

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

Advancement and Public Relations

**Thursday, May 18, 2023
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 18, 2023, 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 – Chair, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent: Shauna Burns

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

Lisa Lang called the meeting to order at 1:24 PM.

II. Approval of Minutes – March 21, 2023

Joanne Seasholtz moved to approve the March 21, 2023 Committee meeting minutes. Christine Miller seconded the motion. All agreed. Motion carried.

III. Introduce the Director of Social Media and Community Affairs

Kathy Hypes introduced our new Director of Social Media and Community Affairs, Kristen Cosner.

IV. Social Media and Marketing Campaigns for April and May

Matthew Turner and Kristen Cosner reviewed their presentation on **Marketing Updates** (Attachment A).

V. 2023 Day of Giving: April 4, 2023

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

VI. Discussion

There was discussion on creating a testimonial ad from businesses who employ our graduates. Lisa Lang mentioned giving every high school senior in our 13-county service region a Pierpont “token” or piece of memorabilia.

VII. Adjournment

There being no further business, Lisa Lang adjourned the meeting.

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!

Attachment A



Marketing Updates

BOG Advancement and Public Relations Committee
May 18, 2023



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Overview of Campaigns

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



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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
- Ads playing during local news (Morning, noon, evening & night) on both CBS and Fox
- Streaming Services
 - Including YouTube, Hulu, NBC Sports and more
- As the marketing plan for FY24 is being developed, Pierpont will continue to utilize television and streaming services



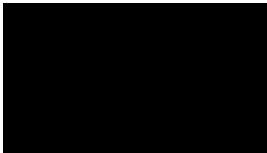


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Television/Streaming Services

- In our contract with WDTV, we are also utilizing their mailing lists
- We provide WDTV with information to send to their email lists that they then provide us with student leads for our recruitment team!





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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”
 - Developed a new billboard to highlight recent graduates
- 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 will have a full-page ad in the upcoming *Senior High* magazine
 - This magazine is distributed to all junior and senior students at all public high schools in West Virginia



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Print Examples

1/3 Page Full Color Ad

1/3 Page Black and White Ad

Newsletter Example

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Print (Continued)

- **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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Videos



- Pierpont utilizes a lot of video for its marketing purposes
- Videos are used to highlight programs, financial aid and student life
- New videos were created in March 2023
 - One for each of our three colleges (BAT, GEPS, HS), one for general recruitment, and two short-form (:30) videos
- Video examples:
 - [Example 1](#)
 - [Example 2](#)

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Videos



- Our office will be creating new short-form videos to utilize on social media, website, and YouTube
- Video lists will include:
 - Each of our associate degree programs
 - Student testimonials
 - A variety of student services (Support services, disability services, student engagement, etc.)
 - Financial aid
 - WV Invests
- Videos will be able to be made IN-HOUSE!

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Videos



- Short-form video examples:
 - [Example 1](#)
 - [Example 2](#)

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Printed Materials

- The Office of Institutional Advancement is working closely with the academic teams and student services team to create a variety of print materials.
- In your packets, you will see print materials that are currently being utilized by the recruitment team
- Some print materials are still in the "editing" phase

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Printed Materials (Examples)

"Ready, Set, Go!" Recruitment Flyer
This flyer highlights the simulation program and QR Code goes to full page article.

"6 Great Reasons to Choose Pierpont"
This brochure highlights the reasons a student should attend Pierpont.

FREE COLLEGE!
This poster shows students that they can receive a free education at Pierpont and walk them through the steps to apply for WAC loans.

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Printed Materials

- New and Improved Viewbook!
- In your packets, you will find our current viewbook
- We are currently updating the old viewbook with new information, including:
 - Better student/faculty ratio
 - Updated programs list
 - Updated articulations
 - Updated financial aid information

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Viewbook

YOUR FUTURE BEGINS HERE

PIERPONT
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www.pierpont.edu

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Social Media Marketing



PAID MEDIA

- Digital Advertising (websites, streaming, etc.)
- Social Media Advertising

OWNED MEDIA

- Pierpont CTC Social Media Accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Website (pierpont.edu)
- Email (internal)

EARNED MEDIA

- Mentions
- Shares
- Media Coverage
- Ambassadors

Ad Placements

Facebook: in-feed, stories and reels, in-stream ads for videos and reels, and search results
 Instagram: in-feed, stories and reels

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Social Media Ad Examples – May 2023




YOUR FUTURE BEGINS HERE.

