

**PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS**

Advancement and Public Relations Committee Meeting

**Tuesday, March 21, 2023
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 – February 21, 2023**
- III. Current Media Campaigns: Matt Turner, Marketing Director**
- IV. 2023 Day of Giving: April 4, 2023**
- V. Discussion**
- VI. Adjournment**



Mission Statement: To provide accessible, responsive, comprehensive education that works
Vision: Empowering individuals to transform their lives through education
Tagline: Education that works!

**Denotes possible action item*

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MINUTES

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on February 21, 2023, beginning at 1:00 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, Shauna Burns, Juanita Nickerson, and Christine Miller

Committee Members Absent: Joanne Seasholtz

Other Board Members Present: Susan Woods Coffindaffer, Thomas Cole, Jeffery Powell

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

I. Call to Order

Lisa Lang, Chair, called the meeting to order at 1:02 PM.

II. Office of Advancement and Public Relations: Marketing, Public Relations, and Community Affairs

Kathy Hypes presented the **Advancement and Public Relations Packet** (Attachment A). The Office of Advancement is comprised of four areas: Marketing, Public Relations, Events Coordination, and Pierpont Foundation. Kathy Hypes serves as the Vice President of Institutional Advancement and Public Relations while Matthew Turner serves as Director of Marketing and Communications. Their Office is looking to hire an additional position, Director of Social Media and Event Affairs.

III. Marketing Plan FY 23

Kathy Hypes presented the **Strategic Marketing Plan** (Attachment B)

IV. Pierpont Foundation

A. Reestablishment of the Foundation

Kathy is in the process of reestablishing the Pierpont Foundation. The Foundation currently has three vacant seats. Kathy plans to fill those seats by July 1.

B. 2023 Day of Giving – April 4, 2023

The Pierpont Foundation will host its first Annual Day of Giving on April 4, 2023. Donations can be made via a digital media platform. Additional details can be found on in the Advancement and Public Relations pack (Attachment A, Pages 4-5)

V. Discussion

Kathy Hypes opened the meeting up for a general discussion. Discussion topics included: sharing Foundation events on social media, stock donations, employee donations, alumni information, and community events.

VI. Adjournment

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

Respectfully submitted by Amanda N. Hawkinberry



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PIERPONT COMMUNITY & TECHNICAL COLLEGE

Board of Governors

Advancement and Public Relations Committee Meeting



Kathy Hypes, Vice President of Advancement

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Matt Turner, Director of Marketing

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304-534-7102



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First Annual Day of Giving



PIERPONT FOUNDATION INC.



TOP 5 REASONS TO DONATE!

#1

Your gift makes a difference in the lives of others.

#2

Contributions ensure local employees continue to have access to a highly trained and skilled workforce.

#3

Your contribution is *tax-deductible*.

#4

Your gift, no matter the size, demonstrates your commitment to Pierpont Community & Technical College and the communities we serve.

#5

Your gift supports a tradition of excellence since 1974.

STRATEGIC MARKETING PLAN

FY 2023



Marketing Plan

Prepared by Matt Turner, Director of Marketing and Communications

Pierpont.edu

PIERPONT IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION INSTITUTION

Organization Overview

Brief Organization History

Pierpont Community & Technical College, or Pierpont, is a community and technical college located in Fairmont, WV. Pierpont is part of the state's growing high technology corridor with a metro area of about 50,000 residents. Pierpont currently offers a combination of more than 40 Associate of Arts, Associate of Applied Science, Certificate of Applied Science degree programs, Advanced Skill Sets, and Skill Sets. Along with the Fairmont, WV/Marion County area,

Pierpont services 13 counties across the state of West Virginia. These include Barbour, Braxton, Calhoun, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Preston, Randolph, Taylor and Upshur counties. Pierpont has two branch campuses: the Gaston Caperton Center in Clarksburg, WV that houses the Physical Therapist Assistant AAS program and the Robert C. Byrd National Aerospace Center in Bridgeport, WV that offers Pierpont programs in Aviation Maintenance. Through our Center for Workforce Education (CWE) in downtown Fairmont, Pierpont provides workforce training and continuing education for the service region.

