



PimaCommunityCollege

Enrollment Marketing Campaign
March to August 2015

GOALS & OBJECTIVES

Grow Enrollment of Full-Time Equivalent Students:

- **Immediate:** Fall 2015 Enrollment
- **Longer term:** Part of 5-year plan, investment and building results

Advertising Goals to Increase:

- **Awareness and understanding** of PCC offerings and enrollment opportunities
- **Interest and desire** to enroll
- **Inquiries and contact** with qualified potential students

Marketing Goals to Increase (across all channels):

- **Consistency**
- **Focus:** Target market, message, methods
- **Timeframe:** Year-round marketing
- **Reach**
- **Frequency**



Advertising → Sales Progression

INTEREST - DESIRE - CONTACT

INFORMATIONAL

Advertising

Public Relations

Social Media

Outreach - Recruiters

Direct Contact - Student Services

Enrollment - Classes

EXPERIENTIAL

POINT OF SALE

PRIMARY TARGET MARKETS

Full-Time Equivalent Students

Demographics

- Millennials: 16 – 25
- Generation X: 26 – 39
- Ethnicity: Hispanics/Latinos
- Traditionally Underserved

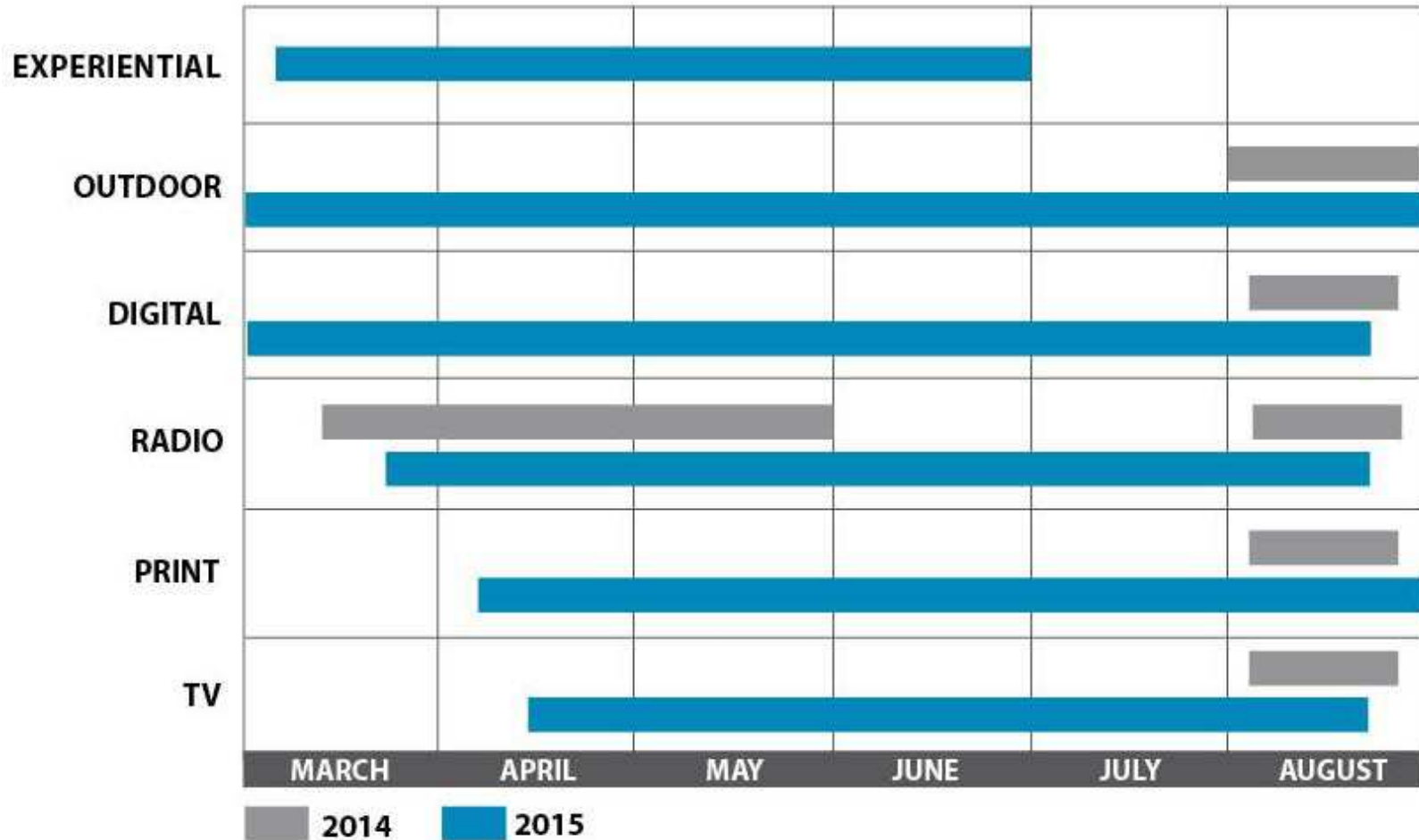
Profiles

- 4-year Academic
- First Generation College
- Career Training
- Current Students



