

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

Advancement and Public Relations

**Tuesday, March 21, 2023
1:00 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 March 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: Christine Miller, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent: Shauna Burns and Lisa Lang

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

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

I. Call to Order

Christine Miller called the meeting to order at 1:00 PM.

II. Approval of Minutes - February 21, 2023

Juanita moved to approve the minutes from the February 21, 2023 Committee meeting. Christine Miller seconded the motion. All agreed. Motion carried.

III. Current Media Campaigns: Matt Turner, Marketing Director

Matthew Turner, Marketing Director, presented **Marketing Campaigns Presentation** (Attachment A)

IV. 2023 Day of Giving: April 4, 2023

Kathy Hypes presented the **2023 Day of Giving Presentation** (Attachment B).

V. Discussion

Kathy Hypes reported the Foundation can accept stock donations.

VI. Adjournment

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

Respectfully submitted by Amanda N. Hawkinberry



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



Marketing Campaigns

BOG Advancement and Public Relations Committee



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Overview of Campaigns

- The Office of Communications currently has campaigns running on
 - Social Media
 - Television
 - Streaming Services
 - Billboards
 - Print (i.e. newspapers, newsletters, etc)
 - Videos
 - Printed materials



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Social Media



- Pierpont is currently utilizing social media to reach a wide variety of audiences.
 - Audiences include non-traditional students (25+), traditional students (18-24), parents, young professionals and more.
 - Targeting includes across all 13-counties
 - Some ads are geo-fenced (i.e. targeting high school students will be geo-fenced around each of our high schools in the service region).
- Currently, Pierpont is utilizing both organic (our traditional page) and paid strategies
- Running ads that focus on:
 - Small class sizes
 - Award winning programs/faculty
 - CWE opportunities
 - Day of Giving
 - Open Houses
- Ad formats are typically either quick videos, GIFs or still images
 - GIFs get the most engagement in CTR, shares, likes, and overall engagement



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Social Media Ad Examples



The image displays four social media ad examples for Pierpont Community & Technical College. Each ad is a sponsored post with a video thumbnail and descriptive text.

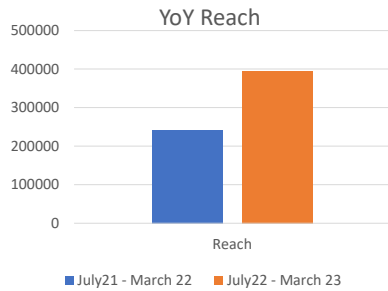
- Ad 1:** "Looking for a school that..." with bullet points: "Has programs eligible for WW invests", "Nationally accredited", "Has nearly 30 Associate Degree programs", and "Strong ties to local businesses that employ its graduates".
- Ad 2:** "Sometimes you wanna go where everybody knows your name" with text: "Pierpont offers that small college feel, where you can build one-on-one relationships with your instructors!".
- Ad 3:** "Pierpont's Applied Design program offers students the opportunity to learn about fashion merchandising and interior design from an international award-winning program director, Rachel Beach!".
- Ad 4:** "Did you know?" with text: "Pierpont's award winning Food Service Management Program has an all-new, state-of-the-art facility that gives students the opportunity to become the next great chef!".



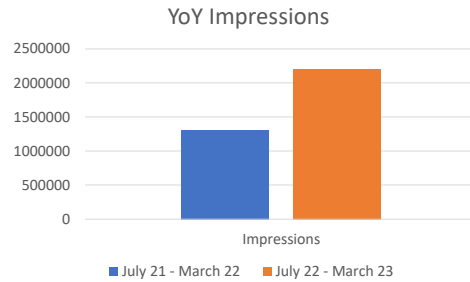
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Social Media Ad Analytics