Explore over 30 associate degree programs and certifications in high-demand fields. Begin your career in only two years.

YOUR FUTURE BEGINS HERE.

Apply your skills to real-world projects in our state-of-the-art facilities. Work with high-demand industry professionals.

YOUR FUTURE BEGINS HERE.

Work with our award-winning faculty and staff. Gain hands-on experience in our state-of-the-art facilities.

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Social Media Highlights - Facebook



Engagement: Median reactions, comments, and shares per post on Facebook has seen a 438% increase(PS) over the last 28 days.

Facebook has seen increases in the following as well:


- 5.6K page visits (56.5% increase)
- 92 new page likes (12.3% increase)




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Commencement Wrap-up Video





PIERPONT COMMUNITY & TECHNICAL COLLEGE
SPRING 2023
COMMENCEMENT

https://fb.watch/kzR8dtb89/



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Social Media Highlights - Instagram

In the last 30 days, the engagement rate on Pierpont Community and Technical College's Instagram has increased from 0.78% to 2.71%, which is a 247% increase, over the last 28 days. Our engagement rates is within the industry average of 1.45%.

Instagram has seen increases in the following as well:

- 44k accounts reached (8% increase)
- 151 accounts engaged (33.6% increase)
- 15 followers gained (2% increase)

Focus:

- Student-centric, engaging content
- Instagram Reels (short-form video)









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Social Media Highlights - LinkedIn

Pierpont Community and Technical College ranked #1 in engagement on LinkedIn among community colleges in the state and #7 among universities in the state.

Community Colleges - Engagement Rate			Universities - Engagement Rate		
1	Pierpont Community and Technical College	2.71%	1	University of Maryland	0.88%
2	Virginia Community and Technical College	2.00%	2	State University	0.88%
3	Western Piedmont Community and Technical College	1.99%	3	University of North Carolina	0.88%
4	North Carolina Community and Technical College	1.99%	4	University of Virginia	0.88%
5	North Carolina State University	1.99%	5	University of North Carolina	0.88%
6	North Carolina Community and Technical College	1.99%	6	University of North Carolina	0.88%
7	Pierpont Community and Technical College	1.99%	7	University of North Carolina	0.88%
8	University of North Carolina	1.99%	8	University of North Carolina	0.88%
9	University of North Carolina	1.99%	9	University of North Carolina	0.88%
10	University of North Carolina	1.99%	10	University of North Carolina	0.88%





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SmugMug

SmugMug is a photo hosting site that creates a home for photo galleries from Pierpont Community and Technical College events. The site allows visitors to browse, download, and share photos directly to social media.

In just 15 days, Pierpont Community and Technical College's SmugMug has brought in over 23k photo views. Conversions to the site are driven by social media, email, and the weekly newsletter.



[Pierpont Community and Technical College \(smugmug.com\)](http://Pierpont Community and Technical College (smugmug.com))
pierpontctc.smugmug.com



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Pierpont's Day of Giving



1. Scholarships	\$13,250.00	7
2. Pride Fund	\$4,000.00	5
3. President's Fund	\$1,720.00	4
4. Student Hardship	\$1,125.00	8
5. Other	\$50.00	1

Groups of Pierpont	Donor Breakdown
Board of Governors (lay members)	33%
Foundation Board of Directors	40%
Employees	18 employees participated in Day of Giving, either through a one-time gift or starting/increasing payroll deductions. This includes Dr. Nelson
Individuals – exterior to college	4
Employee Payroll Deductions	
<ul style="list-style-type: none"> • 5 new participating employees for payroll deductions • 10 Total employees participating in payroll deductions 	
Misc. Stats	
<ul style="list-style-type: none"> • 17 new donors • 4 donors representing business & Industry (2 new) • 100% of fees were covered for online donations 	