Areas of Interest Communication Plan + Inquiry Form & Drip Campaign Proposal

Communication Squad Update March, 2019

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Communication Squad Membership

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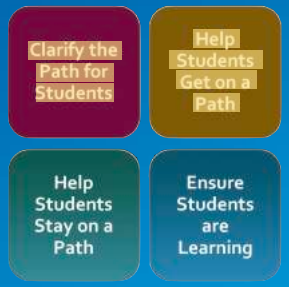
Purpose

- Areas of Interest
- Interest Form



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Why?

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Don’t Shoot the Messengers

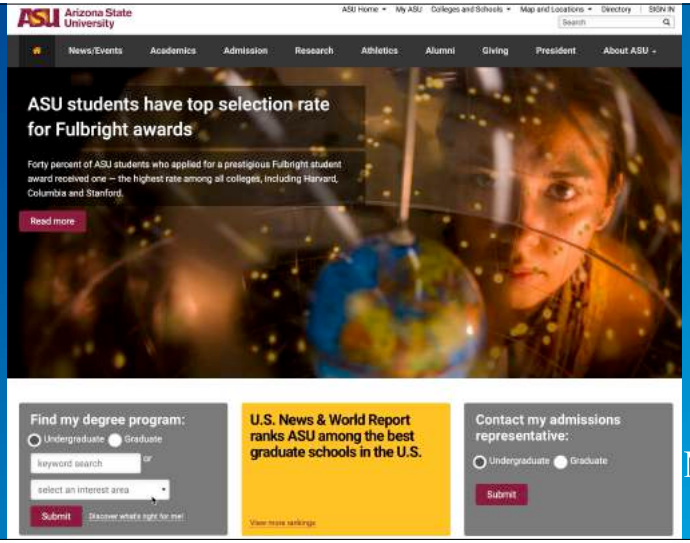
Areas of Interest

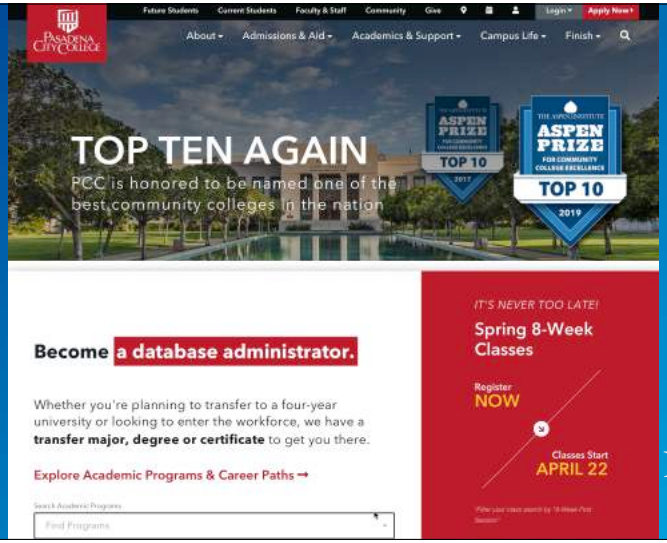
- Arts, Media, and Entertainment
- Business
- Culture, History, and Languages
- Education
- Health and Wellness
- People and Society
- STEM
- I'm Not Sure

Communication Channels

- **Web page (banners/dedicated site)**
- Inquiry Form online
- Schedule of Classes
- Application
- Direct emails to students
- Promoted through VIP day
- Promoted at Flex Days
- Outreach messaging
  Welcome Center messaging
- Print materials

Other ideas?





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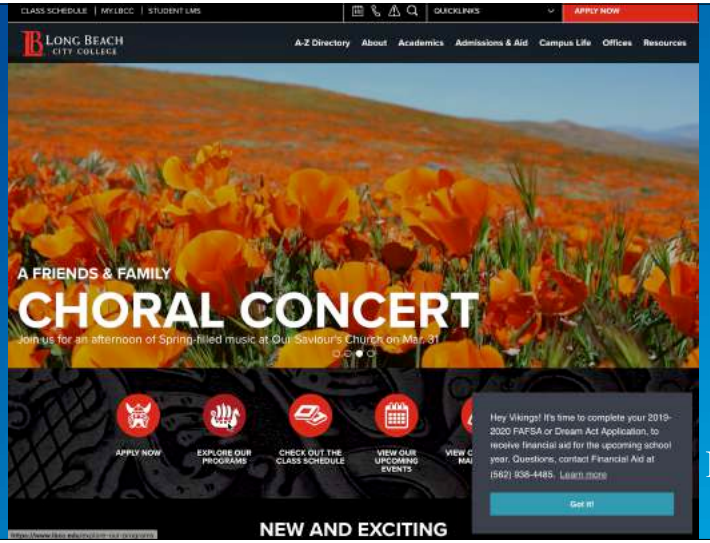