Saw an increase of 63% in accounts reached



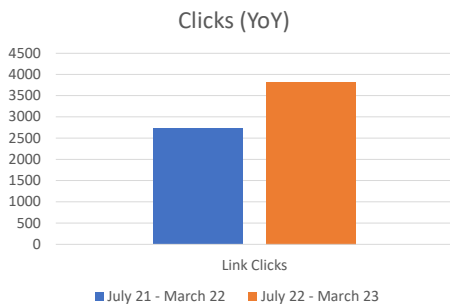
Saw an increase of 68.34% in ads seen



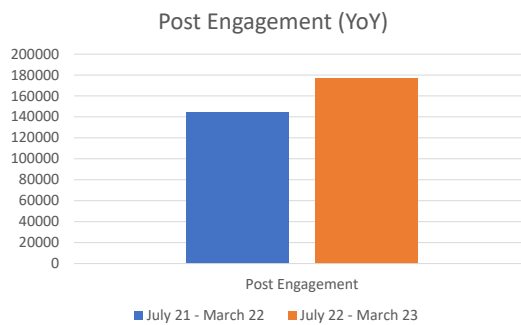
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Social Media Ad Analytics



Saw an increase of about 40% in clicks



Saw an increase of 22.9% in post engagement



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Television/Streaming Services

- Currently, we have ads running on WDTV (CBS) and WVFX (Fox) along with a variety of streaming services
- We are running across March Madness tournament games
 - These include all rounds including the Final Four and Championship games
- Ads playing during local news (Morning, noon, evening & night) on both CBS and Fox
- Streaming Services
 - Including YouTube, Hulu, NBC Sports and more

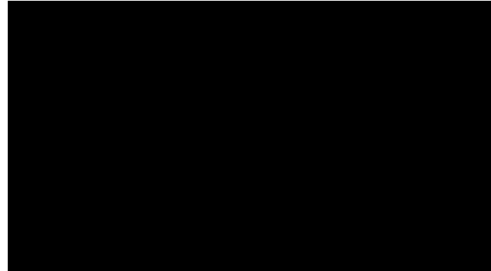
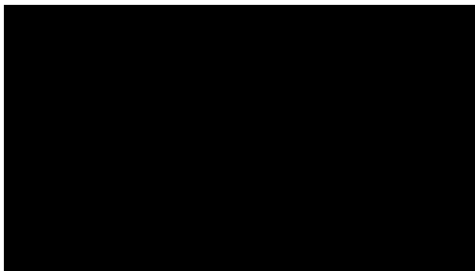


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Commercials



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Commercials



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Billboards



- Pierpont has billboards that are posted across the three most populous cities in our service region
- Message includes “Getting a Fresh Start”, “Take a New Path”, “Free Community College”, and “Dream Careers”
- Billboards are located at:
 - Downtown Fairmont across from Poky Dot
 - On Rt. 50 in Clarksburg (digital)
 - At the Star City Bridge in Morgantown

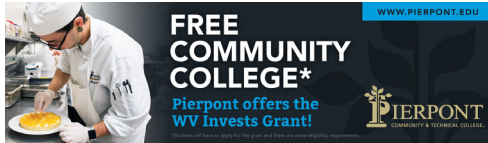


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Billboards

Rt. 50 in Clarksburg (Digital)



Morgantown
(Star City Bridge)



Fairmont
(Downtown)



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Print

- Pierpont has newspaper ads running with WVNews, which includes:
 - Exponent Telegram (Clarksburg Area)
 - Preston News and Journal (Preston County)
 - Fairmont News (Fairmont area)
 - Weston Democrat (Lewis County area)
- *Pierpont Network*
 - A newsletter that highlights the “goings-on” at Pierpont
 - These are sent out quarterly to our alumni database, Foundation donors, BOG, our 13-county legislators and more



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Print Examples



½ Page Full Color Ad



¼ Page Black and White Ad



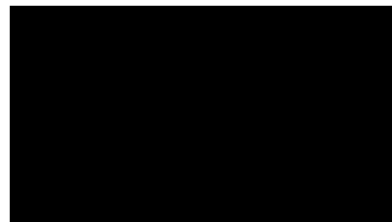
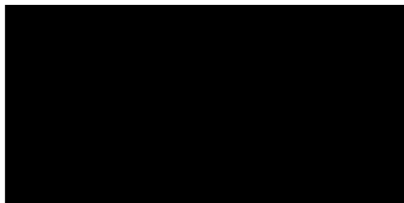
Newsletter Example



