

ACC Marketing Plan for Fiscal Year 2019

(Last revised: July 25, 2018)

Changes for Fiscal Year 2019:

The FY19 ACC Marketing Plan acknowledges the increasing importance of digital advertising and public relations activities and attempts to address these new and changing needs while maintaining support for tried-and-true communications activities which are affordable and bring good results.

Ending this year is the EBSCO magazine subscriptions for local school libraries. Previous discontinued actions include ending Student Paths website sponsorship and printing Movin' On/On Track magazines.

As in previous years, phone book directory advertising is greatly minimized to basic listings in local books; online search is being enhanced through directory optimization through Spectrum.

I. ACC Institutional Mission, Goals, Vision, and Values

The College Mission

The mission of Alpena Community College is to meet lifelong learning needs by providing educational opportunities through effective stewardship of resources.

The College Goals

- (1) Present and position ACC as a compelling, attractive institution of choice for all learners
- (2) Achieve excellence in program areas of transfer, occupational/technical, developmental, community and continuing education
- (3) Serve as a primary center for regional economic development, diverse programming, recreational/wellness opportunities, and cultural enrichment
- (4) Foster an environment of learning that embraces change, cultural diversity, personal accountability, and global thinking
- (5) Conduct college business with a view to developing partnerships and alliances to expand learning opportunities

Alpena Community College Vision

To be recognized in our local and global communities as the premier resource and first choice for exceptional, affordable, and innovative education.

Alpena Community College Values

- We demonstrate **accountability** to all our stakeholders, students, staff, business partners, industry alliances, and taxpayers.
- We act with **integrity**, placing fairness and honesty at the center of all our actions.
- We aspire to **excellence** in all our endeavors.
- We show **respect** for diversity, individual contributions, and educational partnerships.

II. Office of Public Information & Marketing Goals

1. Project and enhance the perception of the College's value as a vital resource for education and community development in Northeast Lower Michigan through a diverse selection of media and promotional opportunities.
2. Remember and use the Seven Ps — Product, Place, Price and Promotion, Physical Environment, People, and Process — when devising marketing/communications programs.
3. In advertising, **emphasize** the *value* of higher education, **explain** why higher education is important, and **encourage** students of all ages to take higher ed courses.
4. Collect and use data from the student information system and the Admissions Office.

5. Support the development of new markets for ACC services in cooperation with ACC and external constituents.

III. General Communication Goals

1. Increase use of digital communications efforts as budget allows.
2. Use proven and affordable electronic advertising mechanisms to extend our advertising reach beyond broadcast and print media (directories, social media advertising, etc.).
3. Continue advertising in selected high-value promotional vehicles — yearbooks, newspapers, partner publications (Chamber newsletter, programs, etc.).
4. Use advertising, publications and media relations to reinforce the value message — “The Value of ACC.”
5. Use advertising, publications and media relations to raise awareness of College services and events (enrollment events, performing arts, etc.)
6. Pitch appropriate stories to area media to keep a positive image in the public eye and raise awareness of target programs/initiatives.
7. Educate internal constituent groups so they can support the marketing plan and communication goals.
8. Ensure accurate, timely information is available to all interested parties.
9. Continue to print accurate, attractive publications and promotional pieces; create new pieces to meet institutional needs.
10. Maintain positive relations with local media.

IV. Marketing Resources

The Public Information Office maintains a variety of resources and tools to facilitate internal and external communication. These include:

- Office of Public Information & Marketing staff, which includes a Director of Public Information & Marketing and a Communications Technician.
- Professional desktop publishing software and hardware, including:
 - Adobe CS6 suite including InDesign, Photoshop, Illustrator, and Acrobat Pro
 - Microsoft Office suite including Word, Excel, and PowerPoint
 - Scanner
 - Color laser printer with ability to print up to 11” x 17” two sided
 - Digital camera
- Media relations distribution lists.
- Library of ACC logos and images.
- Catalog of advertisements, including electronic, print, phone directories, radio, and TV.
- ACC website.

- Social media presence (Facebook and Instagram).