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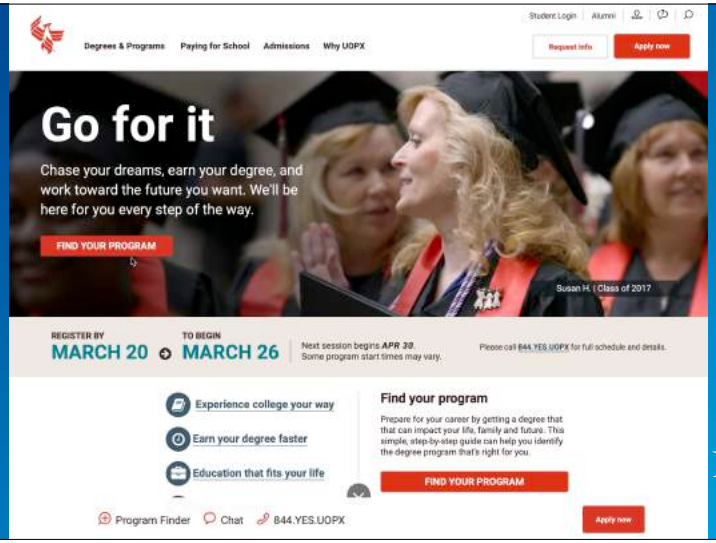

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OUR SMC VERSION 1.0

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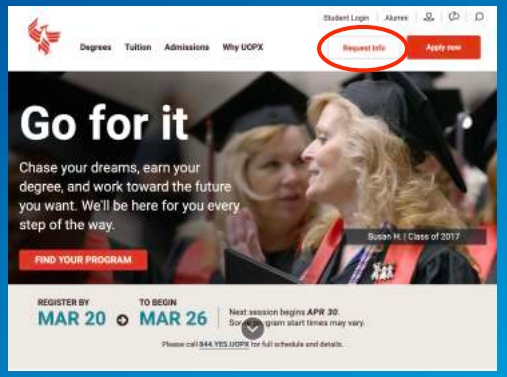
Online Inquiry Form



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Why? Online Inquiry Form

- Lead Generation
- Better Communication through Enrollment Funnel
- Proactive
- Email & Text
- Nurture leads & Provide Value
- Persuade/Tell our Story

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Sales Funnel

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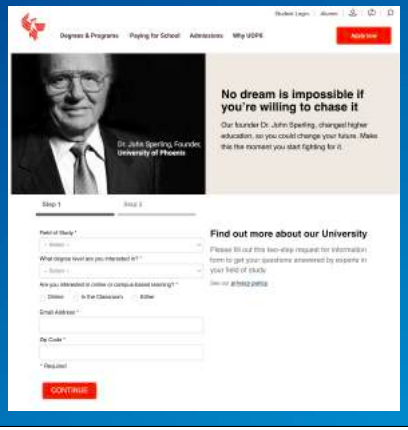
Inquiry Form



Name

Phone

Email

Area of Interest

Type of Student

Trigger… Drip Email & Text Campaign

- Track which prospective students enroll
- Tailored Drip Campaign
  - Examples: Area of Interest & International

Drip Campaign Messaging Examples

- Top 5 reasons to choose SMC
- Interested in XYZ (from the Areas of Interest). Get where you want to be.
- No Better Place to be than Santa Monica (by the beach)
- Paying for College (SMC is affordable)
- Potential Careers in Your Area of Interest
- Getting to SMC (make the commute work for you)
- SMC Has Your back! Meet your Support Team
- Meet SMC Students and Alum

Connections Survey + Email & Text Messaging

- Clear Communication throughout the student life cycle
- Retention Tool
- Connecting Students & Resources
- Focused on Student Needs
- Requires copywriting

Proposed Next Steps

- Obtain feedback/approval from Academic Senate
- Share the plan with Associated Students, Welcome Center, Transfer Center and Outreach staff
- **March 15** Hire faculty copy writer & technology support for drip campaign implementation.
- By April 1: Identify and start on boarding of IXD students to support this effort.
  - Help with focus groups on how students choose their majors and UX on web design
  - Work on department sites
- By April 5: Version 1.0 of the webpage released/Drip Email Campaigns done
- By May 1: All campaign copy is written and uploaded into Target X
- By May 15: Connections Survey copy done

Additional Next Steps

- Phase 2
  - Short Term- Add degrees and certificates to all department sites
  - Summer- Non-CTE department sites will move into new template with new copy

Marketing Squad Membership

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Thank you
Q&A