



DISTRICT STRATEGIC MARKETING PLAN

Overview

The Strategic Marketing Plan (SMP) provides a comprehensive outline of marketing goals and objectives that aligns the Maricopa Community College’s marketing and brand with the overall Strategic Plan.

The SMP has established the following strategic goals:



Create new branding strategy for individual college brands and the District



Implement additional technology and tools to enhance and develop new lead generation capabilities for the colleges and the District.



Create a System-wide approach to reporting marketing KPIs to college and District leadership.



Provide additional capacity for the college marketing teams to ensure consistency in quality across the District.

The SMP develops a 3-year marketing plan that strategically positions the District’s marketing efforts to be more responsive to the needs of our ten colleges. Additionally, it creates more transparency, flexibility, and resources to ensure that our marketing efforts are competitive within the market.

The SMP will establish the framework and guidance to increase accessibility to the marketing department and continually seek input from key stakeholders around the District. In doing so, the SMP will empower college departments with additional marketing resources while protecting, enhancing, and advancing all our college and District brands.



Background and Overview

At the direction of the Chancellor, a task force was formed to reexamine Maricopa's Marketing, PR, and Communications (MPRC) functions. The MPRC task force was composed of college and District MPRC staff, administrators, and those involved in engagement and outreach. Interviews and small group discussions occurred with all District and college MPRC staff. Key focus areas emerged, including improved collaboration, communication, and KPI reporting.



Clarify the role of each brand within Maricopa (District vs. Colleges).



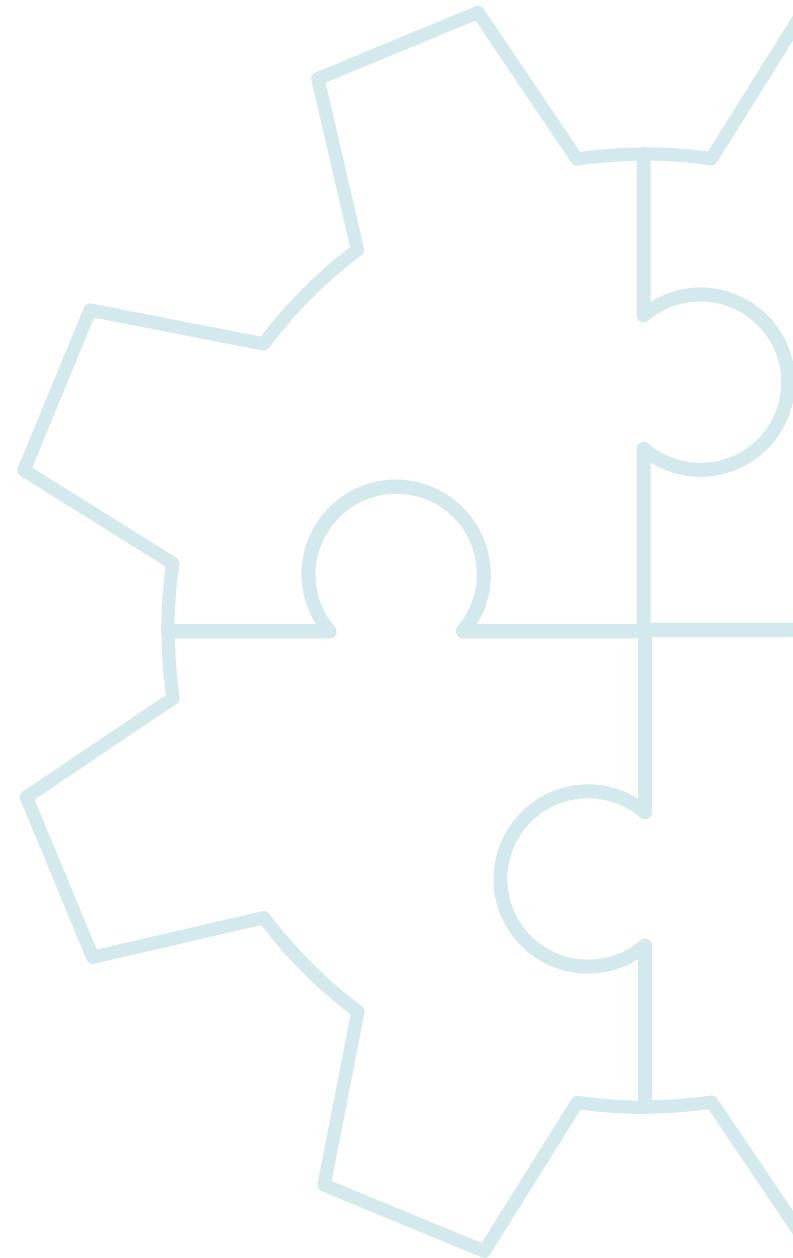
Develop a System-wide Marketing Development Council composed of one representative from each college and District leadership.



Establish a new college-centric approach to branding and marketing within the District.

Additionally, the SMP also takes the following considerations into account:

- Best practices for marketing efforts at community colleges
- DO Strategic Plan
- DO Strategic Enrollment Management Plan (both the current plan and the one in development)
- Market-based research (i.e., audiences) and market climate
- Internal and external partners in this work
- Existing marketing budgets







Strategic Goals



Create new branding strategy for individual college brands and the District.

(Launching FY: 25)

- Objective 1A:** Develop brand identity & strategy guides for each college and the District. College branding guides will be created in conjunction with the individual college marketing directors and their leadership.
- Objective 1B:** Clearly define programmatic marketing and branding efforts, swim lanes, and areas of opportunity for each college within their programmatic focus and geographic location. Any programmatic marketing should align with the college's overall brand strategy and complement the brand strategy.
- Objective 1C:** Develop comprehensive marketing campaigns for the District and colleges that are relatable to our student populations and have related themes that emphasize their respective brand values.



