

CASC MarComm Strategic Plan

Leveraging data to grow!



POINTS TO REMEMBER FOR ANY STRATEGIC MARKETING PLAN



A MIX OF PAID, OWNED, EARNED, AND SHARED MEDIA.



ALL TYPES OF MEDIA, AND HOW THEY RELATE TO OUR PROPOSED PLAN, IS A CENTRIFUGAL CIRCLE...ONE FEEDS THE OTHER



INTEGRATED MARKETING IS A STRATEGIC PROCESS THROUGH WHICH YOU COORDINATE THE TOUCHPOINTS AT YOUR DISPOSAL TO INFLUENCE BEHAVIOR.



YOU ARE FOCUSED ON THE SPECIFIC GOAL YOU'VE IDENTIFIED.



BRAND AWARENESS AND BRAND ATTITUDE ARE IMPORTANT, BUT THE ULTIMATE GOAL IS TO INFLUENCE HUMAN BEHAVIOR.



IT IS AN ONGOING PROCESS AND CYCLE DURING WHICH YOU LOOK AT EVERY RESOURCE AT YOUR DISPOSAL TO INCORPORATE INTO THE PLAN.



EXAMINE DATA INSIGHTS TO GUIDE AND INFLUENCE CAMPAIGN DECISIONS.

MARKETING PROJECTS THAT IMPACT ACADEMIC AREA (and others)



VIKINGTV

Catalyst and valuable tool for upcoming Digital Media program (fall 2023).

Valuable recruitment tool for general students but also student-athletes.

Valuable advertising and quality of life tool.

PARTNERSHIP MOUS

Partnerships created between local businesses, local city governments, and CASC to create specialized incentives for employees to pursue their degrees or courses at CASC.

PROMOTIONAL CAMPAIGNS

Measurable through Institutional Assessment and student/target audience surveys.

A background image of five young women standing outdoors, smiling. They are all wearing black t-shirts with the word "SCHOLARS" in large white letters, and "CARL ALBERT STATE COLLEGE" in smaller white letters below it. The text is overlaid on a semi-transparent dark blue rectangle.

STRATEGIC PLAN GOAL (MARKETING & COMMUNICATIONS):

THE CAMPAIGN GOAL IS TO CHANGE THE BRAND ASSOCIATION AND PERCEPTION OF CARL ALBERT STATE COLLEGE.

ACCOMPANYING OBJECTIVES:

A) CHANGE PERCEPTIONS OF CASC AMONG PROSPECTIVE STUDENTS AND PARENTS.

B) ENHANCE THE EXPERIENCE AND SATISFACTION RATE OF CURRENT STUDENTS.

C) INTERNALLY BRAND THE INVESTIBLE IDEA AMONG FACULTY AND STAFF TO LEAD TO A CULTURE SHIFT, PERSONAL GROWTH AND DEVELOPMENT, AND PERSONNEL REFOCUS.

The Investible Idea...

- Is the core of any campaign goal.
- Serves as the core of any integrated marketing campaign.
- Guides and sustains the campaign.
- It is more powerful if it is tied to the brand essence.
- It must point back to the brand.
- Is developed after gathering and analyzing market research.
- Should advance the brand's mission.
- Should drive a brand and influence consumer behavior.
- A strong brand is developed from within, which is why the investible idea should be branded internally. A strong brand is developed with the buy in from top leadership; the leadership team must drive the investible idea forward in the organization.





The Investible Idea

"Be exceptional. Be a Viking."

The college's mission statement reads: "Providing affordable, accessible, and exceptional education that fosters student success." **Current student satisfaction data and insights about our current student body and target audience combined with CASC's proven quality generates the following investible idea: "Be exceptional. Be a Viking."** Generally speaking, success follows becoming exceptional, pointing back to the college's brand essence of fostering student success, whatever it takes. The investible idea appeals to the aspirational identity of those in our target audience.



