## PIERPONT COMMUNITY & TECHNICAL COLLEGE BOARD OF GOVERNORS

## **Advancement and Public Relations Committee Meeting**

Tuesday, June 17, 2025 1:00 PM

# Pierpont's Advanced Technology Center (ATC) 500 Galliher Drive Fairmont, WV 26554 Room 216A

### AGENDA

#### I. Call to Order

- II. \*Approval of Minutes May 13, 2025
- III. Marketing Plan FY 2026 (Stefanie Moore, Director of Marketing)
- IV. Adjournment

Tab 1

# Tab

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## **Advancement and Public Relations Committee Meeting**

Tuesday, May 13, 2025 1:30 PM

Pierpont's Advanced Technology Center (ATC) 500 Galliher Drive Fairmont, WV 26554 Room 216A

# **MINUTES**

#### Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on May 13, 2025, beginning at 1:30 PM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

*Committee Members Present:* Lisa Lang – Committee Chair, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent: Jessica Killon

Other Board Members Present: Thomas Cole, Vickie Findley, David Hinkle, and Jeffrey Powell

Others Present: Members of the President's Cabinet, faculty, staff, and others

#### I. Call to Order

Lisa Lang called the meeting to order at 1:34 PM.

#### II. Approval of Minutes – February 18, 2025

Joanne Seasholtz moved to approve the February 18, 2025 meeting minutes. Christine Miller seconded the motion. All agreed. Motion carried.

#### III. Marketing and Branding Update

Stefanie Moore introduced Alex Casey as the new Assistant Director of Marketing and presented the Marketing and Branding Update (**Attachment A**).

Discussion included the importance of allowing sufficient lead time for marketing and event promotion, with a recommended timeframe of 3–4 weeks in advance. Invitations should follow a similar timeline. Additional items discussed included program-specific billboards,

#### Committee Meeting Minutes Continued

highlighting two-year educational pathways such as dual enrollment that allow students to graduate and enter the workforce earning competitive wages, and the potential to partner with local businesses for joint advertising efforts. A monthly spotlight segment on WDTV was also suggested as a promotional opportunity.

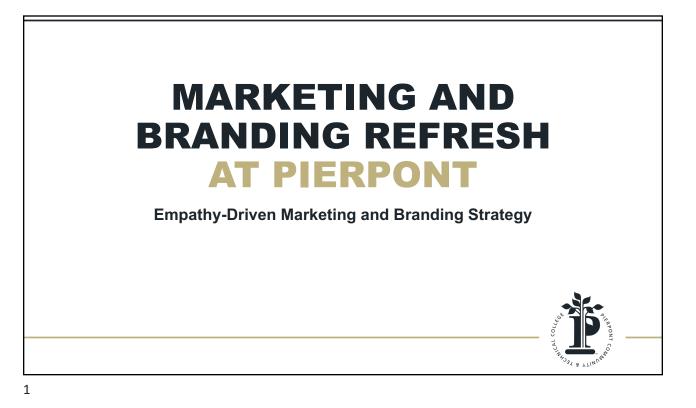
#### IV. Adjournment

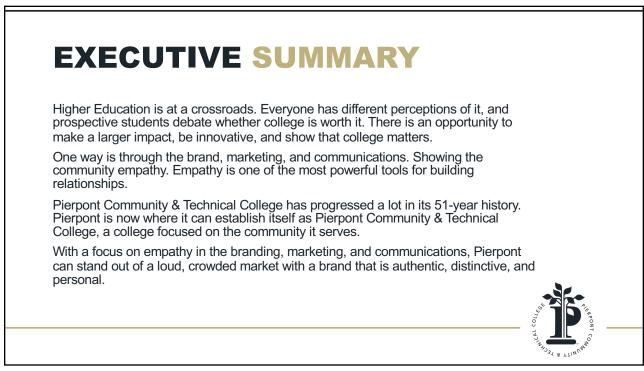
There being no further business, Christine Miller moved to adjourn the meeting. Joanne Seasholtz seconded the motion. All agreed. Motion carried.

Respectfully submitted by Amanda N. Hawkinberry

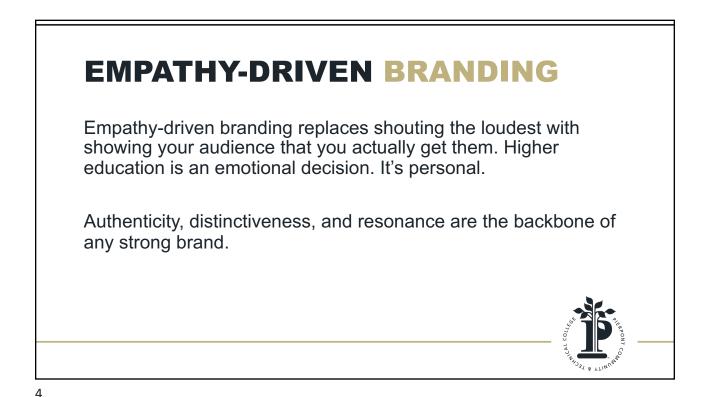


Mission Statement: To provide accessible, responsive, comprehensive education that works Vision: To empower individuals and strengthen communities through exceptional training and educational pathways Tagline: Education that works!









