



Guam Community College
Marketing Plan 2017-2020
Office of Communications & Promotions
Update: December 2016

Marketing the GCC Mission/Vision

Mission: Guam Community College is a leader in career and technical workforce development, providing the highest quality, student-centered education and job training for Micronesia.

Vision: Guam Community College will be the premier educational institution for providing globally recognized educational and workforce development programs.

ISMP Goal: Visibility and Engagement

The Guam Community College Institutional Strategic Master Plan 2014-2020 takes GCC to new levels of engagement with regard to career and technical education and workforce development. The marketing goal of the ISMP, Visibility and Engagement, calls for the promotion of the Guam Community College brand to achieve regional, national, and international recognition: “Within the next six years GCC needs to expand its horizon to be internationally and globally recognized as a premier higher education institution that provides quality and proven educational and workforce development programs. The College needs to invest in improving and expanding its mode of educational delivery and provide access not only on the local and regional level but also, in the immediate future, on the international level as well.”

In order to achieve this monumental goal, two specific marketing initiatives are included in the ISMP:

Initiative 1: Market and highlight the GCC brand.

Re-launch a strengthened branding campaign to provide awareness of the educational and workforce development programs offered at the College. Develop a marketing video showcasing the College’s facilities, real time classroom action, student testimonials, technology-equipped classrooms and state-of-the-art student center and learning resources center. GCC’s low-cost tuition and fees as part of a two-plus-two formula for those wanting to continue their post-secondary education should also be highlighted.

Initiative 2: Promote internationalizing our campus.

The quest of internationalizing our campus begins right at home here at GCC. GCC is a diverse campus community with faculty, administrators, staff, and students coming from different ethnic backgrounds of the neighboring islands of Micronesia, and the

countries of the Philippines, Korea, China, Japan, and the Chamorro people of Guam and the Northern Marianas. The ISMP calls for GCC to set aside a day to honor and celebrate its diversity. The Plan recommends that the College research and write the history of GCC “from its humble beginning and its origin as the Guam Trade School in the 1950s and its transformation to the community college that it is at present.”

The afore-mentioned initiatives are intended to improve awareness of GCC on local, regional, national and international levels. The ISMP calls for specific performance metrics to be established to measure success in improving local, regional and international awareness of the “GCC brand.”

Marketing Plan 2017-2020

In order to meet the objectives outlined in the ISMP goal of Visibility and Engagement, the following dynamic three-year plan has been developed to highlight GCC’s brand and postsecondary programs, secondary (high school CTE) programs and Continuing Education & Workforce Development (CEWD) offerings on local, and if appropriate, regional, national and international levels.

Initiative 1: Market and highlight the GCC brand.

- *Launch a new **GCC Logo System** in 2017, to coincide with the 40th anniversary of the College.*
- *Develop short marketing videos (:15, :30, 1-2 minutes in length) to be distributed via GCC social media channels, showcasing the College’s facilities, real time classroom action, student testimonials, technology-equipped classrooms, state-of-the-art student center and learning resource center, and GCC tuition and 2+2 alternatives.*

Revitalizing the GCC Brand for GCC’s 40th anniversary in 2017

The GCC “brand” consists of the intangible relationship that the community at large has with the College. Over the past seven years (2009 – 2016), GCC has developed a largely positive, productive relationship and reputation with the local community. The college’s image has improved dramatically through the promotion of new or revitalized programs based on employment and community needs, new buildings, the acquisition of federal grants, and the highlighting of student successes at both the postsecondary and secondary levels. Enrollment consistently increased from 2006-2014, and dipped approximately 6% in 2015, following a national trend. For fall 2015 and 2016, enrollment has remained steady at approximately 2,400 students. GCC’s visibility increased through the launch of a new and much-improved web site in June 2012, and the use of not only traditional local media advertising campaigns, but (due in part to budget constraints) more so to increased social media engagement with students, alumni, and the public, and through outreach programs such as the College Access Challenge Grant Program (which transitioned into the local Reach for College program in

August 2016) and Community Access Points in several of our mayors' offices. GCC has become a household acronym on the island.