This investible idea can multiply and take on various forms for varying purposes. For example, "Be courageous. Be a Viking"; "Be inclusive. Be a Viking"; "Be a change-agent. Be a Viking."

Finally, the investible idea is one that shall apply to internal operations such as candidate hiring, budgetary decisions, and facilities maintenance, to name a few. If Vikings are exceptional, hire the best candidate. If Vikings are exceptional, budget for the best equipment possible. If Vikings are exceptional, maintain campus facilities and resources with nothing less than excellence.

Operating with a mindset of excellence creates culture change among faculty and staff which then bleeds over into student life. Consequently, organically CASC will earn an exceptional reputation.

Our Brand

is not our logo, colors, or images. Rather, our "brand" is how we are perceived in the mind of our consumer.

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ENVIRONMENTAL SCAN



Nearby Competitors

EASTERN OKLAHOMA STATE COLLEGE

- Also a two-year community college.
- Similar in size, makeup, and activities offerings.
- Also a blend of commuter and residential campus.
- Forty-five minutes away, very close geographically.

CONNORS STATE COLLEGE

- Also a two-year community college
- Pathway school to Oklahoma State University

UNIVERSITY OF ARKANSAS-FORT SMITH

- Four-year university with a large campus and a varied student life program- Greek life, countless student organizations, athletics, etc.
- Oklahoma students receive in-state tuition.
- Forty-five minutes away; just over the Arkansas River from CASC.

ENVIRONMENTAL SCAN



Drivers

Anything that will encourage a consumer to choose our brand over another.

ENVIRONMENTAL SCAN



Barriers

LET'S TALK ABOUT THEM

Why a consumer doesn't buy the CASC brand.

"I don't need it."

"I can't get what I need there."

"I want the big student experience."

CARL ALBERT STATE COLLEGE CONSUMER PERCEPTION BARRIERS

- Students want the "big college" experience
- Misconception that CASC is only for low-income students with low grades or ACT scores.
- Misconception that needed classes aren't offered.

ENVIRONMENTAL SCAN



Student Snapshot

Student outcome data indicates that a vast number of students enrolled at CASC have a HS GPA over 3.77, with 76% having above a 3.0, and an average ACT score of 24, underscoring that the majority of students at CASC are high-achieving, motivated, and proactive. Students also reported their family and friends were supportive of their decision to attend CASC and report over a 95% satisfaction rate upon graduation. Over 80% of surveyed students reported their impression of CASC BEFORE attending there as "good," "above average," or "excellent."

ENVIRONMENTAL SCAN



CASC's Target Audience

A snapshot of CASC's target audience is as follows: Males and females between the ages of 18 and 25, who are first-generation college students, of lower income, geographically close to CASC, and who are possibly young parents. Additionally, high school juniors and seniors who fall into the above demographic group. Further, a secondary target audience has been identified as males and females ages 25-35, with possibly some college credits, those seeking life changes, and who have families and full-time jobs (CASC, 2020).

ENVIRONMENTAL SCAN



Higher Ed Complexion

According to Inside Higher Ed, in November of 2020, community college enrollment overall was down 9.5% (St. Amour, 2020).

CASC reported a slight increase in enrollment from 2019 to 2020, up approximately 40 students. We can likely attribute this to CASC's willingness to pivot to distance learning during the pandemic, with Forbes stating that community colleges who did not effectively execute virtual learning falling behind in enrollment numbers.

However, heading into 2021, CASC saw an 8.7% enrollment decline from 2020. Reasons for this are unknown, but it's worth noting that the general consensus within the state of Oklahoma is that COVID relief stipends disincentivized people to either work or return to school; unemployment that summer hovered around 4.7% and the last round of stimulus payments was distributed in April of 2021.

Reminder...

our brand is not our logo, colors, or images. Rather, our "brand" is how we are perceived in the mind of our consumer.

And here is a recap of the MarComm goal and objectives...