PAID MEDIA

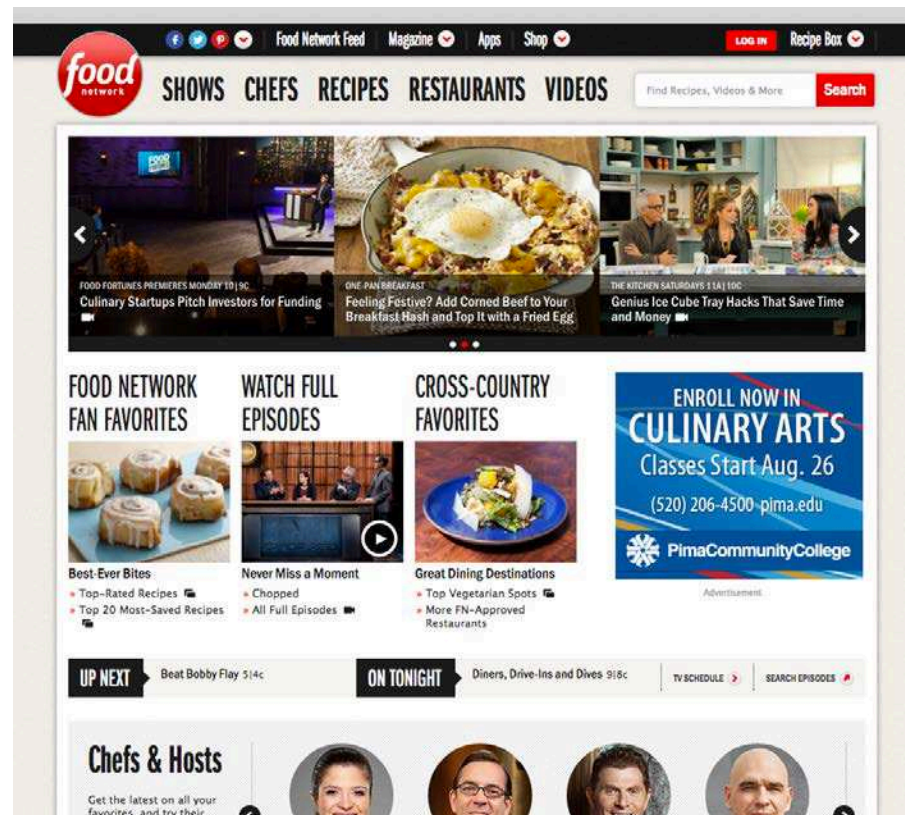
2014 & 2015 March - August



DIGITAL

Advertising

- Website ads affiliated with targeted content
- YouTube
- Facebook
- Pandora
- Mobile



EXPERIENTIAL

Kiosks in High Schools



FIND YOUR FUTURE
Check all that apply to you and we will email you a custom catalog!

Email Address* **SUBMIT YOUR SELECTINGS**

Name Phone Number

☒ I AM GOING TO TRANSFER TO A FOUR YEAR COLLEGE

I am ARTISTIC Send me info on...

CULINARY ARTS	VISUAL ARTS	DIGITAL ARTS	PERFORMING ARTS	FASHION DESIGN
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am LOGICAL Send me info on...

HEALTH	SCIENCE	PHARMACY	ENGINEERING	AVIATION
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am HELPFUL Send me info on...

SOCIAL SERVICES	EARLY CHILDHOOD EDUCATION	SOCIAL SCIENCES	PUBLIC SAFETY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am ENTERPRISING Send me info on...

BUSINESS	HOSPITALITY	TECHNOLOGY	GENERAL STUDIES
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CULINARY ARTS
ASSOCIATE OF APPLIED SCIENCE
AVERAGE PROGRAM LENGTH: 2 YEARS
LOCATION: WEST CAMPUS
ENTRY LEVEL SALARY: \$12,000

DIGITAL & FILM ARTS ANIMATION
ASSOCIATE OF APPLIED SCIENCE
AVERAGE PROGRAM LENGTH: 2 YEARS
LOCATION: WEST CAMPUS
ENTRY LEVEL SALARY: \$12,000

PROGRAM OVERVIEW
Our students learn to include classes who The Culinary Arts and garden managers.

PROGRAM COURSES
Baking and Pastry
International Cuisine
Art of Chocolate
Cake Decorating and

CAREER OPTIONS:
Become a cook, manager or other culinary position.

ACADEMIC OPTIONS:
While this degree may apply forward for See Pima's Transfer Universities accepted.

PROGRAM OVERVIEW
In the Digital and Film Arts Animation program, you will develop skills in animation, cinematography, video production and script writing. Courses cover drawing, illustration, compositing, digital imaging and computer animation.

PROGRAM COURSES INCLUDE:
History of Animation
Writing for Film and Television
Digital Drawing and Painting
Digital Video Editing

CAREER OPTIONS:
Leads to careers in television, film and audio production, including production, editing, directing, writer, camera operator, sound designer, web designer and graphic designer.