# **EMPATHY-DRIVEN MARKETING**

Empathy-driven marketing focuses on customers by seeking to understand their emotional needs and viewpoints. This approach requires businesses to step into the customer's perspective, recognizing their challenges, and customizing marketing strategies to align with their values and feelings. By showing true concern and understanding, this method cultivates deeper connections and enhances loyalty.

This allows us to:

- · Connect with audiences on their values and feelings.
- Understand the audience's needs and values.
- Understand the deeper context of their actions.



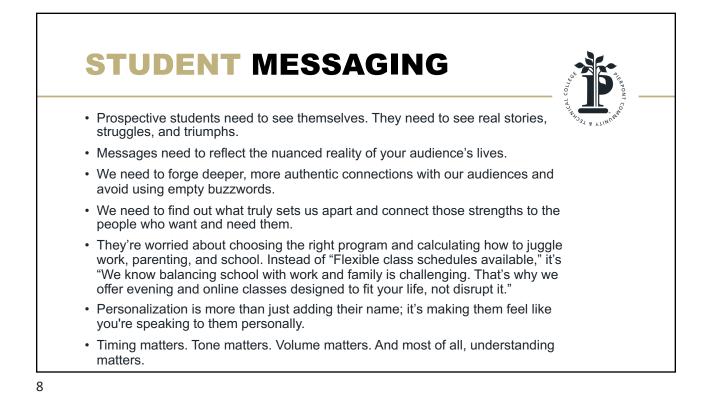


# THE GOALS

- · Increased enrollment.
- Improved student retention.
- · Increased awareness of Pierpont and all of its offerings.
- Stronger alumni engagement.
- · More effective marketing spend.



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# **STUDENT JOURNEY MAP**



- Explore the student's journey, from brand awareness to graduation and beyond.
- Review how students are experiencing Pierpont at every turn.
  - · What messages are they receiving?
  - What feelings were they left with?
  - Were we making them feel like they belonged, or were they just another number?
- It's about how you make your audience feel at every step.
- It's also making sure there is the right might, not overwhelming them with too many emails, mailers, calls, etc., but establishing a mix that will address their concerns and provide support without pushing them away.



# **MARKETING PLAN**

Some focuses, outside of the brand refresh:

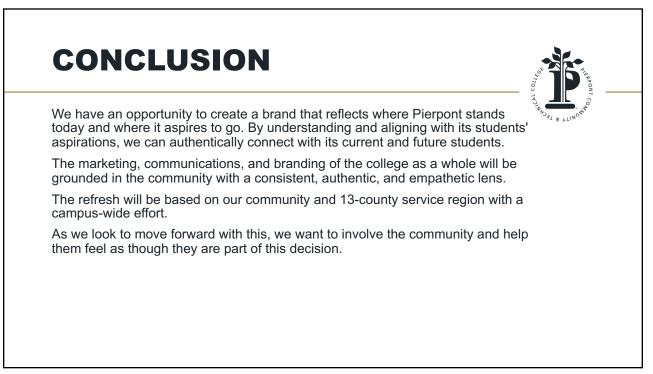
- · Produce high-quality content and remove low-quality content that could drive students away.
- · Create a content marketing plan to boost SEO and organic reach.
- Prioritize the message in advertising with very targeted audiences in an omnichannel approach.
- Build out personas for key programs within each school.
- Create a social media plan utilizing user-generated content and community building.
- · Build simpler touchpoints for prospective students to note their interest.
- Strategically work with local news companies for advertising for better public reach.
- Re-engage alumni and create a plan for capturing their contact information before they graduate.
- Highlight current student's stories, showing it is possible and highlight alumni's successes to show outcomes.
- Local sponsorship and advertising to reach the 13-service region community.
- A student ambassador program and a refresh of the use of the mascot.

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# **NEXT STEPS**

- · Audit the messaging through an empathy lens.
- Map out the student's journey from brand awareness to graduation.
- Create a campaign for current students to enroll in classes.
- Conduct focus groups and surveys among the different Pierpont Community audiences.
- Based on the data collected, build out a brand refresh. Data + Empathy = Impact.
- Create the brand personality and voice, crafting Pierpont's story in this voice.
- · Review the website for usability and accessibility.
- · Create a campaign around "I got in!"/admission to Pierpont.
- Record videos for the different touchpoints across the student's journey and find stories to tell.
- Build the Annual Marketing Plan for FY26.



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