V. Institutional Marketing Goals & Objectives

Marketing Goal 1: Develop and implement integrated marketing and communications activities to support of ACC enrollment activities. (Aligns with College Goal 1)

Objective 1-1: Identify marketing/communication themes for various target markets.

- First Time in Any College Students: “Plan on higher education. Plan on ACC.”
- Traditional students: “Start here. Go anywhere.”
- All students: “Discover the Value of an ACC Education.”

Objective 1-2: Support Admissions Office activities through a variety of marketing communications projects.

- Communicate important admissions dates, activities, etc., to internal and external markets via the ACC website, print materials, social media posts, etc.
- Supply recruiting activities with helpful materials such as information pieces, giveaways, posters, website content, etc.
- Arrange for, produce, and pay for targeted advertising in support of Admissions Office activities and programs of study.
- Advertising in a variety of in-district and out-of-district venues.
- Digital efforts to improve results of Internet searches on ACC-related programs and activities.
- Explore/integrate e-mail and texting into mix of communication tools.

Supporting Strategies and Actions:

Strategy: Improve institutional image with positive, informative advertising and public relations; position ACC as a valuable and desirable alternative to first two years at a 4-year institution/develop “school of choice” image.

Actions:

- Run television, print, online, and radio ads during and prior to registration times that emphasize “the value of an ACC education” and “plan on higher education.”
- Use the “value” and “plan on higher education” themes in general advertising opportunities.

- Feature ACC students, alums, faculty and staff in advertising/promotional materials.
- Time the advertising so that students have enough time to take care of details like placement testing, advising, and applying for financial aid.

Strategy: Maintain and enhance admissions/marketing presence in schools and the public.

Actions:

- Work with the Admissions Office to provide promotional materials are necessary to attract students including posters, brochures, publications, t-shirts, giveaways, etc.
- Identify/purchase targeted promotional opportunities in service area schools such as yearbook ads, sports programs, etc.
- Identify and provide promotional materials to school counselors, businesses, museums, etc.
- Enhance ACC's physical presence in area high schools.

Strategy: Encourage parents and junior and high school students to plan for higher education.

Actions:

- Incorporate "plan on higher education" message in advertising targeting parents and younger school children.

Strategy: Promote targeted ACC programs and services.

Actions:

- Use Internet advertising to promote selected programs to specific markets.
- Improve ACC's place in Internet search results.
- Feature transfer classes in the Spring ACC *Update* and Summer Semester class schedules. Increase advertising for Summer Semester classes with Early Registration and 3 weeks before classes start.
- Pitch 2-3 targeted editorial or article ideas to each newspaper in service district.
- Maintain a promotional presence at selected community activities.
- Promote athletic team schedules and cultural events through printed programs, web pages, etc.
- Promote leisure classes by placing print ads in newspapers and other print materials prior to each registration period.
- Promote online classes in prominent place in ACC class schedules and *Updates*.

Strategy: Market programs for retraining adult learners.

Actions:

- Feature adult learners in promotional materials.
- Communicate the benefits of earning degrees and credentials — earning potential, employment opportunities, convenience of hometown institution, lower tuition and fees — in advertisements targeting adult learners.

Strategy: Coordinate promotion with educational partners (MBUC and others) on targeted programs.

Actions:

- Create print brochure and webpage for MBUC.
- Create program brochures, ads and other promotional items for co-op programs with MBUC partners.
- Work with MBUC partners on public relations and media activities.

Strategy: Collect images (still and video) of a variety of ACC students and activities for use in promotional materials.

Actions:

- Conduct at least one professional photo and video shoot each year.
- Have Charter come on campus 1-3 times each year to obtain new b-roll footage; footage from Commencement is necessary!

Strategy: Use professionals and communications organizations to produce materials and enhance promotional materials.

Actions:

- Use writing and publications vendor(s) on selected projects such as program brochures.

Strategy: Regularly update ACC publications for content and attractiveness.