GCC will take advantage of the College's 40th anniversary in 2017 to launch a strengthened branding campaign, inclusive of a new, more progressive GCC *logo system*. The logo launch will occur on February 16, 2017 as the initial 40th anniversary campus event to which students, faculty, staff, administrators, and key community partners will be invited. The GCC Office of Communications and Promotions and the Development and Alumni Relations Office have planned a total of 11 events to market the 40th anniversary/new logo:

GCC 40th Anniversary Events for 2017

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|---|-------------------------|
| 1. 40th Anniversary Capital Campaign - all year | |
| 2. Logo Launch on campus | Thursday, Feb. 16, 2017 |
| 3. Parade of Shoes @ Kentos | March TBA* |
| 4. Leadership Dinner | April 22* |
| 5. 2017 Commencement | May 12 |
| 6. Wine Tasting @ LRC | May 19* |
| 7. Liberation Parade Float | July 21 |
| 8. Labor Day Picnic | Sept. 3 |
| 9. Par Excellence Golf Tournament | Sept. 30* |
| 10. FHB/GCC John Lee 5K | Nov. 4* |
| 11. 40th Anniversary Gala | Nov. 11 |

*Tentative Dates

Development of New GCC Logo System

In November 2014, the Office of Communications & Promotions assembled a Logo Group consisting of GCC stakeholders from the student, faculty, staff, and administration sectors. A call for participants from within the College produced several faculty members from the Visual Communications and Pre-Architectural Drafting program willing to participate. This Logo Group formulated aspects of developing a new logo such as what GCC wants the logo to represent, colors, meaning, etc. The Logo Group:

- Conducted interviews with key administrators and staff
- Held logo input sessions
- Conducted a "brand development exercise"
- Used collaboration to validate the new logo development process by involving all stakeholders

Unlike with other higher education institutions that hired outside consultants at great expense to develop a new logo, GCC's new logo system was a two-year process conducted entirely in-house with assistance from the Visual Communications program and with the hiring of a graphic artist (a graduate of the GCC Visual Communications program) in the OCP.

GCC Logo Survey

A “brand development exercise” was conducted during fall semester 2014 using a survey acquired from a new logo development session at the National Council of Marketing & Public Relations 2014 conference. The Logo Group adapted the survey for GCC. Hard copies were distributed during the spring 2015 Meet the President, and an online version was available for students, faculty, staff, alumni, and the community through the GCC portal, web site, and on GCC’s Facebook page. The Logo Group used the survey results to assist in the development of parameters for the new GCC logo.

Performance metrics: Results of survey, input from focus groups and solicitation of opinions from constituents on GCC portal and Facebook page on new logo samples, approximate count of number of people solicited and involved in the development of the new logo.

The new logo system will require the re-design of all College print materials in 2017 to contain the new logo: folders, brochures, program cards, t-shirts, etc., in order to make the new logo recognizable throughout Guam and the region. All print materials produced after the new logo is unveiled will also use the new logo. (Due to budget constraints and sustainability measures, materials containing the old logo will still be used, however not prominently if at all possible.)

Web Site Bid 2018

GCC attempted to coordinate the unveiling of new GCC logo system in 2017 with a new look and upgrade for its web site, www.guamcc.edu. The OCP announced the web site bid in early 2016, however two bid protests and attorney’s fees derailed the process, which is now delayed until April, 2018.

Performance metrics: Timeline of new web site development; web site analytics on number of visits once new site is launched.

Note: Due to delay in acquisition of new web site, OCP has contracted current web site host/maintenance company to make minimal color/logo changes to current web site to coincide with new logo launch in February, 2017.

Marketing Video

Initiative 1 calls for the development of a marketing video showcasing the College’s facilities, real time classroom action, student testimonials, technology-equipped classrooms, state-of-the-art student center and learning resource center, and GCC tuition and 2+2 alternatives. An eight-minute GCC recruitment video produced in 2010 is definitely outdated, as is the call for this type of video. It is also very cost-prohibitive. Trends show that brief videos are more effective marketing tools; therefore, the OCP instead has been producing, and will continue to produce, :15, :30, and 1-2 minute videos that showcase the College’s facilities, programs, real time classroom action, student testimonials, technology-equipped classrooms, state-of-the-art student center and learning resource center, and GCC tuition and 2+2 alternatives. The OCP finds that

posting these videos on the Guam Community College Facebook, Youtube, and Instagram social media sites garners the College far more marketing reach and interaction than a traditional longer video would generate.

Performance metrics: Number of people who view videos once videos are produced and loaded onto GCC social media channels and shown at GCC events.

Initiative 2: Promote internationalizing our campus.

