Porterville College *Pirate Pathways* Communications Plan – As of 2-20-20

Event Date / Information:

- **Target Pilot Launch for Fall 2020** with currently enrolled students.
- Students/Potential students will need education before the launch.
- Launch new pathways to the pilot group and the community in phases. This is an entirely new way of thinking about education at a community college, so we will need to explain it clearly and often.
- Use only "theming" of Pirate look and feel so we do not lock ourselves into a look and convolute the message.
- Overall goal of all materials should be simplicity and ease of understanding.

Goals:

1. **Interpret list of careers or clusters and their benefits** (WIIFM) into usable marketing USPs and sales angles.
2. **Organize into easily digestible pieces** to avoid overwhelming students and having them avoid pathways altogether.
3. **Break down into multiple simple messages** / benefits of the guided pathways program to help simple sell.
4. **Educate the Campus Community** about the program. What are "Pirate Pathways"? Why should you map out your path to success? Hopefully, it will begin to change the way people think about offerings at PC.
5. **Educate the public** about the "pathways" available at PC.
6. **Promote individual pathways** to highly targeted groups.
7. **Gather opinions and data** from the "pilot group" to inform future marketing of the program.
8. **Maintain "collegiate" look** and feel to messaging.
9. **Adjust the future of the plan** based on data from initial targets, groups and marketing methods.

Initial Targeting (purpose)

1. **Staff and Faculty** – (Culture change… Education)
2. **Current Students** – (Culture change… Ease of path… Promote use of pathways… Promote "alternate" pathways)
3. **Potential future students** – (Promote specific pathways… Promote change of life… Demonstrate the benefits of the choice.)
4. **HS Advisors / Counselors** – Target them to educate… this is how you sell navigate

Phasing:

1. Educate the campus community. Begin introducing pathways concept and benefits.
2. Educate the community at large. Introduce the concept to community. Begin introducing individual clusters/pathways to all.
3. Begin tighter focus on individual pathways and benefits.
4. Provide regular follow-up and reinforcement of message.

Timeframe	Activity Phase
February–April 2020	1. Prep of colatteral, design of messaging, ads, etc. Gathering final information on pathways. 2. Determine which clusters to focus on. Develop USPs for each. 3. Completion of contracts and placement of relevant media buys. 4. Internal Marketing to staff and faculty. 5. Early Social Media Messaging Begins.
April–July 2020	1. Launch of external messaging about the program. 2. Education of current students and community (generic educational). 3. Explain what pathways are and why are they important. 4. Restructure the web site to better guide students to pathways… make more outward facing
June-August 2020	1. Narrow and split messages to provide specific information to multiple targets. 2. Use individual pathways or clusters to focus targeting of marketing.
Beginning August 2020	1. Move to supportive / maintenance marketing. Start standard quarterly marketing (calendar to be determined)

Messaging (Potential):

1. *Chart your course to success!*
2. *Chart the course to YOUR future with Pirate Maps!*
3. *Your Pathway to Success*
4. *Start on the pathway to your future today!*
5. *Easy to understand Education*
6. *The Pathway to "Hire" Education*
7. *Find **your** pathway at PC*
8. *Follow us to your future*
9. *PC… your path to a new future*
10. *Find the Treasure in your Future*
11. *Pirate Map… Build your Map…*
12. *Create web site…*
13.

S.W.O.T (To be further developed with stakeholders)

1. **STRENGTHS** – Pathways just makes sense. School geared toward making the student experience easier for users. Allows us to target programs much better. An affordable way to change your life, find your path. Eliminates wasted time.
2. **WEAKNESSES** – Clear pathways need to be drawn quickly. Need to be able to create pathways for emerging markets. Must create pathways that are attractive to students.
3. **OPPORTUNITIES** – Growth potential and repackaging potential for new markets. Customisability. Draw more students to PC because of a more targeted method of promoting en "end game" for education.
4. **THREATS** – If we don't haver a proper understanding of clusters and how to sell them to our students we can loose them. If we don't keep the number of offerings in each area manageable, it could cause students not to start or be scared away.

Timeline (approximate): *The target date for official launch of Pirate Pathways to the public is **Fall Semester, 2020** (August 24, 2020).* The plan is back timed according to the cost and effectiveness of certain methods. This is a fluid plan, built for any of the pieces to be removed, if needed, due to budget or other reasons. Below is a tentative timeframe that may be adjusted during the campaign:

