

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



Why?



Don't Shoot the Messengers



SANTA
MONICA
COLLEGE

Areas of Interest



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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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A screenshot of the Arizona State University (ASU) website. The top navigation bar includes links for News/Events, Academics, Admission, Research, Athletics, Alumni, Giving, President, and About ASU. A main banner features a photo of a student looking at a globe with the headline "ASU students have top selection rate for Fulbright awards" and a "Read more" button. Below the banner are three sections: "Find my degree program" with radio buttons for Undergraduate and Graduate, a search bar, and a "Submit" button; "U.S. News & World Report ranks ASU among the best graduate schools in the U.S." with a "View more rankings" link; and "Contact my admissions representative" with radio buttons for Undergraduate and Graduate and a "Submit" button.

SANTA
MONICA
COLLEGE

Future Students | Current Students | Faculty & Staff | Community | Give | Login | Apply Now

About | Admissions & Aid | Academics & Support | Campus Life | Finish

TOP TEN AGAIN

PCC is honored to be named one of the best community colleges in the nation

ASPEN PRIZE TOP 10 2017

ASPEN PRIZE TOP 10 2019

Become a database administrator.

Whether you're planning to transfer to a four-year university or looking to enter the workforce, we have a **transfer major, degree or certificate** to get you there.

Explore Academic Programs & Career Paths →

Search Academic Programs

Find Programs

IT'S NEVER TOO LATE!
Spring 8-Week Classes

Register NOW

Classes Start APRIL 22

When you class starts by 18 Week Plus Session

SANTA MONICA COLLEGE

CLASS SCHEDULE | MYLBCC | STUDENT LMS

QUICKLINKS

APPLY NOW

A-Z Directory | About | Academics | Admissions & Aid | Campus Life | Offices | Resources

A FRIENDS & FAMILY CHORAL CONCERT

Join us for an afternoon of Spring-filled music at Our Saviour's Church on Mar. 31

APPLY NOW

EXPLORE OUR PROGRAMS

CHECK OUT THE CLASS SCHEDULE

VIEW OUR UPCOMING EVENTS

VIEW OUR MAILING LIST

Hey Vikings! It's time to complete your 2019-2020 FAFSA or Dream Act Application, to receive financial aid for the upcoming school year. Questions, contact Financial Aid at (562) 938-4485. [Learn more](#)

Get It!

NEW AND EXCITING

SANTA MONICA COLLEGE

Student Login | Alums | Home | Search

Degrees & Programs | Paying for School | Admissions | Why UOPX

Request info | Apply now

Go for it

Chase your dreams, earn your degree, and work toward the future you want. We'll be here for you every step of the way.

FIND YOUR PROGRAM

Susan H. | Class of 2017

REGISTER BY **MARCH 20** TO BEGIN **MARCH 26** Next session begins APR 30. Some program start times may vary. Please call 844.YES.UOPX for full schedule and details.

- Experience college your way
- Earn your degree faster
- Education that fits your life

Find your program

Prepare for your career by getting a degree that can impact your life, family and future. This simple, step-by-step guide can help you identify the degree program that's right for you.

FIND YOUR PROGRAM

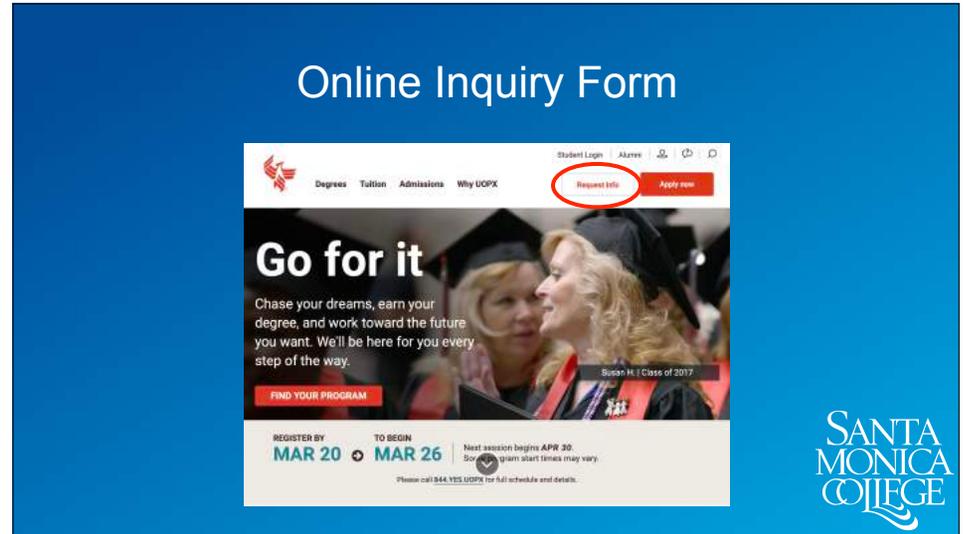
Program Finder | Chat | 844.YES.UOPX

Apply now

SANTA MONICA COLLEGE

OUR SMC VERSION 1.0

SANTA MONICA COLLEGE



Why? Online Inquiry Form

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



Sales Funnel



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