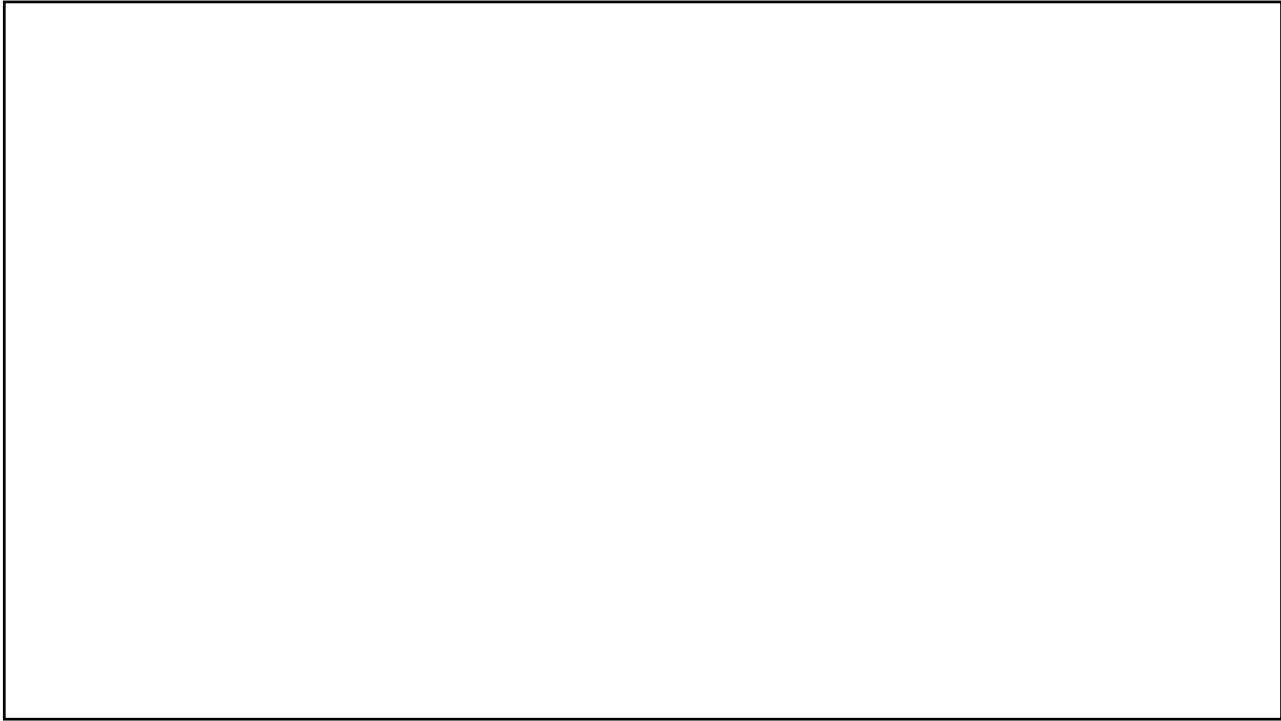
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Videos

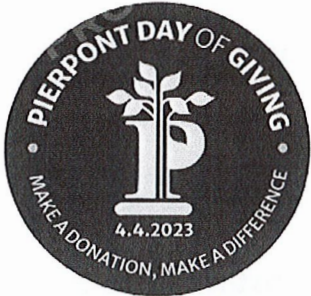
- Pierpont utilizes a lot of video for its marketing purposes
- Videos are used to highlight programs, financial aid and student life
- New videos on the way (In final rounds of editing)
- Video examples:



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A circular logo for Pierpont Day of Giving. The outer ring contains the text "PIERPONT DAY OF GIVING" at the top and "MAKE A DONATION, MAKE A DIFFERENCE" at the bottom. In the center is a stylized tree with a large letter 'P' as its trunk. Below the tree, the date "4.4.2023" is written.


2023 Day of Giving

*Kathy Hypes
Vice President of Advancement
Director, Pierpont Foundation, Inc.*

A circular logo for Pierpont Community & Technical College, featuring a stylized tree with a large letter 'P' as its trunk, surrounded by the text "PIERPONT COMMUNITY & TECHNICAL COLLEGE".

