| **TASK-A** | to develop a marketing plan which helps to enhance GCC’s brand identity |
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| 1. **Specific Activities to Address Task** | Conduct Baseline consumer and business research |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Ongoing |
| Performance Measure | Electronic survey assessing quality of training and performance apprentices and GCC graduates |
| Percent Completed | 30% |
| Next Steps | Use survey results to develop business testimonials about quality of GCC graduates performance in the workforce. Also conduct survey of students at 2012 student conference to assess satisfaction with GCC and effectiveness of GCC media ads. |
| Comments | Electronic survey not possible at this time; however interviewed 10 apprenticeship businesses to obtain testimonials about quality of GCC apprentices’ performance in the workplace and used these testimonials in the 2010-2011 annual report. Used results of Guam Employers Survey Report 2011 conducted by Continuing Education to focus ads on what employers need, and how GCC programs can help potential employees meet those needs. |
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| 1. **Specific Activities to Address Task** | Design a branding campaign |
| Person Responsible | Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Completed |
| Performance Measure | Developed unique branding campaign with music and slogan to include all print and electronic media ads and all print materials emanating from GCC. |
| Percent Completed | 100% - Branding campaign using student, graduate, and apprentice testimonials in radio ads, print ads, and annual report is ongoing. |
| Next Steps | Use enrollment statistics, surveys and attendance at GCC events, and Facebook inquiries to assess effectiveness of branding campaign. |
| Comments | Branding campaign to differentiate GCC from the University of Guam. If the campaign proves to be “catchy” and effective, will implement for two to three years. |
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| 1. **Specific Activities to Address Task** | Incorporate all existing communication devices into the new brand |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Ongoing |
| Performance Measure | Incorporating branding campaign using GCC colors, music and workforce development theme into media ads and print materials. |
| Percent Completed | 50% |
| Next Steps | Use enrollment statistics, attendance at GCC events, and Facebook inquiries to assess effectiveness of branding campaign |
| Comments | If the campaign proves to be “catchy” and effective, will implement for two to three years. |

| **TASK-B** | to increase enrollment and improve student retention at gcc |
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| 1. **Specific Activities to Address Task** | Advertisement of federal College Access Challenge Grant Program & Project AIM/TRiO program |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Ongoing |
| Performance Measure | Work with programs to advertise events and develop poster campaign to put in middle and high schools highlighting programs and degrees at GCC. |
| Percent Completed | 40% |
| Next Steps | Hire photographer to take pictures of GCC students to use in poster, develop layout design of posters and secure printing. Events advertised in media, within budget constraints. Working with CACPG to develop recruitment video and TV/movie theater ads for program. |
| Comments | Collaboration with federal programs is designed to boost college attendance and GCC “brand,” and allows advertising dollars to be more effective. |
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| 1. **Specific Activities to Address Task** | Campus special events |
| Person Responsible | Jayne Flores, Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Open Campus Day completed (Feb. 2011, Student Center groundbreaking completed (Dec. 2011). |
| Performance Measure | Measured attendance from 2010 to 2011 Open Campus Day, Open Campus Day 2011 participant evaluations 73% extremely helpful/enjoyable, and marked attendance at Student Center ribbon cutting to assess interest in GCC. |
| Percent Completed | 100% |
| Next Steps | Use attendance and event evaluation feedback to improve the next year’s event. |
| Comments | Open Campus Day 2011 well received – 50 businesses represented, approximately 500 people visited campus, based on crowd estimates. Over 200 people attended Student Center grand opening. |
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| 1. **Specific Activities to Address Task** | Advertising campaigns and free media publicity |
| Person Responsible | Jayne Flores Assistant Director, Communications & Promotions |
| Timeline | December 2011 |
| Status | Completed for 2011, ongoing for 2012 |
| Performance Measure | 2.34% percent Increase in enrollment from Fall 2010 to Fall 2011, number of Google hits from media releases and media mentions of GCC: 528 (approximately 44 hits about GCC per month). |
| Percent Completed | 75% completed for 2011 |
| Next Steps | Assess effectiveness of ad campaigns on enrollment and positive student perception of GCC through feedback on Facebook and student survey used during enrollment. |
| Comments | Did not develop student survey for Fall 2011 enrollment measuring effectiveness of advertisements in getting students to enroll for classes. Minimal feedback on Facebook; students use mostly for inquiries. |