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A photograph of five young women standing outdoors in a row, smiling at the camera. They are all wearing black t-shirts with the word "SCHOLARS" in large white letters, and "CARL ALBERT STATE COLLEGE" in smaller white letters below it. The background shows a grassy area, some trees, and a building in the distance. A semi-transparent red octagonal frame is overlaid on the center of the image, containing the text "Objective One" and a description of the objective.

Objective One

Change perceptions of CASC among prospective students and parents.

The background is a collage of various business-related images. It includes several bar charts with blue and light blue bars, some with numerical labels like 'Fig.5', 'Fig.3', 'Fig.10', and 'Fig.18'. There are also line graphs, a pie chart with a segment labeled '268', and a calculator with buttons like 'M+', 'CE', 'ONC', and 'v'. A silver pen is positioned diagonally across the center, and a magnifying glass is visible on the right side. The overall theme is data analysis and business performance.

Brand Audit

Utilize the following data to gain an understanding of how we're currently showing up in the minds of our consumers and target audience.

We don't know where to go if we don't know where we are.

BASELINE SURVEY DATA

What was your overall impression of CASC prior to attending school here?				
Demographic Responses	N	%		
	8	2.31%		
Acceptable	38	10.98%		
Good	97	28.03%		
Above average	76	21.97%		
Excellent	107	30.92%		
No Opinion	20	5.78%		
Total	346	100.00%		
No Answer	9			
What is your overall impression of CASC after attending school here?				
Demographic Responses	N	%		
Not Good	6	1.75%		
Acceptable	29	8.45%		
Good	72	20.99%		
Above average	59	17.20%		
Excellent	173	50.44%		
No Opinion	4	1.17%		
Total	343	100.00%		
No Answer	12			

Perception survey from
spring 2022.

BASELINE SURVEY DATA

RECOMMENDATION

35. Would you recommend this college to a friend or family member?	RECOMMEN	No	8	4.7	3,571	6.7	10,277	5.6
		Yes	153	95.3	49,664	93.3	171,697	94.4
		Total	161	100.0	53,235	100.0	181,974	100.0

36. How would you evaluate your overall educational experience at this college?	OVRALLEXP	Poor	1	0.4	855	1.6	2,844	1.6
		Fair	9	5.8	6,000	11.2	20,480	11.2
		Good	43	26.5	24,200	45.3	83,856	46.0
		Excellent	108	67.3	22,312	41.8	75,088	41.2
		Total	161	100.0	53,367	100.0	182,268	100.0

HUGE win for CASC that can be, and has been, used in marketing materials to further our reputation's credibility.

CAMPAIGN TACTICS

Audience	Date Range	Media Type(s)	Social Media Targeting Guidelines	Type of Content	Overall Message/Theme
17-24 year olds	August 2022-May 2025	Social Media: <ul style="list-style-type: none"> Instagram YouTube Facebook* VikingTV	<ul style="list-style-type: none"> Age Specific zip codes Searching for colleges and universities Exploring degree plans By interest in relation to offerings at CASC 	Static images Photos Video Commercials	The investible idea: "Be exceptional. Be a Viking." Credibility. Proven success. Student survey data. Affordability. Campus activities.
25-35 year olds	August 2022-May 2025	Social Media: <ul style="list-style-type: none"> Facebook* Instagram YouTube Radio	<ul style="list-style-type: none"> Specific zip codes Searching for colleges and universities Exploring degree plans By interest in relation to offerings at CASC 	Static images Photos Video Radio ads	The investible idea: "Be exceptional. Be a Viking." Credibility. Proven success. Student survey data. Affordability.
Students seeking online degree programs	August 2022-May 2025	Social Media: <ul style="list-style-type: none"> Facebook* Instagram YouTube 	<ul style="list-style-type: none"> Urban areas in surrounding states Topics related to availbale CASC degree plans Age 	Static images Photos Video	The investible idea: "Be exceptional. Be a Viking." Flexibility. Completely online. Credibility.
Parents of potential students	August 2022-May 2025	Social Media: <ul style="list-style-type: none"> Facebook* Radio Television Streaming: Area HS athletics Newspaper VikingTV	<ul style="list-style-type: none"> Education level Interests Specific zip codes Age High school age activities and interests 	Static images Photos Radio ads TV ads Print ads Commercials	The investible idea: "Be exceptional. Be a Viking." Credibility. Proven success. Student survey data. Affordability. Campus activities.

