

FOOTHILL COLLEGE MARKETING & PUBLIC RELATIONS DEPARTMENT UPDATE PARC: DECEMBER 3, 2014

Department Goals

1. Increase enrollment and improve access through targeted marketing and promotions.
 2. Working closely with Associated Students, help deepen student engagement.
 3. Review and assess the Foothill College website.
 4. Strengthen internal college communication.
 5. Streamline departmental processes and procedures.
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Noteworthy Projects

Complete

- Fall recruitment campaign
 - Radio, television, print, bus, social media, and Google
- Commencement program - redesign
- *Foothill Fusion*, revamped internal staff newsletter
- Quarterly joint planning meeting with FHDA Foundation

Current

- Department work order form and work flow diagram
- Winter recruitment campaign
- Social media guidelines, in partnership with ETS
- Foothill College Partnerships “one-pagers”
- Virtual campus tour, in partnership with International Student Program
- FHDA Ed Center marketing

Future

- Website redesign and conversion to Omni Update (content management system)
 - *The Heights* – format, articles, themes, etc
 - Foothill College viewbooks – two versions, corporate v potential students
 - Campus plasma and LED displays
 - Student testimonials and blogs
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Personnel Updates

1. Website Coordinator, Senior: Interviews week of December 1
2. Web & Print Communications Design Coordinator: Interviews week of December 8
3. Web Content Developer: Interviews first part of January (estimated)