

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

Advancement and Public Relations Committee Meeting

**Tuesday, September 19, 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 September 19, 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 – Chair, Madison Martin, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent: Christine Miller

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 1:00 PM.

II. Approval of Minutes – May 18, 2023

Joanne Seasholtz moved to approve the May 18, 2023 Committee meeting minutes. Juanita Nickerson seconded the motion. All agreed. Motion carried.

III. Current Media Campaigns

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

IV. Adjournment

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

Respectfully submitted by Amanda N. Hawkinberry

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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
September 19, 2023



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Overview of Campaigns

- The Office of Institutional Advancement currently has campaigns running on
 - Television/Streaming Services
 - New and Innovative Ideas!
 - Billboards
 - Print (i.e. newspapers, newsletters, etc)
 - Printed materials
 - Promotional Items
 - Social Media



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Television/Streaming Services

- Pierpont signed a contract with WDTV for FY24
- Ads playing during local news (Morning, noon, evening & night) on both CBS and Fox
- Ads will also be playing during sporting events (NFL and college) on CBS and Fox.
- Streaming Services
 - Including YouTube, Hulu, NBC Sports and more





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Television/Streaming Services

- New commercial ideas in the works
- To see current commercials, visit go.pierpont.edu/campaigns







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Pierpont Cooking Show/Interviews

- New and innovative ideas!
- Cooking with Pierpont (Cooking Segment)
- In-Studio Interviews






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Cooking with Pierpont

- Filming at Pierpont's Culinary Academy
- Airing twice per month, students from Pierpont's three FOSM programs will be showcased creating a dish and give step-by-step instructions
- All recipes and videos will be placed on its own webpage at wdtv.com
- Segments will air two Tuesdays per month during morning, afternoon and evening news
- We receive footage and can use at our discretion





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Pierpont In-Studio Interviews



In-Studio Interviews


- Twice per month, we go in-studio and promote anything and everything Pierpont
- Interviews will air on the 4pm edition and be used in evening news (if needed)
- First segment has been filmed with Dr. Hayward and another to be filmed next week.

Watch HERE!






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Billboards

- Pierpont has billboards in three local cities
- Billboards are digital and can be changed anytime we want
 - Typically changed monthly
- Billboards are located at:
 - The light across from McDonalds/Walmart in White Hall
 - The light next to Sheetz in Star City (heading toward interstate)
 - At the on-ramp in Sabraton
- There are three ads on each of the billboards that rotate constantly



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Billboards













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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)
- Ads are used to promote anything and everything, from general Pierpont info, programs, events, etc.





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Print Examples



1/4 Page Full Color Ad
Promoting general PCTC info



1/4 Page Black and White Ad



Magazine 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
 - New edition expected by October!






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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




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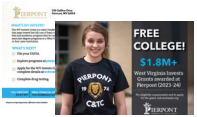
Printed Materials (Examples)




"Monty Head" Recruitment Piece
Takes students through admissions process and QR Code goes to full program list



Viewbook
Updated Summer 2023



FREE COLLEGE
This postcard shows students that they can receive a free education at Pierpont and walks them through the steps to apply for WY Invest



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Promo Materials

- This summer, we created new and improved promotional materials
- Items included shirts, pennants, flags, stickers, and more!
- Examples:



General Pierpont logo



"Collegiate" Pierpont logo



"Retro" Pierpont logo
Soft-launch for 50th anniversary!



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Want a T-Shirt?

- Scan the QR code below and fill out the form with your name and shirt size! We will get them to Amanda to give to you!



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Social Media

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Social Media Marketing Strategy

Pierpont Community and Technical College utilizes organic (unpaid) and paid social media marketing strategies to engage current and prospective students, faculty/staff, and community and business partners.

**Social media is our most public facing asset,
allowing users to engage directly with the institution.**

Community building, brand visibility and recognition, mass communication, powerful organic and paid marketing asset, boosting institutional morale and pride, etc.

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Facebook

November 1, 2022 – March 31, 2023

Organic (unpaid) Reach – 202,638

Paid Reach – 276,658

Median Reactions – 10

New Likes – 204

April 1 – August 31, 2023

Organic (unpaid) Reach – 483,185 (+138%)

Paid Reach – 547,055 (+98%)

Median Reactions – 36 (+260%)

New Likes – 302 (+47.3%)

Top performing posts (organic):

Vet Tech Ribbon Cutting – 12.8K reach

2023 Commencement Wrap – 12.1k reach

Aviation Maintenance Technology Scholarship Reception – 10.8K reach



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Instagram

Engagement Rate:

0.78% → 3.49%

3-Month Overview

Impressions: 358,496 (+31.9%)

Profile Visits: 748 (+4.1%)

Link Clicks: 27 (+35%)



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LinkedIn

Pierpont Community and Technical College currently ranks #7 in engagement among all universities in West Virginia and maintains the highest engagement among all community colleges in the state.

November 1, 2022 – March 31, 2023

New followers: +320

Impressions (organic): 392

Impressions (paid): N/A

Engagement rate: 6%

Reactions: 2

April 1 – August 31, 2023

New followers: +361

Impressions (organic): 39,911 (+12,372%)

Impressions (paid): 138,451

Engagement rate: 10.5%

Reactions: 1,401 (+69,950%)



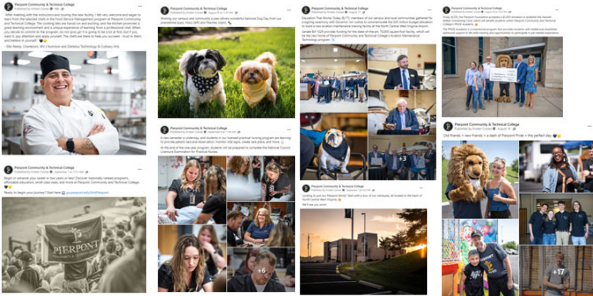
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Paid Campaigns

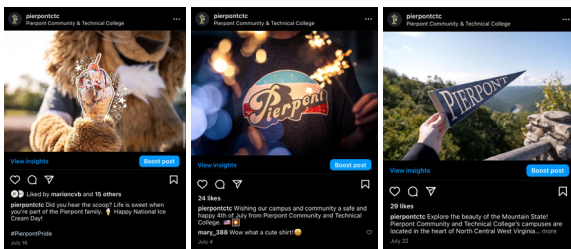


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Check out what's on our social feeds:



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