

CURRENT MARKETING ACTIVITIES

Direct Mail	Date	Cost	Notes
Postcard to area college students (2600)	7/18/16	\$1,200	
Transit		\$50,000*	
10 OmniTrans buses	July 2016-June 2017	\$50,000	
Digital/Social Media			
FB advertising	April 18-June 30, July 11-Aug. 11	\$4,000	Over 9,100 web clicks.
FB/Twitter posts on Fall	July 13, 18, 25, ...		400+ clicks to Eschedule
Radio		\$10,000*	
Pandora -13-44, local zip codes - Latin, country, rap	May 9-June 24 Sept. – Nov.	\$10,000 \$10,000	Last year: CTR: .78-.86% 592,517 impressions
Emails			
CCCApply; Open Registration Begins Now	7/22, 7/23, 7/25		SOAR?
CCCApply; applied, not registered	8/1, 8/8, 8/12		
Area high school and college students	April-June	\$5,470	13,341 students
All CHC students	July 13, 25, Aug. 1, weekly beginning Aug. 15		
Outreach			
Redlands Market Night	April –June, July-Aug., Sept.	\$550	
Various high school college nights	ongoing		
Various community events	ongoing		
Yucaipa Market Night	May-Sept.	\$150	
Public Relations	Ongoing		
Posters/banners on campus			

NEW ACTIVITIES TO SUPPORT GROWTH

ITEM	CHC STRATEGY*	AMOUNT
<p>Outreach & Recruitment Technician (ORT) Professional expert will develop communications strategy and tracking once a student applies to CHC.</p>	<p>Applied, Not Registered</p>	<p>\$35,000 for PT Program Assistant/Professional Expert</p>
<p>Collateral/Digital Materials Build a library of new branded collateral & digital materials targeting:</p> <ul style="list-style-type: none"> • Dual Enrollment/HS Counselors • Contract Education • Athletics • Veterans • CTE Programs • High School students 	<p>All CHC District/Regional Strategies</p>	<p>\$50,000/1 time</p>
<p>Digital Marketing Continuation of FB marketing, addition of Google AdWords, YouTube</p>	<p>1. Completion Push 2. All CHC District/Regional Strategies</p>	<p>\$2,000/month=\$24,000</p>

* See CHC 5 Year Enrollment Growth Strategy



FALL 2016

STARTS AUGUST 16

Open Registration begins July 23
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