Mission Statement

The Mission of Pierpont Community & Technical College is to provide accessible, responsive, comprehensive education that works.

Branding

Pierpont utilizes multiple logos and brand colors. To find all branding information, visit <https://www.pierpont.edu/wp-content/uploads/2022/07/BrandGuide2022.pdf>.



Primary Logo

GOALS

Goal 1: Increase brand recognition by future students (traditional and non-traditional) and the community over the next 12 months.

By continuing to push the updated brand catalog and utilizing traditional marketing strategies, Pierpont can increase the recognition of their new brand across north central West Virginia. .

This goal will be achieved by

utilizing traditional marketing channels and social media to showcase the updated logos, colors, and voice of the brand. Marketing channels will include paid marketing through Facebook ads and boosted posts, radio ads, television ads, and newspaper ads.

Goal 2: Increase social media engagement by 10% during the 2022-23 academic year.

Pierpont had a lot of success in increasing their social media engagement during the previous academic year. It will again focus on increasing the engagement of both current students and potential students. As the year progresses, Pierpont will track social media engagement by utilizing specific platform analytics as well as Google Analytics. Although it fluctuates every month, we are hoping to see a continued increase in our Facebook reach and engagement rate.

This goal will be achieved by

To increase engagement, Pierpont must change content to be more student friendly and engaging. This includes more videos, short live streams (i.e. Facebook Live events), and showcase current and former students.

Goal 3: Increase student and alumni engagement across all media platforms over the next 12 months.

Students and alumni play a major part in all secondary educational institutions. By utilizing their success stories and testimonials, Pierpont can show prospects the success that can be had by attending and earning a degree.

This goal will be achieved by

Pierpont will use testimonials from former students in social media posts, recruiting videos, and print materials. All alumni testimonials will be used throughout the marketing campaign, including in the alumni newsletter "Pierpont: Network" and will focus on the success that students have had after graduating. The main campaign will be entitled "Pierpont Points of Pride."

Goal 4: Increase awareness of non-credit courses to non-traditional students.

In North Central West Virginia, many businesses need hands-on training for employees to help them gain more skill sets for on the job skills. At Pierpont, the Center for Workforce Education offers non-credit courses to help meet the workforce need.

This goal will be achieved by

utilizing social media campaigns and newspaper ads. To generate interest, the messaging will revolve around 'Increase your career value'.

GOALS

Goal 5: Assist academic enrollment team to help increase new student enrollment over the next 12 months.

Decreasing enrollment is a common issue for most colleges around the country and Pierpont is no exception. As we move toward the academic year 2022-23, it will be vital to work closely with the enrollment team to assist in increasing overall new student enrollment.

This goal will be achieved by

The Office of Communications will work with the enrollment team by utilizing text campaigns reminding new students to enroll in their courses, creating email images and text to send to new recruited students and creating visuals to send with recruiters on the road.

A major project will be creating videos to promote programs within each of the three colleges, as well as financial aid and student services.

Social media will also be used as a recruitment tool by highlighting different programs and services Pierpont provides.

Audience & Channels

Target Audience

Pierpont is an equal opportunity and affirmative action institution. Pierpont has a wide variety of students that choose Pierpont as the institution to continue their education. Pierpont works with not only students coming directly out of high school, but working professionals returning to complete a degree or setting off on a new career path, lifelong learners, and students looking to make an impact on their community. Pierpont will also want to work with distinguished alumni that would want to give back to the institution and be a success story for current students.

Pierpont's strategic marketing plan lists the segments of their target market by **their top priority**.

