

OAKLAND COMMUNITY COLLEGE

# Marketing & Recruiting

2014-15 Campaign



# Messaging

- New application deadlines
- Registration deadlines
- “Start here” theme
  - For career
  - For transfer



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Community is our middle name.®

# Advertising

- Comcast Cable
  - 41 30-second spots
  - Tigers baseball—July/August/Early September
- Digital
  - Web and mobile ads—900,000 impressions
    - Sites included Itunes, Yahoo, ESPN, USAToday
  - Click on Detroit—800,000 impressions plus 200,000 monthly mobile impressions
- MCCA State wide campaign – radio and billboards in southeast Michigan



College costs too high?  
Come to OCC this fall.

**New students—  
Don't delay,  
admissions deadline  
is August 15th.**

Register today at  
[oaklandcc.edu](http://oaklandcc.edu)!



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[www.oaklandcc.edu](http://www.oaklandcc.edu)



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# Advertising

- Radio
  - 350 30-second and 15-second spots
    - WKQI—95.5FM
    - WDZH—98.7FM
    - WYCD—99.5FM
    - WRIF—101.1FM
    - WOMC—104.3FM
    - WXYT—97.1FM
    - Pandora (plus 218,750 web impressions)

# Advertising

- Bulletin Boards

- Fall/winter application/registration messages—12 boards
- Locations included I-75 & 12 Mile, I-75 & Holly, I-696 & Greenfield, I-96 & Wixom



- Print

- Detroit News/Free Press Michigan College Guide
- Oakland Press College Guide

# International Students

- Emphasis on ESL and Bridge Programs
  - Ads in largest non-English papers
    - *Korean Weekly*
    - *Arab American News*
    - *Latino Press*
    - *7 Days (Russian)*

**طور مهاراتك  
في اللغة الإنكليزية  
في " كلية أوكلاند!"**

إنتسب الآن وتسجل في صفوف  
"تعلم اللغة الإنكليزية كلغة ثانية" في "كلية أوكلاند".

صفوف لتعلم اللغة متوفرة في المدن التالية:  
روبال أوك، ساوثفيلد، أوبرن هيلز  
وفارمنغتون هيلز (حرم أورشيرد ريدج).

صفوف متوفرة لكافة المستويات  
من المبتدئين وحتى المتقدمين  
بمستويات متقدمة.

إنتسب قبل 15 كانون أول (ديسمبر)،  
تسجل قبل 11 كانون ثاني (يناير)  
وإبدأ الدراسة في فصل الشتاء!

لمزيد من المعلومات حول البرنامج  
والالتسجيل يمكن زيارة الموقع الإلكتروني:  
[www.oaklandcc.edu/ESL](http://www.oaklandcc.edu/ESL)



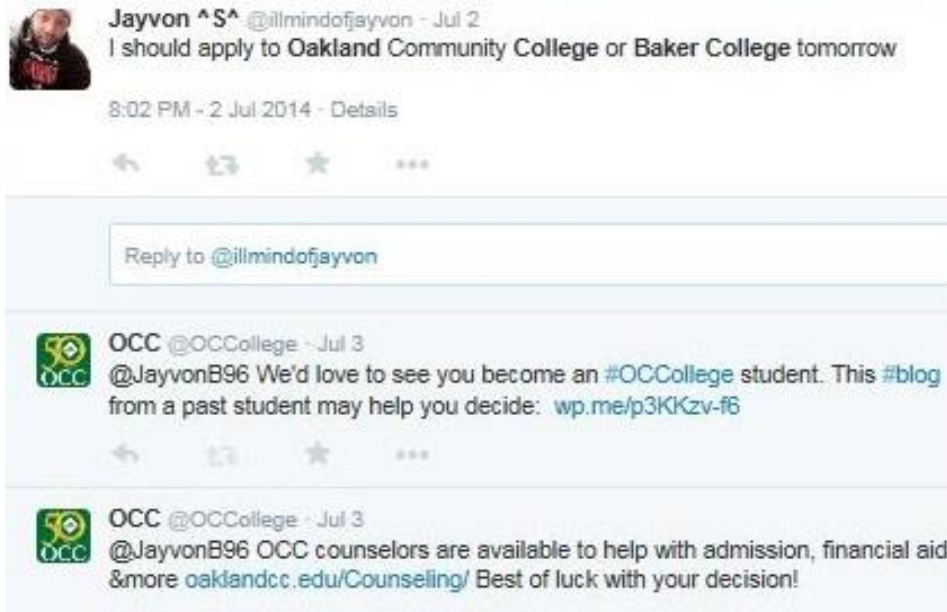
**50**  
YEARS  
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# Recruitment Through Social Media

Oakland Community College is connected to more than **50,000** users on social media.



*Jayvon ended up at OCC this past fall!*



**Help us promote your program – feed us content!**

# Public Relations

- Earned media
  - Example—Ad value for stories on GM donation to robotics program=\$70,938.28
- Social media
  - Regular reminders on registration
  - Posts on programs, awards, careers support recruiting
  - Reposts on Oakland Schools/school districts' sites
- West Oakland Parenting Fair
  - Farmington, Huron Valley, Walled Lake, West Bloomfield school districts



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# Recruitment

- Recruiters were eliminated
- Recruitment taskforce being convened
- College websites are critical
  - OCC's site being redesigned completely
- New e-catalog
- Govdelivery product – community newsletter
- Considering postcard mailing



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# Questions?