Introduction of 2023 Pierpont Day of Giving

- 1. What is it?** Giving Day is a day of giving fueled by the power of social media and collaboration. It is an initiative of Pierpont Community & Technical College.
- 2. When is it?** Day of Giving is April 4, 2023. The online platform will go live on March 28 and close on April 7, 2023.
- 3. Who is hosting?** The Pierpont Foundation, Inc. using Give Gab Platform.
- 4. What communities does it serve?** Pierpont students, faculty, and staff.

The logo for Pierpont Community & Technical College, featuring a stylized tree with a large letter 'P' as its trunk and the text "PIERPONT COMMUNITY & TECHNICAL COLLEGE" below it.

Introduction of 2023 Pierpont Day of Giving



5. **Why participate?** To make a positive impact with our students, faculty, and staff.
6. **Who can donate?** Anyone may donate.
7. **Is there a minimum gift?** There is a \$5.00 minimum on the online platform.
8. **Are gifts tax deductible?** Yes, all gifts are tax-deductible to the extent permitted by law.



Day of Giving Schedule



Pre-Giving Phase

March 28 – April 3, 2023

Giving Phase

24 hours on April 4, 2023

Giving Continues

Online platform will close on April 7, 2023





2023 Day of Giving Goals

- Raise \$50,000 to support student scholarships, academic programs, student hardship, alumni outreach, and more.
- To increase number of corporate and individual donors.
- 100% of the Foundation Board Directors to be part of the *President's Circle*.
- 100% of the Board of Governors (exclusive of student and employee representatives) to be part of the *President's Circle*.
- 100% of employees contributing.
- An updated list of alumni contact information.



Areas of Support

Scholarships

Scholarships are crucial not only for attracting bright, talented, and motivated students, but also for empowering a way to graduation day and certification completion. It is the top priority of the Pierpont Foundation. Your generous support keeps an education at Pierpont within financial reach of all students. If you have a specific area for your scholarship gift, such as: aviation, call the Foundation at 304-247-9835.

Student Hardship Fund

The purpose of this fund is to assist students who experience unexpected financial difficulties due to unforeseen circumstances that prevent them from meeting basic living expenses. Examples of such include but are not limited to losses caused by fire, flood, other disasters, death in the family, loss of employment, and so forth. A portion of this fund provides free resources to students including groceries, personal hygiene items, and clothing.



Areas of Support



President's Fund

Show your pride in Pierpont Community & Technical College by making an unrestricted gift to the President's Fund. Funds are used at the discretion of the President and will directly support the greatest needs impacting our student, faculty, and staff; support campus initiatives, and programs.

Pride Fund

If you are unsure where to give, consider the Pride Fund. Donations are used to fund scholarships, facilitate the day-to-day operations of the Foundation, support alumni relations, and stay in contact with donors and potential donors.



Why Board Member Gifting is Important



- Demonstrates your belief and value in the education provided through Pierpont.
- 100% participation in giving by our Boards (Foundation & Board of Governors) is a great selling point when working with corporations and individual donors.
- Demonstrates your investment in our students and their success.



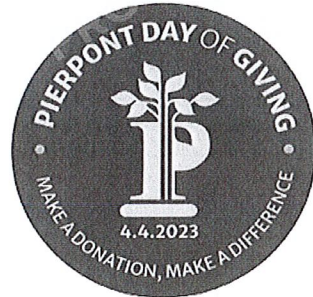


How Board Members Can Help

Spread the campaign on your social media platforms.

Leverage connections in the community to solicit financial or social partnerships.

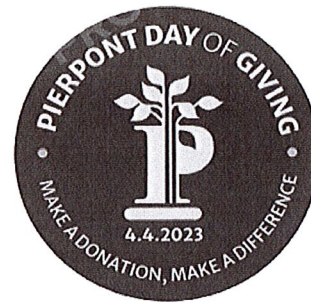
Join the *President's Circle*.



<https://giving.pierpont.edu/>



PIERPONT FOUNDATION, INC.



QUESTIONS?



PIERPONT FOUNDATION, INC.