WHAT BCTC’S MARKETING DEPARTMENT CAN DO FOR YOU!

Presented by Jennifer Tyson, PR/Marketing Coordinator
and Sarah Dudik, PR/Marketing Generalist
YOUR MARKETING DEPARTMENT

Who are we & what do we do?
YOUR MARKETING DEPARTMENT

Our Team and Duties

• Sarah Dudik – PR/Marketing Generalist
  • Coordinates social media and website content, takes photographs, creates/designs internal & external publications, obtains quotes for printing requests, places business card orders with KCTCS, and orders promo items and event presentation materials.

• Jennifer Tyson– PR/Marketing Coordinator
  • Produces public relations campaigns, coordinates workload of PIM office, develops relationships with news media and primary media contact/buyer. Maintains expenditures for printing & advertising budgets. Writes press releases and creates ads.

• Emily Miller– Student Worker
  • Assists with graphic design, writing press releases, and billing.
Imagine More!
Our new slogan for 2014-15

Our current marketing campaign will use the “Imagine More” slogan in all advertisements and promotional items for the next year.
Imagine More!
Imagine More!

Talking Points We Are Currently Using:

• Kentucky’s Lowest Tuition
• Prepare for a 4-year College
• Earn an Associates Degree
• Online & Evening Classes
• Transfer With Ease
• Imagine your future starting today
Imagine More!

Examples of Advertisements & Promo Items
Imagine MORE!

- Kentucky’s Lowest Tuition
- Online Classes
- Transfer With Ease
- Earn an Associates Degree
- Scholarships Available

HURRY!
Application Deadline for Fall 2014 is Friday, August 1st!

Bluegrass
Community & Technical College
Winchester-Clark County Campus
(859) 737-3098
bluegrass.kctcs.edu

Bluegrass Community and Technical College is an equal education and employment opportunity institution.

IMAGINE...
Your Future Starting Today!

Bluegrass
Community & Technical College
WINCHESTER - CLARK COUNTY CAMPUS
(859) 737-3098
bluegrass.kctcs.edu

HURRY!
Application Deadline for Fall 2014 is Friday, August 1st!

- KY’s Lowest Tuition!
- Convenient Campuses
- Online/Evening Classes
- Transfer With Ease

Call 859.246.6200 or visit bluegrass.kctcs.edu

Higher Education Begins Here

Kentucky Community & Technical College System
Imagine More!

**Imagine MORE!**

**BCTC offers:**
- Kentucky’s Lowest Tuition
- Prepare for a 4-year College
- Earn an Associates Degree
- Online & Evening Classes

**HURRY!**
Application Deadline for Fall 2014 is Friday, August 1st!

**Bluegrass**
Community & Technical College
Lawrenceburg Campus
(502) 839-8488  bluegrass.kctcs.edu

**ImAGINE...**
Your Future Starting Today!

Call 859.246.6200 or visit bluegrass.kctcs.edu
- KY’s Lowest Tuition!
- Convenient Campuses
- Online/Evening Classes

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**HIGHER EDUCATION BEGINS HERE**

KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
Imagine More!

Imagine more... POSSIBILITIES

Hallway Floor Stickers

Pole Banners for Newtown

Bluegrass Community & Technical College

HIGHER EDUCATION BEGINS HERE

KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
Imagine More!

Large Banner hanging at Lawrenceburg Campus

Direct Mail postcard to Students
Why **Branding** is important

- A college’s brand sets us apart from other institutions.
- A consistent look, message and tone help the college cut through the communications clutter.
- It allows both current & prospective students to know in a matter of seconds who the information is coming from, keeping down confusion.
The Brand Guide applies to any marketing and business materials reaching external audiences and students:

- Newsletters
- Annual Reports
- Calendars
- All Recruitment Pieces
- Community Presentations/PowerPoints
- News Releases
- Program Brochures
- Billboards
- All External Signage
BRAND GUIDE: WHAT IT DOESN’T COVER

• Materials for internal activities/events.
• Classroom materials: PowerPoints, syllabi, etc.
• Student groups/clubs.
• Photos for social media/web that are not integral to the web site design.
REQUIRED STANDARDS

• Non Discrimination Statements
• Typography
  o Marketing Communications Fonts
  o Student Recruitment Campaigns
  o Letters, Formal Usage, Business Materials

• Color Palettes
• Logos, Seals and Graphic Icons
KCTCS BRAND GUIDE

Where Can I Find This Information?

The **Brand Guide** is available at...

kctcs.edu/News_and_Events/
Marketing_and_Communications/BrandGuide
PIM WEBSITE PAGE

bluegrass.kctcs.edu/Marketing

• BCTC logos – downloads, examples of proper/improper usage
• Pantone colors – we use standard colors
• Templates – PowerPoint, flyers
• Compliance Statement
• Request Forms – Business cards, graphic design, photography, printing requests, media release form, promotional items, social media
BRANDING ESSENTIALS

- Logos
- Color Scheme
- Fonts
Recommended Fonts To Use

Basic Styles
• CALIBRI
• MYRIAD PRO
• TIMES
• ADOBE GARAMOND PRO

Fun Styles
• KILROY WAS HERE
• MATT B
• SKETCH ROCKWELL
WHAT IS MARKETING?
A MARKETING ILLUSTRATION

If the circus is coming to town and...