Actions:

- Produce an information pack with a return mechanism (such as a postcard and/or dedicated web page) that includes a promotion/giveaway item as a reward.
- Create a plan for the regular update of the website; designate responsibility for areas.
- Maintain a position to support website content development and expand web-based admissions/marketing efforts.
- Support the instructional development website management position and e-learning opportunities.

Strategy: Acquire and use portable promotional materials for events.

Actions:

- Work with the Admissions Office to create/purchase promotional materials to be used during college fairs, high school visits, etc.
- Create competitive comparisons (selling points) between ACC and competitors.

Strategy: Create new publications as necessary to meet new needs.

Actions:

- Collaborate with the Admissions Office to create publication needs.

Strategy: Enable campus groups to create professional-quality communications pieces.

Actions:

- Provide electronic logos, images, style manual and promotional support to campus constituents.
- Proofread and provide editing and distribution assistance for press releases and other public/media contacts.
- Assist campus constituents with creating new website content.

Strategy: Coordinate informational activities with campus constituents.

Actions:

- Provide materials, cooperative advertising support, and media contacts for TRiO grant entities.
- Provide materials, cooperative advertising support, and media contacts for Small Business and Technology Development Center.
- Provide materials, cooperative advertising support, and media contacts for World Center for Concrete Technology.
- Provide materials, cooperative advertising support, and media contacts for Volunteer Center activities.
- Provide materials, cooperative advertising support, and media contacts for grant-related activities.

Strategy: Increase awareness of campus events, important dates, and proactively contact students.

Actions:

- Advertise campus events and registration times in targeted media.
- Create and distribute posters, flyers, announcements on the web calendar, etc., announcing upcoming registration dates.

- Encourage use of the ACC website and WebAdvisor as the source for student information.

Strategy: Be open to new geographic areas in which to recruit.

Actions:

- Identify three new areas in which to recruit. Suggested areas: Sault Ste. Marie (eastern Upper Peninsula), Cheboygan, and Thumb Area.
- Set recruiting parameters for new areas, including strategies, number of visits, promotional items, satellite class space, etc.
- Explore the educational needs of outlying communities and identify locations in which to provide classes.

Strategy: Promote the Oscoda Campus and associated programs and services.

Actions:

- Identify top advertising venues — print, broadcast, outdoor, schools, etc.
- Participate in community bus advertising.
- Designate funding for Oscoda Campus advertising and promotion.
- Work with the Oscoda Campus Director and other campus groups to create and implement a Oscoda Campus marketing plan.

Strategy: Promote Community Education offerings

Actions:

- Include mention of Community Education classes in *Updates* and class schedules.
- Collect and use images of nontraditional students in typical leisure classes.
- Work with the Community Education director to promote offerings.

Strategy: Support ACC staff who participate in recruiting efforts, job fairs, and other events which help the public and targeted markets learn more about ACC and the value of higher education.

Actions:

- Maintain a supply of materials to be used by traveling recruiters, including table and floor banners, table cloths, giveaways, prospect information cards, program promotional literature, etc.

Strategy: Encourage/promote dual enrollment class offerings.

Actions:

- Work with appropriate ACC staff to facilitate communication with school officials.
- Include listing of dual enrollment courses in class schedules, etc.

Strategy: Enlist faculty, staff, students, and community members to participate in recruiting activities and representing ACC.

Actions:

- Designate a coordinator to enlist the help of faculty in recruiting new students and to schedule faculty participation in recruiting activities.
- Recruit faculty members from all departments to participate in recruiting activities.
- Recruit and educate 2-3 “ambassadors” to represent ACC during on- and off-campus activities.
- Train current students to be ambassadors.
- Identify community members who are knowledgeable about ACC’s programs and can represent ACC well to various markets.

Objective 1-3: Maintain high visibility and positive public perception by facilitating the placement of a variety of content in the local media.

Supporting Strategies and Actions:

Strategy: Externally promote targeted ACC programs and services to local media via a variety of communications methods.

Actions:

- Pitch targeted editorial or article ideas to each newspaper in service district.
- Use social media (Facebook and Instagram) to promote ACC stories and events.
- Maintain media releases library.
- Maintain a promotional presence at selected community activities.
- Promote athletic team schedules and cultural events through printed programs, web pages, etc.

