

Educational Planning Committee
Report for Academic Year 2017-2018
Additional Objective 2: Strengthen COM Visibility and Image
Presented by David Wain Coon

1. EMP Recommendation and Objective

Additional Objective 2: Strengthen College of Marin's visibility and image within Marin County and beyond.

2. What actions have been taken toward achieving the objective? Please describe.

Action Steps 2.1 and 2.2

Each enrollment campaign theme is developed based on current events, programs, and/or initiatives intended to resonate with the broad audience served. Approved branding, styles, and content messaging are applied to all collateral material created through COM's College Services Department and the President's Office, to ensure presentation of a consistent image that supports the current enrollment theme. In addition, the collateral materials inform the broader community about COM's academic and cultural programs, as well as its support services and resources.

The summer/fall 2017 enrollment campaign theme was "Navigate for Success," which highlighted student success programs and initiatives such as JumpStart, Summer Bridge, and College of Marin Providing Access and Supporting Success (COMPASS). The fall 2017 credit/noncredit class schedule featured a group of students representative of COM's youngest age demographic—high school students—to raise awareness of concurrent enrollment and the benefits of starting early on college readiness. The "Navigate for Success" theme was carried through advertising on Golden Gate bus ads, transit shelters, mall kiosks, social media, radio, Comcast spotlight, print newspaper ads, and online digital display ads (in English and Spanish).

COM's mission also includes lifelong learning and cultural enrichment. As such, to maintain visibility of the College's performing and fine arts offerings, ads were placed in program books for Marin Theatre Company, Marin Symphony, Mountain Play, Marin Open Studios, and Marin Shakespeare Company. College of Marin also hosted TEDxMarin in 2017 and they are scheduled to return in September 2018. During TEDx, COM staff and student ambassadors provided information and print collateral about COM's offerings to reach a broader audience, as well as showcase campus facilities as a rental option for community events.

Responding to feedback about seeing COM students in marketing collateral, the spring 2018 credit/noncredit class schedule featured campus leadership. The campaign slogan was "You Matter," and stories of how students and staff leaders connect and inspire were highlighted. Student Trustee Amy Diaz and ASCOM President Ismail Azam were featured in the Golden Gate bus ads, transit shelters, mall kiosks, and print newspaper ads along with the "You Matter" slogan. Advertising was placed in the same media outlets used for the fall 2017 enrollment campaign.

The summer/fall 2018 enrollment campaign featured COM students in the ads. The slogan, "Clear Pathways Start Here," tied into the statewide Guided Pathways program. The credit/noncredit class schedule feature story expands on the pathways created from our K-12 partners to COM, providing background information about the College's alignment of support services and instruction as it relates to Guided Pathways. In addition to the media outlets listed for the fall 2017 through spring 2018 campaigns, print ads with the theme were placed in the six MarinScope newspapers and in an online banner ad on the Marin Arts website.

After approval of the Sonoma State University (SSU) bachelor's degree completion program, ads were placed in the Marin IJ, on the back cover of the summer/fall 2018 class schedule, online digital banner ads, DMV waiting room screens, and social media. While SSU developed the creative, COM worked closely with their marketing group, meeting weekly to ensure that the College's branding and image remained equally visible. Additional marketing is planned, which will continue to raise program visibility.

Action Step 2.3

Following the spring 2016 Flex workshop on creating Facebook pages for College departments, a number of departments and programs started Facebook and other social media pages. The College has also designed institutional geofenced Snapchat filters and collaborated with ASCOM on a student Snapchat filter contest.

Action Step 2.4

Personal outreach continued through presentations to local rotary clubs, chambers of commerce, and other community organizations. COM also signed on as the exclusive education sponsor for Giving Marin—a new community initiative presented by the Marin IJ. As one of eight founding partners, COM has a feature story on the Giving Marin website, 30 ads (1/4 page), 35,000 monthly digital ad impressions, logo in weekly full-page ads, and an annual eight-page special insert.

In 2017, the College sent out 49 news releases, as well as publishing regular blog posts to the College website. The releases and blog posts were compiled with a thumbnail image and headline, and then emailed to the campus, community, and media outlets.

- 3. Are you on track to achieve this objective? What evidence supports your judgment of progress made toward this objective?

Performance Indicator 2.1: Majority of respondents to a community survey recognize COM identity and image.

75% of respondents to the December 2015 bond feasibility survey said COM provides a quality education.

Performance Indicator 2.2: More COM website hits and followers. Baseline for web sessions in month course schedule posted: 76,985 April 2014 and 81,520 April 2015.

Web Sessions in Month Course Schedule Posted

	April 2014	April 2015	April 2016	April 2017
	Baseline		Performance	
Web Sessions	76,985	81,520	67,925	80,123

Source: Google Analytics, College of Marin Landing Page Summary for All Landing Pages

Homepage sessions: 243,429 spring 2014, 231,669 spring 2015; 63,000 summer 2014 and 44,862 summer 2015; fall 2014 267,846.

Homepage Sessions Spring 2014 to Fall 2017

	2014	2015	2016	2017
	Baseline		Performance	
Spring	243,429	257,139*	242,193	211,480
Summer	63,000	44,862	43,251	34,986
Fall	267,846	188,394	176,540	165,104

Source: Google Analytics, College of Marin Landing Page Summary for Homepage

*The baseline for Spring 2015 has been recalculated to align with the date range used for Spring 2014. All homepage sessions for spring semesters are for the period from January 3 to May 23 of the given year.

Social media baseline using Lifetime Total Likes: 3,357 November 1, 2014, to 3,577 January 31, 2015.

Lifetime Total Likes	Nov N	Jan N	N Increase During Time Period	% Increase During Time Period
Baseline Nov. 2014-Jan. 2015	3357	3577	220	6.6
Performance Nov. 2015-Jan. 2016	4042	4150	108	2.7
Performance Nov. 2016-Jan. 2017	4559	4677	118	2.6
Performance Nov. 2017-Jan. 2018	5006	5092	86	1.7

Daily Total Consumers: 46.7 average for November 2014, 59.4 average for December 2014, and 108 average for January 2015.

Daily Total Consumers	Baseline	Performance		
	2014 & 15	2015 & 16	2016 & 17	2017 & 18
Average Nov.	46.7	65.9	157	28
Average Dec.	59.4	104	94	50
Average Jan.	108	123.6	128	70

Action Step 2.3

While the lifetime total likes did not meet the target increase of 15%, the overall lifetime total likes steadily increased, reaching over 5,000 followers. It is important to note that social media efforts expanded beyond Facebook to include regular posting on Twitter, Instagram, and LinkedIn. To improve engagement, use of images and video across these platforms increased, and the number of Twitter followers and engagement on Instagram and LinkedIn saw a corresponding increase.

4. Have you achieved this objective? Yes ___ No X If not, why not?

As knowledge and understanding of the social media analytic data available has improved, it became evident that setting a target increase of 15% during the campaign timeframe was unrealistic.

The original metric, average daily total consumers, represents an amplification of each message to users outside the immediate network of followers. This powerful metric indicates engagement with page content and expansion of content reach. However, it is recommended that future performance indicators set a more realistic target goal and include additional metrics that provide broader insight to inform campaign strategy linked to driving traffic to the website.

Other analytics critical to include in future analyses are reach, which is useful for examining amplification of messaging and brand exposure; engaged users, to help understand how well content is performing; total reach and total page impressions, as additional metrics to gauge brand exposure; post impressions, as an indicator of content amplification; and viral impressions, which translates to those reached actually consuming the content and increasing its number of impressions.