenworth locations.

Goal 1. Build awareness of BARTonline by marketing it along with the Fort Riley and Fort Leavenworth locations.

a) This goal pretty much explains itself. The BARTonline URL should be included in ads promoting the Fort Riley campus and Fort Leavenworth campus.

b) BARTonline will be promoted, as previously mentioned, through Radio ads in the Manhattan area. These ads will also be heard by Fort Riley troops.



OSHA & HMESTI (Grandview Plaza) Target Markets (not in order of priority)

1. Employers and Organizations throughout Kansas
2. Non-traditional students

I. Employers and Organizations

With the recent designation of Barton as an OSHA Training Institute Education Center, we have some new opportunities and challenges ahead.

Goals

1. Ensure information regarding training programs is easily accessible via BartonSafety.org.
2. Generate top-of-mind awareness among Kansas' business and industry.

Goal 1. Ensure information regarding training programs is easily accessible via BartonSafety.org.

- a) The current site was a quick fix for our OSHA offerings, as we were notified of the need for a site on short notice. As we rebuild sites for Barton and BARTonline, Barton-Safety.org will also be rebuilt using current HTML5 technology.
- b) Our HazMat and EMS Training website has to be kept separate from our OSHA offerings because of OSHA's regulations. It will be given it's own home in the web when the Barton website is rebuilt.

Goal 2. Generate top-of-mind awareness among Kansas' business and industry.

- a) The most effective way we have discovered for promoting these offerings is through direct mail. The audience is too narrow to justify broadcast or other traditional advertising methods. Direct mail gets us straight to the individuals who will be able to make use of our services.
- b) We will also continue to use the billboard along I-70 for local awareness.
- c) Search engine marketing is an option to keep in our back pocket, but would potentially be cost prohibitive as we would be targeting the entire state. It would be more cost effective to improve our organic search results using search engine optimization, since we are not competing for Kansans' business.