Strategy: Coordinate promotion with educational partners on targeted programs.

Actions:

- Include regular article about educational partners and targeted programs in *Updates*.
- Create print brochures and webpages for educational partners.

Strategy: Enable campus groups to create professional-quality communications pieces.

Actions:

- Provide electronic logos, images, style manual and promotional support to campus constituents.
- Proofread and provide editing and distribution assistance for press releases and other public/media contacts.
- Assist campus constituents with creating new website content and using social media.

Objective 1-4: Portray ACC as a welcoming place for Plus-50 Learners and encourage lifelong learning.

Supporting Strategies and Actions:

Strategy: Use images of Plus-50 learners in ACC promotional materials.

Actions:

- Collect images of plus-50 ACC students and put them in College materials.

Strategy: Promote targeted ACC programs and services that appeal to plus-50 learners.

Actions:

- Maintain a promotional presence at selected community activities.
- Promote community education classes by paying for print ads in newspapers and other print materials prior to each registration period.
- Communicate the benefits of earning degrees and credentials — earning potential, employment opportunities, convenience of hometown institution, lower tuition and fees — in advertisements targeting adult learners.
- Advertise in publications and places that are used by plus-50 people.
- Sponsor activities frequented by plus-50 people.

Objective 1-5: Increase communication and cooperation between constituent groups within the College.

Supporting Strategies and Actions:

Strategy: Coordinate informational activities with campus constituents.

Actions:

- Provide materials, artwork, cooperative advertising support, and media contacts for World Center for Concrete Technology/Blockmakers, Volunteer Center, Workforce Development Academic Affairs, Educational Talent Search, Board of Trustees, President's Office, Registrar's Office, Admissions Office, grant programs, Community Education, etc.

Strategy: Provided targeted creative and financial support for promoting campus constituent activities.

Actions:

- Create, implement, and modify as needed advertising plans for print, broadcast, and web-based advertising.
- Provide publications and webpage design and production services to promote courses and raise awareness.
- Provide electronic logos, images, style manual, proofreading, editing, and information distribution assistance for press releases and other public/media contacts.
- Assist campus constituents with creating new website content.

Objective 1-6: Make the ACC website the main source of information about Alpena Community College and increase use of the ACC website by various markets including potential students, current students, the media, and the general public.

Website Usage Measurements

- Number of unique IP addresses each month
- Number of page accesses each month
- Top 20 most visited pages
- Top 20 most downloaded documents
- WebAdvisor usage
- Number of student enrolling online
- Student web usage survey(s)

Supporting Strategies and Actions:

Strategy: Coordinate informational activities with campus constituents to bring more people to the ACC website.

Actions:

- Provide materials, cooperative advertising support, and media contacts for educational partners and internal constituent groups and post their activities and events on the ACC website.

Strategy: Increase awareness of campus events, important dates, and proactively contact students.

Actions:

- Advertise campus events and registration times in targeted media and list ACC website as location for more information.
- Encourage use of the ACC website and WebAdvisor as the source for student information.

Strategy: Include mentions of ACC website address in all promotional materials.

Actions:

- Include www.alpenacc.edu in ads, publications, media releases, etc.

Strategy: Adapt publications for transmission and usage from the ACC website.

Actions:

- Enable selected ACC staff to create linked and indexed PDFs.
- Create a new version of the ACC Student Handbook and post on the ACC website.
- Create a new version of the ACC Catalog and post on the ACC website.
- Post electronic versions of class schedules and Updates on ACC website.
- Create a “publications” area on the ACC website where users can find a variety of ACC electronic publications.

Strategy: Modify the ACC website to keep it fresh and informative.

Actions:

- Periodically redesign the ACC home page and lower-tier pages, including reorganizing menus and links.
- Conduct student and public opinion surveys to assess usability.
- Updating the photos and graphics used in the website.
- Add content including streaming video, publications including the Student Handbook, athletic schedules, more campus events in the “What’s Happening” area, etc.
- Remove old/irrelevant content.
- Increase the amount of website work done by the PI&M Communications Technician.