- Segment 1: Traditional college students (students coming directly out of high school)
- Segment 2: Non-traditional students/Adult Learners
- Segment 3: Workforce training
- Segment 4: Continuing Education
- Segment 5: Alumni
- Segment 6: Transient or re-enroll
 - o Transient students (i.e. math for a nursing program)
- Segment 7: Others
 - o Political
 - o Lifelong Learners

Marketing Channels

Below is a listing of the college's current Marketing Channels

- In-Person Communication
- Social Media
- Newspaper
- Press Releases
- Radio (WVAO, WKKW, WBRB, Sky106.5, Spotify)
- Television (local stations: WDTV, WVFX, CW, WBOY)
- Digital Ads (Google AdWords, Facebook ads, Instagram ads)
- On-Campus (flyers, events, banners, posters, on-campus videos)
- Billboards (along 1-79 and around 13 county area)

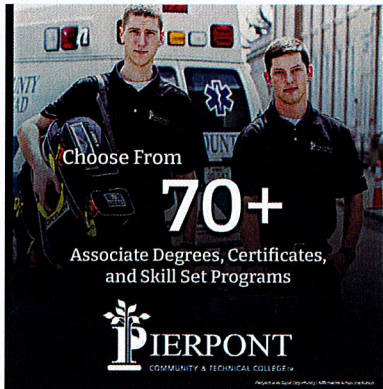
SWOT Analysis

<h2>Strengths</h2> <p>Nationally ranked programs</p> <p>High number of students receive financial aid</p> <p>Student to Faculty Ratio</p>	<h2>Weaknesses</h2> <p>Low alumni participation</p> <p>Low new brand recognition</p> <p>Decreasing enrollment</p>
<h2>Opportunities</h2> <p>New to job market non-traditional students</p> <p>High school students wanting to enter job market quickly</p> <p>2+2 and Articulation Agreements</p>	<h2>Threats</h2> <p>Two large universities within 40 miles (Fairmont State and WVU)</p> <p>Job and population loss in West Virginia</p>

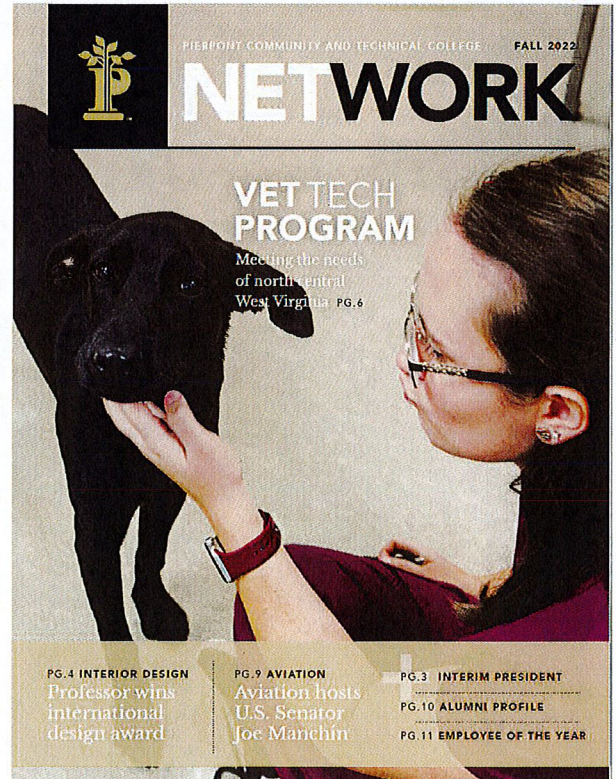
Conclusion

The purpose of this marketing plan is to increase enrollment, bring awareness to the institution, it's programs, and create an institution that betters the community. The success of this marketing plan will be measured by an increase in enrollment, social media engagement, and brand awareness throughout our 13-county service region.

Pierpont continues to strive toward making the community a better place for everyone. As we look toward the future, Pierpont will continue to educate their students and prepare them for their futures. Pierpont takes pride in their affordable tuition, while giving students an education that works!



Facebook Ad Example



Newsletter Example



Program Sheet - Recruitment Fairs



PIERPONT

COMMUNITY & TECHNICAL COLLEGE™

Education That Works

PIERPONT IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION INSTITUTION