Item	Dates	Cost	Notes
Creation of Pathways logo and collateral material templates.	2/1-3/1	Time and Creative	Create a logo for Pirate Pathways and a set of material templates to be used to promote programs.
Design and begin printing materials for distribution	2/1-4/15	Time and Creative; Printing costs	Program Flyers for each cluster, Pathway Maps, new program materials for each "end game" degree
Choose "host students" to be the "face" of the campaign (boy and girl). Get them "proper" Pirate Costumes.	2/1-3/15	Time and Creative; Cost of Costumes, ($300 or less).	Spread the word and select candidate to use in creation of video and print materials.
Social Media – Phase 1	3/1-4/01	Time and Creative	Text and Image Only General Information: Have you picked your pathway? What is Guided Pathways? These posts will appear 3 to 5 times per week
Creation of Explainer Page on website	2/15-3/15	Time and Creative	For use until full site restructure. Simple "how to" based site explaining the process with a quick, what is it introduction.
Post Slider on Web Site	3/15 – 8/30	Time and Creative	Choose your pathway (directs to explainer page)
Set up series of yard signs on campus	3/1	$200 for 20	Make a path to Student Services. Asking "Have you started on the path?" Follow the signs to your future
Posters on Campus (external on boards and in classrooms)	3/10	Time and Creative	Generic: Choose your Pathway. / What is your pathway? Talk to your counselor. Use images of the two "host students" in their design.
Begin sending regular e-mail to students	4/1	Time and Creative	Bi-monthly explainer message (adobe story interactive) about Pathways to be emailed in a

			message with link. Each email can deal with a different topic or subject or highlight a different pathway (featured Pirate Pathway of the month).
Provide Flyer information for PC Connection Participants	April 8-9	Time and Creative, Print Shop Printing	Have flyers designed and printed by April 5
Reinstitute the use of Google Adwords and SEO in favor of Pirate Pathways	3/10	$50-200 / Month	Use google adwords to push web and social media traffic to Guided Pathways page.
Begin Boosting Pathways Posts on social media.	4/1	$300 / mo	Use boosted posts on Facebook and Twitter to increase awareness and traffic to social media messages and our Pirate Pathways page.
Social Media – Phase 2	3/30	Time and Creative	Highlights of different pathways or clusters
"Geo Fencing" messages begin to students near campus (Mobile Conquesting) – Phase 1	3/1-6/30	$1500 / month for 100,000 impressions	Begin sending explainer messages to students on campus and in other geofenced target areas (HS Stadiums, etc.). Begin receiving tracking data on these targets. Change messaging at graduation time to target graduating seniors.
Establish *Carvertise* "Street Team" and "Car Messaging Fleet" utilizing students and staff to spread the message via grass roots	3/1-9/30	$2400/mo for 8 cars / Students	Six month campaign. Includes 8 "wrapped" cars featuring Pirate Pathways Graphics. This will also employ 8 students for $150 / month to provide their cars. These students will be trained on how to deliver our messages about guided pathways to the people they run into on the streets. As the cars generate interest, they will continue to spread the word. We will also feature this "fleet" of cars on our web site and in promotional giveaways. Designated Parking on Campus?
Install banners along campus fences and on SM-SS building	4/1-4/10	$4500 – (Cost of Wide Format Printer / Materials)	Various messages placed around campus. Example: "The path to your future starts here! Let us show you**!"**
Roll out regular push messages in Navigate	3/30	Time and Creative	Have you chosen your Pathway Yet? Highlight specific pathways. Repurpose student email information here.
Roll out Canvas messages to students	3/30	Time and Creative	Make sure to stagger these messages so we do not create fatigue.
Social Media Phase 3 – **Messages from the President**	4/15-5/15	Time and Creative	Begin posting messages from the president on social media. "This is an important undertaking for PC. This is so important to you as a student…"
Messages on campus monitor feeds	4/1	Time and Creative; $60 / month for 4 monitors	Simple message – Choose the path to your future and (LRC, Student Services, Cafeteria) Look to add monitors to Library and external locations in the future)
Spotify 30 second ads	6/30-9/15	TBD	Ads to begin over the summer to push the "official launch" in fall and enrollment
Hulu 30 second ads	6/30-9/15	TBD	Ads to begin over the summer to push the "official launch" in fall and enrollment
Announcements sent to chamber and other organizations/school districts	3/30-9/30	Time and Creative	Monthly messaging send for inclusion on local newsletters, calendars, announcements, etc.
Social media Phase 4 – Summer Posts	5/1-9/15	Time and Creative	Posts over the summer highlighting individual pathways. Video and Animated Short explainers from students and staff. What is Pirate Pathways? Why should you choose a Pathway? How should you choose a pathway? Targeting Different Majors
Social Media Phase 5 – Student Testimonials	6/1-9/30	Time and Creative	Student Stories produced and repurposed on media and social media and local screens. Video package for use by PC and other potential outlets
Geo Fencing messages (Mobile Conquesting) – Phase 2	7/1-10/1	$1500 / month for 100,000 impressions	Begin focusing on specific pathways. Target messages accordingly. By now we will have a very clear picture of our audience segments from the data.
Development and inclusion of home page sliders for each pathway on campus website	7/1-8/30	Time and Creative	Targeted at Fall Registration
Signage on campus light polls.	5/30-7/30	Time and Creative	Messaging on campus light polls.

Generate a list of stories highlighting each cluster and create videos to repurpose in multiple places.	7/1-10/31	Time and Creative	Create videos over the summer highlighting each cluster and any success stories that arise.
Begin support for Pirate Mapping Events as they are created.	5/1-9/30; Ongoing	Time and Creative	Include marketing support for events created. Include in all messaging. "for more info, call or attend one of our events."