ACADEMIC OPTIONS:
Transfer to the B.S. degree program at ASU. See Pima's Transfer Pathways page to determine which universities offer B.S. programs, and research how the universities may accept this program in transfer.

ENROLL TODAY!
To enroll in the Digital and Film Arts Animation program, call 520-296-6980 or email names@pima.edu.

For more information on Digital and Film Arts Animation and other programs, you can visit our website at www.pima.edu or make an appointment with a counselor at 520-296-6100.

YOUR LIFE. YOUR POTENTIAL. FIND IT HERE.
PimaCommunityCollege



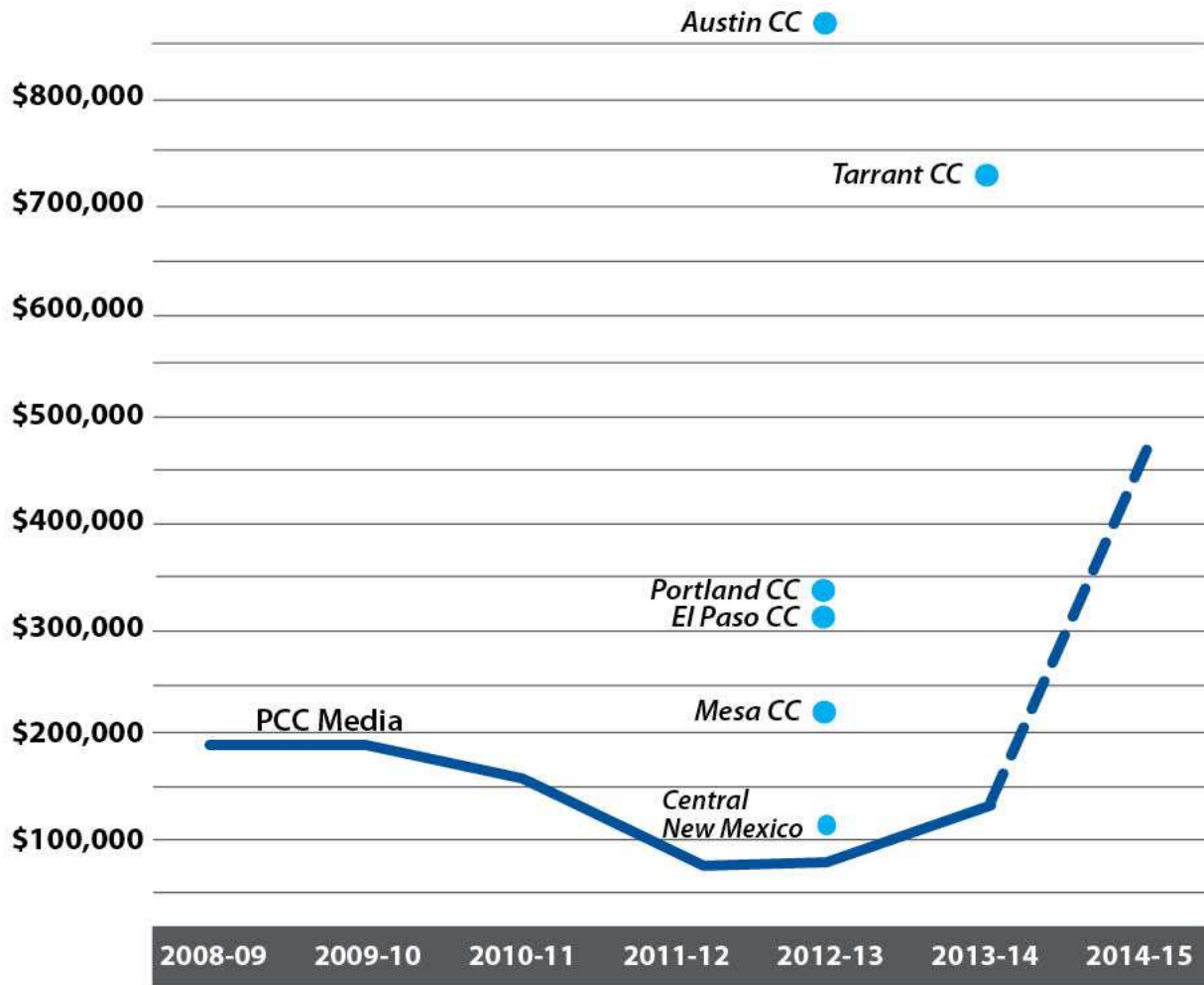
PimaCommunityCollege

BUDGET FOR CAMPAIGN

Kiosks:	\$ 20,000
Outdoor:	109,500
Digital:	98,500
Radio:	57,700
Print:	18,500
TV:	10,000
Services:	99,000
Misc./Contingency:	21,500
TOTAL:	\$434,700



PEER INSTITUTIONS PAID MEDIA BUDGETS



QUESTIONS?