- You paint a sign saying, "Circus is coming to Fairgrounds Sunday," that's Advertising.

- If you put the sign on the back of an elephant and walk him through town, that's a Promotion.

- If the elephant walks through the Mayor's flower bed, that's Publicity.

- If you can get the Mayor to laugh about it, that's Public Relations.

- And, if you planned the whole thing and everyone showed up, that's Marketing!

In other words...it is all of the above!
EVERYONE HAS A ROLE TO PLAY!
EVERYONE IS A MARKETER

Marketing Department

- Provides marketing leadership and strategies, tools and resources.

All college personnel

- Delivers the total educational experience and the college’s brand promise.
- Promotes college/image in the local community.
MARKETING ON A LIMITED BUDGET

Trying to stand out from the competition on a shoestring budget

Lots of cost effective ways we can promote your event, program, etc.

- Facebook
- Twitter
- Fun promo item
- Community Calendars
- Events – Open Houses
- Contests
- Promote Student Groups
BCTC’s Social Media Channels

Facebook, facebook.com/BluegrassCTC
- Most users (4100+), most interaction
- Algorithm limits who sees your posts to encourage paid ads
- Recommended posting 2-3 times a day

Twitter, twitter.com/BluegrassCTC
- Increasing number of followers (900), less direct interaction
- Easy to monitor student activity (search BCTC)
- Posting from 5-7 times a day, every tweet can be seen in feed
- Great for interacting with other orgs and their followers
BCTC’S SOCIAL MEDIA CHANNELS

YouTube, youtube.com/user/BluegrassCTCofficial
- Almost 12,000 views total, but over several years
- Hard to generate new content on a regular basis
- Great place to feature student created work and fun videos
  - Film program has their own channel (Prof Fitch)

Instagram, instagram.com/BluegrassCTC
- Just started recently
- Opportunity to show student activities and classroom work

Flickr, flickr.com/BluegrassCTC
- Primarily used to share photos internally and with external partners
YOUR ROLE IN SOCIAL MEDIA

• Follow and like us on BCTC’s pages!
• Share our posts and information with your friends on social media – easy and free way to spread word about BCTC
• Suggest social media messages to PIM at bl_chitchat@kctcs.edu. We are in constant need of content.

See Public Information and Marketing website for how to set up a college-related social media account, and our social media use practices.
ADVERTISING ON SOCIAL MEDIA

• Social media user data is collected and used to target audiences for advertising
• Ads target anyone on social media channels, not just those connected to your page
• Can target very specific or general audiences depending on goals
• Most of our general college Facebook ads target Lexington + 25 mile radius, ages 16-44
PUBLIC INFORMATION AND MEDIA CONTACT POLICY

PIM’s Responsibilities

PIM is the only office through which official college announcements, activities and statements may be communicated to the general public.
PUBLIC INFORMATION AND MEDIA CONTACT POLICY

PIM’s Responsibilities

• Press Events, Special Events, News Releases
• Crisis Communications, official positions, weather
• Linking faculty or staff with reporters seeking their expertise.
• Advertising and Brand Identity
• Social Media
• Signage
• Website graphic, content (homepage)
PUBLIC INFORMATION AND MEDIA CONTACT POLICY

Your Responsibilities

• Media Release Form – Please fill out if your department is seeking press coverage for events and activities.

• Photography Release Form – Please fill out if you would like photos of your department’s event.

• Media Advisories – the more time you give us, the better the chance it will be covered!

• Responding to Media – Please send them to us first.

• Business Cards – Please fill out the new form we have on our website. There’s been some changes on procedure and cost.
PUBLIC INFORMATION AND MEDIA CONTACT POLICY

Our Contact Information

• Jennifer Tyson – PR & Marketing Coordinator
  Phone number: 859-246-6507
  Email: jennifer.tyson@kctcs.edu

• Sarah Dudik – PR & Marketing Generalist
  Phone number – 859-246-6219
  Email: sarah.dudik@kctcs.edu

Office Location:
470 Cooper Drive
RM 211 Oswald Building
Lexington, KY 40506
Fax # 859-246-4664
NEWS RELEASES

You play a very important role in marketing the college!

A good news release attracts the attention of the media as something they feel their audience would be interested in. It also generates publicity for the College.

- If you have an event coming up, tell us!
- We need content from you!
- We can schedule interviews on noon talk shows, interviews with reporters, etc.

BLUEGRASS COMMUNITY & TECHNICAL COLLEGE
HIGHER EDUCATION BEGINS HERE

KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM
QUESTIONS