Objective 1-7: Establish and build market research and data collection. (College Goal 1)

Market and enrollment research to include:

Potential Student Demographics

- K-12 student population in service district

Application/Enrollment Statistics

- Number of applications by month; program; and total.
- Age breakdown by year; average age
- Gender breakdown
- HS graduation? Did they graduate from HS? (from application)
- Racial breakdown

- Marital status (from application)
- Receiving state/federal education benefits
- Average course loads
- Program enrollments (by individual program; by category (i.e. transfer, occupational, etc.); yearly, 5-year; 10-year)
- Residency by area (district, in service, etc.); zip code
- Percentage of day and evening classes
- Class times (days only, evenings only, day & evening)
- Enrollment status (new, dual enrolled, continuing, etc.)
- Number of dual-enrolled students
- Enrollment in online courses and online courses offered.

Supporting Strategies and Actions:

Strategy: Use data generated from the Datatel system to improve marketing and admissions research.

Actions:

- Work with MIS to create Datatel reports to support ACC market research.
- Identify and track demographic trends.
- Actions:
- Track Northeast Lower Michigan demographics.
- Track service district general student population.
- Identify and track ACC student demographics and enrollment trends.

Strategy: Gather feedback from ACC students regarding their perceptions and needs.

Actions:

- Incorporate external survey results into marketing assessments and plans.
- Acquire and implement web-based survey software (Survey Monkey); develop and administer web-based surveys to targeted markets.
- Create and administer an ACC marketing surveys measuring targeted areas such as student satisfaction, media usage, etc.
- Study student services and conduct surveys to identify ways to provide better “customer service.”

Strategy: Provide the Admissions Office and Admissions Director with the tools and resources needed to efficiently recruit and enroll students.

Actions:

- Acquire and implement an admissions module for the student information system as money becomes available and ensure continual professional development.

Strategy: Quantify Admissions efforts.

Actions:

- Create and distribute yearly travel/visit schedule with number of HS visits, major job fairs, college fairs, targeted programs, tech centers, etc. Include list of participants for each visit.
- Create list of on-campus promotional events (such as the Fall Open House).
- Formalize a contact and follow-up plan for potential students.
- List contacts at each school, event, etc.
- Coordinate with appropriate faculty, staff, and educational partners to arrange for attending the events.
- List the recruiting materials necessary for regular recruiting activities and work with the PI&M Office to purchase the items.

Strategy: Track graduate placement rates, incomes, etc.

Actions:

- Collect grad survey info from designated ACC employee(s) collecting pertinent data.
- Coordinate and expand institutional research and use of statistics and surveys.
- Coordinate internal institutional information needs and usage with MIS and institutional researcher.
- Conduct ongoing student database and statistical research training sessions.

Strategy: Examine the cost of attendance.

Actions:

- Explore alternate pricing strategies (i.e. only two pricing tiers).
- Explore scholarships for Michigan, US and foreign students.

Marketing Goal 2: Examine relevant ACC policies, practices and organization, and suggest changes to improve service to students. (Aligns with College Goal 1)

Objective 2-1: Work with the Admissions Office to formalize and circulate an Admissions Plan which outlines admissions activities.

Supporting Strategies and Actions:

Strategy: Quantify Admissions efforts.

Actions:

- Create and distribute yearly travel/visit schedule with number of HS visits, major job fairs, college fairs, targeted programs, tech centers, etc. Include list of participants for each visit.
- Create list of on-campus promotional events (such as the Fall Open House).
- Formalize a contact and follow-up plan for potential students.
- List contacts at each school, event, etc.
- Coordinate with appropriate faculty, staff, and educational partners to arrange for attending the events.
- List the recruiting materials necessary for regular recruiting activities and work with the PI&M Office to purchase the items.

Strategy: Use internal methods including the Enrollment Committee to identify challenges and develop enrollment solutions.