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- **The ISMP calls for GCC to set aside a day to honor and celebrate its diversity. The Plan recommends that the College research and write the history of GCC “from its humble beginning and its origin as the Guam Trade School in the 1950s and its transformation to the community college that it is at present.”*

Efforts to internationalize the GCC Campus

The OCP will continue to promote the internationalization of the GCC campus locally and regionally by highlighting GCC’s diversity through media releases, social media, and in the GCC annual report. OCP will highlight students from various ethnic backgrounds in its advertisements. OCP will also highlight the annual fall and spring festivals, which honor and celebrate its diversity through the festivals’ “Tour of the Pacific.” The “Tour of the Pacific” has each of GCC’s nearly 20 student organizations highlight one culture represented at the College. The organization puts together a cultural display at its booth, and members dress in that culture’s clothing and provide a food item from that culture for display or for attendees to sample. OCP highlights this aspect of the festivals in the annual report, through media releases to media organizations, and through posting of photos of this diversity event on social media, which are very popular and garner over 1,000 reaches, views, and reactions on social media.

Further efforts to internationalize the GCC campus will include continuing to promote the College through various media channels as a means by which people can gain education and skills in order to be competitive in Guam’s increasingly technological and global workforce. Efforts will highlight graduates that have been successful on national and international levels.

The OCP will also continue to promote and highlight the College’s growing number of partnerships with hotels and other entities in foreign countries such as the Philippines, Thailand, Taiwan, and other countries, through media releases, postings on social media, and in the annual report. It is also designed to promote GCC nationally and internationally as a career and technical education partner.

An in-depth history of the College will be written and highlighted in the 2016-2017 Annual Report, and for the GCC 40th anniversary Gala in November, 2017.

Performance metrics: Number of advertisements produced that contain students of different ethnicities; number of Google hits produced by media releases, number of “likes” and “retweets or favorites” of postings on social media; number of national or international Google hits.

The “sustainable” promotion factor of GCC programs and services

The two marketing initiatives outlined in the ISMP 2014-2020 are being addressed through the continuous promotion by the OCP of GCC as a means to provide people with the education, skills and training they will need to be competitive, sustainable members of Guam’s increasingly technological workforce, which will in turn help them to build a better quality of life for themselves, their families, and their community. Advertising campaigns starting in 2015 have highlighted “sustainability,” in keeping with the sustainability movement that GCC is leading on campus and around the island. GCC’s campus sustainability features include photovoltaics on the roofs of all new buildings, LEED-certified buildings, and most importantly for our students, programs and courses that promote sustainable professions, and our very environmentally active Ecowarriors student organization. This focus on sustainability carries the message that people can become more sustainable with education and workforce training.

GCC will continue to promote Reach for College, the local equivalent of the federally funded College Access Challenge Grant Program, which ended in August 2016. This program promotes GCC as a first option for postsecondary education to middle and high school students.

Marketing Tools:

Web site

The web site will be GCC’s main *information* connection to the community. All print and media ads will drive people to www.guamcc.edu for program information and registration. The web site will continue to include extensive information on postsecondary, secondary, and CE programs, as well as contain knowledge about the institution. The polling capability on new web site is not scientific in nature; however OCP has used and will continue to use the poll to advertise scholarships, financial aid, and to gain insights into students/community opinions on issues or events.

Performance metric: Analytics on number of visitors to main web site page, program pages, etc.

E-Catalog system

GCC's e-catalog system became fully operational in fall 2012. The College now prints only a few dozen hard copies of the catalog. The e-catalog allows for instantaneous course and program updates, and serves as an educational planning tool by allowing students to create their own educational plan within the catalog. They can create a file, save it, and plan their courses per semester. The e-catalog, accessed through the main web site, creates an increased on-line presence, and also serves as a registration marketing tool.

Performance metric: Analytics from Acalog, e-catalog vendor, on number of hits to e-catalog.

Media

Budget constraints have prevented the OCP from running full-on local media campaigns and special events at the College; however OCP is meeting this challenge by "boosting" posts on Facebook (boosts act as paid advertisements), and through stronger focus on social media. Still, advertising campaigns will include:

Print/Radio/TV advertisements

Movie Theater advertisements (when funding is available)

Free media air time

Individual media campaigns will target fall and spring registrations, and will focus primarily student success stories as a marketing tool to promote education and training at GCC as a means to better employment opportunities and a more advanced workforce.

Secondary programs will be marketed through traditional and social media promotion in conjunction with the Reach for College Program and the information provided by the Vocational Guidance Counselors in the five public high schools.

Free airtime is taken advantage of whenever possible. The OCP schedules and will continue to schedule guest appearances for College personnel on local radio talk shows prior to a newsworthy event or new program launch. Occasionally, the OCP assistant director is asked to host a talk radio show segment, which provides GCC with four hours of free radio airtime to promote College programs and events.

Performance metrics: Number of Google hits mentioning GCC; number of times GCC appears in print, or on radio or TV; number of times GCC guest-hosts radio shows, number of times GCC calls in to radio shows.

