

Foothill College

Fall 2006 Marketing Schedule

Summary 2006-2007 Marketing Plan

Overview/strategy

Utilizing research and demographic information, create and implement a comprehensive targeted marketing plan to attract and recruit new students, encourage current students to continue and raise awareness of college image in the public. Assert the Foothill brand as distinct and superior to other community, technical and private colleges.

Target Audience

Foothill College's marketing plan is focused to spend dollars in media outlets reaching the largest number of potential students. Foothill's largest groupings of students fall into four age categories outlined below. The marketing strategy uses age, ethnicity and city of residence as key indicators in determining which media venues and marketing methods to utilize. In addition, research methods such as surveys are used to validate these methods and identify the specific media used most often by students.

Age:	19 and less	22.3 percent
(Fall 2005)	20-24	22.3 percent
	25-34	21.9 percent
	35-59	23.8 percent
	60 plus	9.7 percent

Residence: 40.1 Percent live with the FHDA district boundaries.
19.9 Percent live in San Jose CCD/WVM CCD
15.7 Percent live in San Mateo CCD
16.3 Other California CCD

Cities:	14.7 percent	San Jose
	12 percent	Mountain View
	10.9 percent	Palo Alto
	7.5 percent	Sunnyvale
	7.4 percent	Los Altos/LAH

Based on these factors, Foothill defines its three primary target audiences as adults between ages 17 and 24, ages 25 and 34 and 35 plus. Demographically, these are distinct groups and require distinct marketing methods.

Brand Identity

Foothill College positions itself as a leader in high-quality transfer education, career training and professional development. To reflect this positioning, Foothill uses the core branding statement Upgrade. Advance. All marketing and communications materials present a consistent reinforcement of this statement and the core ideals behind it, through use of images, slogans and language.

Fall recruitment combines print, radio, movie and online advertising along with direct marketing efforts to reach potential new students. This year's campaign will run for 7-weeks, from August 2nd through September 22nd, covering new student registration.

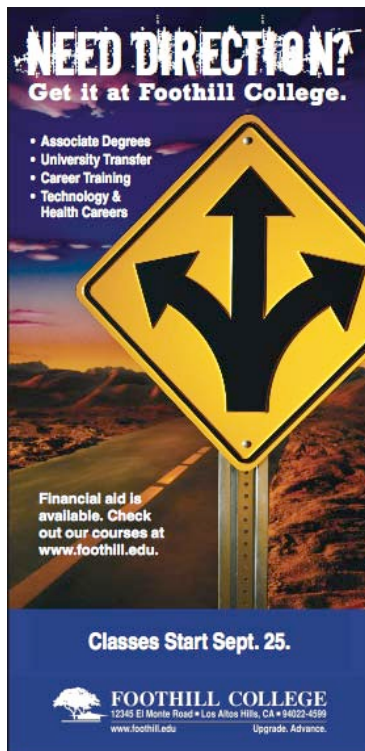
Breakdown of Fall 2006 Media Campaign

In conjunction with general recruitment, we will do a specific online campaign for CTIS, a print ad for PE and movie slide for career programs.

GENERAL RECRUITMENT ADVERTISING

Newspapers

Print ad message: Need Direction? Get it at Foothill College.



San Jose Mercury News

Circulation: 717,500 Daily; 808,300 on Sunday

This is a 3-day per week flight plan, implementing full color ads.

Run time Aug 14 thru Sept 21 (omitting Labor day weekend)

Sticky Note: Sept. 6– The sticky note will be placed on the front page in 3 different zones covering San Mateo & N. Santa Clara County, Sunnyvale south to Los Gatos & Willow Glen & Central San Jose and reaches 131,500 subscribers.

San Francisco Chronicle

Circulation: 220,000 daily

Sept. 8, 15 & 22 – Peninsula section

Los Altos Town Crier

Circulation: 16,500 weekly

Run dates: Aug. 9, 16, 23, 30, Sept. 6, 13 & 20 – full color

Palo Alto Weekly

Circulation: 49,000 weekly

Class guide section: Aug. 2

Run dates: Aug. 4, 11, 18, 25, Sept. 1, 8, 15 & 22 – full color

Mountain View Voice

Circulation: 18,000 weekly

Class guide section: Aug. 4

Run dates: Aug. 2, 9, 16, 23, 30, Sept. 6, 13 and 20 – full color

Metro

Circulation: 500,000 weekly

Run dates: Aug 9, 16, 23, 30, Sept. 6, 13 & 20 – full color

Radio Stations

The radio spot “Time for a Career Change” targets the adult learner. “Next Steps” targets the younger, more traditional student. Both radio spots will run August 14 through August 27.

KYLD 94.9 FM – Rap/Hip Hop Format

Aug 14 thru Aug 27 – Foothill exclusive ad (39 total 60-second spots)

KITS 105.3 FM – Alternative Rock Format

Aug 14 thru Aug 27 – Foothill exclusive ad (58 total 60-second spots)

Added value: Free banner advertisement on stations website www.live105.com with link to Foothill’s website.

KEZR 106.5 FM – Hot Adult Contemporary Format

Aug 14 thru Aug 27 – Foothill exclusive ad (118 total 60-second spots)

Added value: Web Presence on www.todaysbestmix.com from August 14-25

Website will include information on Foothill including registration dates and Foothills logo and link to website. Ten special daily “Tips for Foothill Success” read by DJ in evening drive prior to 60-second spot.

Movie Theaters



American Cinema Network (Century Movie Theaters)

July 1, 2006 – June 30, 2007 – It is a two-slide rotation, one featuring general programs and services at Foothill, the other highlights our career programs.