Actions:

- The Director of PI&M and Director of Admissions co-chair the committee, recruit members, prepare information, schedule meetings, etc.
- Set recruiting parameters for new areas, including strategies, number of visits, promotional items, satellite class space, etc.
- Explore the educational needs of outlying communities and identify locations in which to provide classes.

Strategy: Provide the Admissions Office and Admissions Director with the tools and resources needed to efficiently recruit and enroll students.

Actions:

- Acquire and implement an admissions module for the Datatel system.
- Regularly evaluate the need for additional recruiting staff and activities.

Objective 2-2: Structure ACC actions and resources to remove barriers to admission and taking classes.

Supporting Strategies and Actions:

Strategy: Maximize class schedule to make it easier for students to take classes.

Actions:

- Schedule more classes/sections to run during evenings and in condensed (e.g. one class a week, etc.) formats.
- Coordinate program requirements with classes offered each semester.
- Identify programs and classes with high concentrations of adult learners; schedule these classes during the evenings and at non-traditional times.

Strategy: Explore weekend, evening and condensed courses.

Actions:

- Identify 5-10 new courses (gen ed? leisure?) that could be offered in the evenings or at nontraditional times and formats.
- Identify courses that could benefit from a condensed or weekend format.
- Study human resources and financial implications of offering more classes during the weekend, etc.

Strategy: Increase number and diversity of Summer Semester offerings to appeal to students returning home for the summer.

Actions:

- Identify and schedule more traditional transfer classes to offer in an expanded Summer Semester.

Strategy: Maximize class schedule to make it easier for students to take classes.

Actions:

- Schedule more classes/sections to run during evenings and in condensed (e.g. one class a week, etc.) formats.
- Coordinate program requirements with classes offered each semester.
- Identify programs and classes with high concentrations of adult learners; schedule these classes during the evenings and at non-traditional times.

Strategy: Explore weekend, evening and condensed courses.

Actions:

- Identify 5-10 new courses (gen ed? leisure?) that could be offered in the evenings or at nontraditional times and formats.
- Identify courses that could benefit from a condensed or weekend format.

- Study human resources and financial implications of offering more classes during the weekend, etc.

Marketing Goal 3: Act in partnership with institutional leadership and campus constituents to identify new programs and services and examine/modify current ACC programs and services in response to the needs of existing and potential markets. (Aligns with College Goal 3)

Objective 3-1: Work with campus constituents to explore new program possibilities

Supporting Strategies and Actions:

Strategy: Regularly communicate with colleagues in Academic Affairs, Admissions Office, and faculty.

Actions:

- Share information at meeting including Executive Council, Enrollment Committee, etc.

Strategy: Survey selected markets to gauge interest in new programs, etc.

Actions:

- Work with campus constituents to identify opportunities for new programs and markets for new programs.
- Use Survey Monkey and other tools to administer surveys.

Objective 3-2: Optimize the number of Community Education and Workforce Development programs and participants.

Supporting Strategies and Actions:

Strategy: Support Community Education through promotions.

Actions:

- Create, implement, and modify as needed an advertising plan for print, broadcast, and web-based advertising.
- Provide publications and webpage design and production services to promote courses and raise awareness.

Strategy: Support Workforce Development initiatives.

Actions:

- Support/promote Workforce Development initiatives through help with publications, advertising and website work.

Strategy: Support WCCT efforts to market Blockmakers and WCCT services.

Actions:

- Provide marketing, advertising, publications help and support to WCCT efforts.

VI. Marketing Definitions

Branding — *“Branding is a process of establishing and managing images (graphic identity), perceptions, and associations that the consumer applies to the product, based on the values and beliefs associated with the product.”*

To date, the College’s brand has not been managed but is the result of the many interactions the College and its employees have with the community. The marketing plan should address this situation. The School of Choice theme has been suggested; a comprehensive communications package — tentatively titled “The Value of an ACC Education” is being developed. Implementation of the plan will begin in FY06; additional resources will be requested as part of the marketing plan for FY07 and beyond.