Media releases

OCP issues media releases to local news outlets at a rate of approximately five releases per month, often times more, depending on College or program events or student successes. Releases will continue to highlight postsecondary, secondary, and CE events, programs, grant funding, new equipment and various other newsworthy items

surrounding the college. (Media post the releases on their web sites. Information is then picked up by international web sites. The College's image has been strengthened by this electronic dissemination of information.)

Performance metrics: Number of media releases issued monthly; number of Google hits; and number of news articles in print, on TV, radio, or website that releases generate.

Social networks: Facebook, Twitter, LinkedIn, Youtube, Instagram

During 2014 GCC added LinkedIn to its list of social media outlets, and in 2015, Instagram was added. Social media use by all students, alumni, and friends of GCC has consistently increased since the launch of the social media pages in conjunction with the launch of the new web site in 2012. The OCP monitors these outlets and posts two or more messages per week on the Facebook, Twitter and LinkedIn accounts. Postings serve to create a conversation with constituents about GCC events or happenings, and to (on Facebook) answers students' questions about various issues such as financial aid and registration. GCC videos and commercials produced by the college or production companies are uploaded onto College's YouTube account and linked to the web site and the College's other social media pages whenever possible. All of the social media sites provide analytics as to increase in users, number of visits, etc. OCP will continue to use social media as an extremely important marketing and communications tool for the College.

Performance metrics: Number of, and increase in, likes, followers, retweets, favorites, LinkedIn followers due to postings. Number of positive comments generated on social media about GCC.

Surveys

OCP will continue to use surveys conducted by the Office of Continuing Education & Workforce Development to monitor satisfaction of businesses with the program, courses offered, performance of students/employees. OCP will use testimonials from satisfied managers, owners, and supervisors in print/radio/TV ads for registration and promotion of College events.

Performance metrics: Number of survey respondents; results of surveys; testimonials used in ads and annual report.

Focus Groups

OCP will formulate occasional focus groups (or survey occasional classes) to obtain feedback about student satisfaction at GCC. Focus groups have proven valuable during the development phase of the new logo and with regard to transformation of internal procedures that affect student services. These focus groups can be in the form of "brown bag lunches" at the Student Center, speaking with various classes, or working with classes to promote student projects. Discussion will include students' and community perceptions of GCC, the methods through which they receive information

about the college, and how information dissemination and public perception of the College can be improved. Absent a formal scientific survey (currently cost-prohibitive), these efforts can serve as valuable sources of input from the primary target regarding the College's marketing efforts.

Performance metrics: Number of people who attend focus groups; number of times focus groups meet (goal is one per semester).

Students/Graduates

OCP will continue to use student and graduate testimonials about the quality of education at GCC and how it helped graduates to become gainfully employed. Testimonials are being used in radio, TV, print, and social media ads. Brief testimonials are also included in the College's annual report.

Performance metric: Number of students and/or graduates used in ad campaigns; highlighted in annual report.

Business Partnerships

OCP will continue to partner with businesses enrolled in GCC Apprenticeship and Work Experience programs, and connect with other businesses that partner with various GCC programs. OCP will continue to promote these businesses in radio and print ads that highlight the partnership and the particular business' satisfaction with the GCC program. Will also highlight business partnerships in the annual report, and continue to send notifications to media whenever new businesses enter the apprenticeship program.

Performance metric: Number businesses used in ad campaigns; highlighted in annual report.

Marketing to Alumni

OCP will work with Office of Development and Alumni Relations (DAR) to market special events hosted by the College. Marketing will consist of paid advertisements (within budget constraints), announcements on web site and social media pages, e-vites distributed to alumni and various stakeholders, and scheduling of free appearances on radio and TV talk shows.

Performance metric: Number of alumni events advertised in media or on Facebook or through other media channels, number of actual attendees at events/number of tickets purchased for events.

Summary

The GCC Marketing Plan 2017-2020 incorporates the College's Institutional Strategic Master Plan 2014-2020 marketing goals in order to elevate GCC to new levels of

engagement with regard to career and technical education and workforce development, on local, regional, national and international levels. The various components of the Marketing Plan, including the launch in 2017 of a new GCC logo system, are designed to highlight and promote GCC programs, technology, facilities, and most importantly, student/graduate successes. This plan is dynamic, and designed to promote the GCC brand locally and regionally as a means for people to become “sustainable,” by helping them to gain education and skills in order to be competitive in Guam’s increasingly technological and global workforce. It is also designed to promote GCC nationally and internationally as a career and technical education partner, providing, as the GCC mission states, “the highest quality, student-centered education and job training for Micronesia.

Biba GCC!