Direct Mail

The Heights:

Aug 17 - mailed to 135,000 households in service area. This printing includes the complete course listing for fall classes. The Heights will also be distributed off-site to:

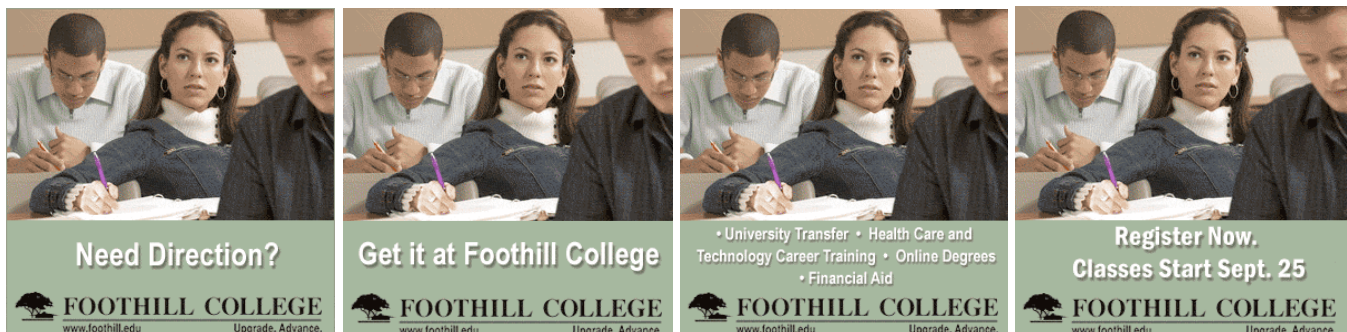
- 37 Libraries – including reference desks as well as stack drops
- 38 Community Centers, Y's, City Halls
- 47 Corporate businesses in Mountain View area

Online Campaigns

Using the message in our print ad campaign, online ads and direct email lists will be used to highlight the enrollment period.

Mercury News Online

Follows the print ad campaign: Need Direction? Get It At Foothill College.
Run time: Aug 7 thru Sept 25



Ad Product	Channel	Targeting	Impressions	Start	End
Standard Leaderboard (728x90)	Business	Run-of-Channel	15,000	7-Aug	25-Sep
Standard Skyscraper (160x600)	Business	Run-of-Channel	7,500	7-Aug	25-Sep
Pop-Up/Pop-Under (300x300)	Business	Run-of-Channel	6,500	7-Aug	25-Sep
Standard Leaderboard (728x90)	News	Run-of-Channel	30,000	7-Aug	25-Sep
Standard Skyscraper (160x600)	News	Local News	20,000	7-Aug	25-Sep
Standard Leaderboard (728x90)	News	Education	7,500	7-Aug	25-Sep
Cube 1 of 4 (160x90)	News	Education	Semi-Fixed	1-Aug	30-Sep
Standard Skyscraper (160x600)	News	Education	5,000	7-Aug	25-Sep
Standard Skyscraper (160x600)	Homepage		5,000	7-Aug	25-Sep
Standard Leaderboard (728x90)	Life&Style	Run-of-Channel	5,000	7-Aug	25-Sep
Total			101,500		

Palo Alto Online

Run time: July 28 through Aug. 25

Ad Product	Channel	Targeting	Impressions	Start	End
Standard Skyscraper (120x240)	News	Run-of-Channel	200,000	28-Jul	25-Aug
Total:			200,000		

Google Search Optimization

The Foothill College marketing campaign includes sponsored links and prioritization of the Foothill name and Foothill programs with the Google search engine. Through Google Adwords, Foothill College purchases placement for general and program specific placement within the search engine.

Direct Email Campaign

Mercury News subscriber list

September 5: Email ad sent to 44,000 mercury news subscribers in the following zip codes:

94035	94040	94041	94043	94086
94087	94089	95030	95070	95120
95124	95125	95129		

PROGRAM SPECIFIC ADVERTISING

Physical Education

Print ads:

Impact

Message: Kick Your Weeknights Into High Gear

Run date: Fall '06 class guide

CTIS

Online ads:

Mercury News Online

Message: Quality Technology Training at an Affordable Cost



Ad Product	Channel	Targeting	Imp's	Start	End
Standard Leaderboard (728x90)	Business	Run-of-Channel	5,000	7-Aug	25-Sep
Standard Skyscraper (160x600)	Business	Run-of-Channel	5,000	7-Aug	25-Sep
Pop-Up/Pop-Under (300x300)	Business	Run-of-Channel	10,000	7-Aug	25-Sep
Cube 1 of 4 (160x90)	Business	Technology	Semi-Fixed	7-Aug	30-Sep
Standard Leaderboard (728x90)	News	Local News	30,000	7-Aug	25-Sep
Standard Skyscraper (160x600)	News	Local News	15,000	7-Aug	25-Sep
Standard Leaderboard (728x90)	News	Health / Science	7,500	7-Aug	25-Sep
Standard Skyscraper (160x600)	News	Health / Science	5,000	7-Aug	25-Sep
Cube 1 of 4 (160x90)	News	Health / Science	Semi-Fixed	7-Aug	30-Sep
Standard Skyscraper (160x600)	Homepage		10,000	7-Aug	25-Sep
Standard Leaderboard (728x90)	Life&Style	Run-of-Channel	7,600	7-Aug	25-Sep
Standard Skyscraper (160x600)	Life&Style	Run-of-Channel	7,500	7-Aug	25-Sep
Total:			95,100		

Direct Email Campaign for CTIS

Mercury News subscriber list

August 22: Email ad sent to 23,000 Mercury News subscribers in the following zip codes:

95111
95148

95118
95030

95121
95030

95123

95126