Implement additional technology and tools to enhance and develop new lead generation capabilities for the colleges and the District.

(Launching FY: 24)

- Objective 2A:** Implement additional technology tools to develop automated communication flows based on the District SEM strategy and student journey to help increase overall conversion rates.
- Objective 2B:** Create additional points of entry for student prospects. Examples include lead extension forms on digital ads, iPads/tech for recruiters/SA, customized program marketing landing pages, customized RFI forms, etc.
- Objective 2C:** Increase support for additional on-site activation opportunities at community events, trade shows, and high schools for DO and college teams.

Strategic Goals



Create a system-wide approach to reporting key marketing KPIs to college and District leadership.

(Launching FY: 24)

- Objective 3A:** Implement one global analytics platform for marketing leaders that gathers data from and compliments specific college processes.
- Objective 3B:** Create holistic reporting of both college and DO efforts that can be sent to appropriate college and District leadership teams on an ongoing basis.
- Objective 3C:** Create a common language and consistent benchmarks around KPIs and establish a framework for reporting successes and failures.



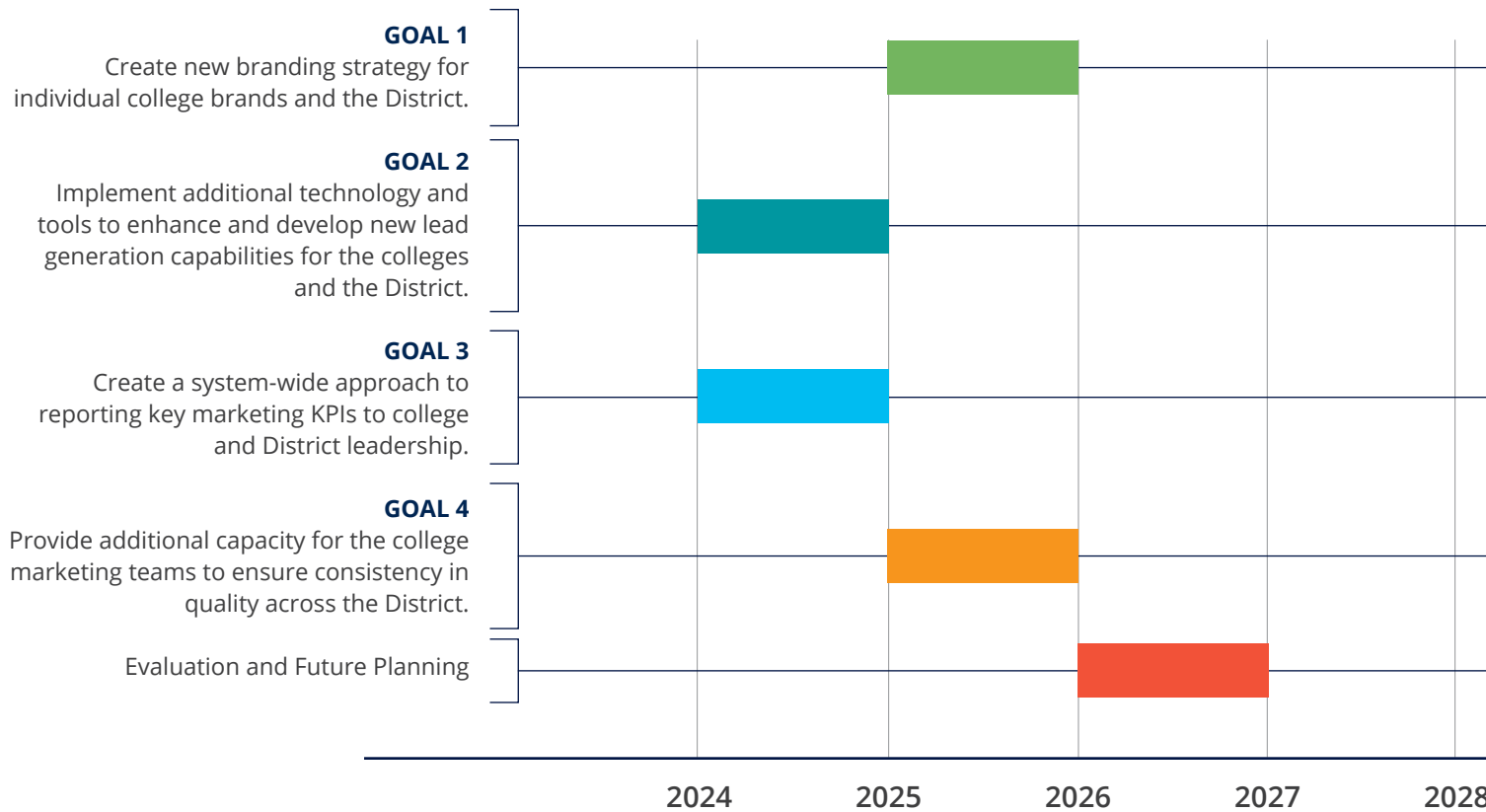
Provide additional capacity for the college marketing teams to ensure consistency in quality across the District.

(Launching FY: 25)

- Objective 4A:** Create additional talent resources in photography, videography, and production to help achieve high levels of content creation.
- Objective 4B:** Develop flexible resources for colleges to access depending on their structure and needs at a given time. Resources may include additional templates, native design files, raw video files, and a better system for sharing content libraries.
- Objective 4C:** Produce a better variety of assets for the colleges based on their brand strategy plan.



Timeline





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