Product — ACC’s product is education. This product can be defined/delivered in a variety of ways — such as credit classes, non-credit classes, community education, professional and workforce development, etc. — and delivered in a variety of ways. Education can be a vehicle for students to achieve their career and life goals, a way to keep mentally and physically active, an avenue for social interaction, etc. One of ACC’s challenges is to develop ways to deliver the product to a variety of markets and meet a variety of needs.

Pricing — *“Pricing is the monetary value of your product(s) or service(s) to your target market. For retailers, pricing involves an overall pricing approach for the establishment or chain, as well as setting prices for each individual item. For service firms, there are fees and rates and the application of each in a given transaction. For most business types, there also exist instances of competitive bidding and negotiation, which are components of prices.”*

As mentioned elsewhere in the business review and the marketing plan, we will gather the pricing information of our main competitors and assess our target markets to clarify our pricing options. A perceived challenge is ACC’s pricing for out of district students. Currently the operating philosophy of the College is to keep tuition and fees as low as possible through prudent fiscal management to make sure we don’t price students out of our services; for FY05, ACC ranked third highest in tuition rates among Michigan community colleges. ACC’s cost to out-of-district students is higher than what students would pay at their “home community college.” On the non-credit side, we do vary our pricing based on factors such as grants, the services offered (for example, Blockmakers classes) and what the market wants/is willing to pay.

Distribution — Distribution is *“...the transmission of goods and services from the producer or seller to the user. By this definition we mean the method through which the target market user receives the product from the producer.”*

For ACC, distribution encompasses the Alpena and Oscoda campuses and services (including the MBUC), classes and services at off-site locations (including dual enrollment and workforce development), and online classes. In general, this marketing plan is exploring ways to distribute classes and services beyond the physical ACC campuses. Dual enrollment and the Oscoda Campus have the most potential for growth. There is also growth potential for in-district

students. The marketing plan suggests several objectives for increasing the College’s presence in these areas.

Personal Selling — Personal selling/service “...involves all functions related to selling, operations, and service in the store, office, or other environments, such as door-to-door solicitation, in-home selling, and telemarketing. This includes hiring and managing sales personnel, stocking inventory, and preparing the product for sale, as well as the presentation and maintenance of the facility. For business-to-business and consumer goods firms, personal selling relates to the manufacturers’ selling and servicing of its products to the trade and/or intermediate markets (various buyers of the product within the distribution channel from the original producer to the ultimate user).”

For ACC, personal selling includes admissions and recruiting function as well as the communications function. The admissions technician is the primary salesperson for the institution. To a lesser extent, all employees are salespeople. The marketing plan supports and increases the admissions effort to enable more person-to-person interaction both on-campus and in outlying areas.

Promotion — “Promotion provides added incentive, encouraging the target market to perform some incremental behavior. The incremental behavior results in either increased short-term sales and/or an association with the product (e.g., product usage or an event-oriented experience).”

The marketing plan lists several tasks related to increasing available incentives. The underlying goals are to: motivate school counselors to recommend ACC to more of their higher-ed bound students; encourage more students to consider higher ed through ACC; define ACC’s brand; and provide more leads for the Admissions Office to pursue. These promotional items will be used to increase ACC’s presence in outlying areas (both inside and outside the service district), including attending job fairs and other events.

VII. Marketing Plan Budget and Calendar

- Maintain records of expenditures for admissions and public relations advertising, promotions, etc. Include breakdown of spending between Alpena and Oscoda campuses.
- Copy of publications schedule (need to create).
- Be included in the discussions on setting advertising and marketing institutional budgets.

VIII. Data Collection

- Headcount (duplicated, unduplicated), credit hours and contact hours by term.
- Non-credit headcount and credit hours chart.
- Tuition & fees for competitor institutions (CCs, public and private 4-year institutions).
- Demographics for all district school systems.
- All stat sheet items.
- Demographics for Alpena, Presque Isle, Alcona, Iosco, and Montmorency counties.
- Chart of student population by program.
- Chart of student population by home town.
- Online class offerings list.
- Dual enrollment class offerings list.

- Opinion surveys and focus groups.
 - Constituent Survey