OPERATIONAL TACTICS

- **WEBSITE OVERHAUL: BETTER EXPERIENCE FOR POTENTIAL STUDENTS AND THEIR PARENTS.**
- **BUILDING-SIZE BANNERS ON EACH BUILDING. CREATES BRAND AWARENESS BUT ALSO HAS THE "WOW" FACTOR. GENERATES PRIDE AND A SENSE OF EXCELLENCE.**
- **REVIEW AND APPROVAL PROCESS FOR ALL TOUCHPOINTS (SCHOLARS SWAG PACKS, SHIRTS FOR GRADUATION, BOOKSTORE ATTIRE, PROMOTIONAL ITEMS IN ENROLLMENT MANAGEMENT, ETC).**
- **REVIEW PANEL/REPUTATION MANAGER ON GOOGLE.**
- **UTILIZE STUDENT BODY STATISTICS IN AD COPY AND CONTENT:**
 - **IE: % OF STUDENTS WITH 3.5 GPA OR HIGHER, % OF STUDENTS WITH HIGHER THAN A 24 ACT, % OF STUDENTS WHO ARE HAPPY WITH THEIR CHOICE, ETC. USE DATA TO AFFIRM THAT CURRENT STUDENTS MADE THE RIGHT CHOICE BY ATTENDING CASC.**

SAMPLE CONTENT Social Media Images



SAMPLE CONTENT Social Media Verbiage

"High school seniors! Others will tell you that you need to start your degree at a four-year institution, but won't they won't tell you is that you'll spend way more money, have less one-on-one attention from your instructors, and be seen as simply a number. They'll try to tell you that you won't get the true college experience.

At Carl Albert, you can join the ranks of highly successful students who collectively have a GPA of over 3.77. You can take advantage of state-of-the-art equipment and facilities, tons of amazing student activities, quality athletics, and so much more! Your success starts here. Be exeptional. Be a Viking."

"Parents of high school seniors! Did you know that 75% of other local high school seniors in your area are considering Carl Albert State College? They understand that at Carl Albert, they can save money, get the same amazing education, and receive specialized support and attention. Dedicated faculty and staff focused on your child will lead them with excellence, deliver quality instruction, and act as talented mentors. Your child's success starts at Carl Albert. Be exceptional. Be a Viking."

SAMPLE CONTENT Social Media Verbiage

"Carl Albert is leading the way in providing a quality education at an affordable cost. 95% of our current students say they would recommend Carl Albert to a friend. They understand what it means to get an amazing education without breaking the bank. They know their success starts here! Your success can, too! Our students are seeing and taking advantage of Carl Albert's amazing amenities, campus life, athletic events, and want to be among the best...the average ACT score for students at CASC is a 24. Don't wait to be part of this amazing student body!

Be exceptional. Be a Viking."

We have to remember
how consumers process
information. In this case

**LET THE
EVIDENCE SPEAK
FOR ITSELF.**

Why Carl Albert?



or



Carl Albert State College

**ENGL 1113- Comp I	\$381.75
**HIST 1493- AmHis 1865-Present	\$381.75
**MUS 1113- Music Apprec	\$381.75
**MATH 1513- Clg Algebra	\$381.75
**HPER 1113- Personal Hlth Well	\$381.75
Housing	\$800.00
Meal Plan	\$1,200.00

SEMESTER TOTAL: \$3908.75

*Average of Regional Universities

**ENGL 1113- Comp I	\$719.68
**HIST 1493- AmHis 1865-Present	\$719.68
**MUS 1113- Music Apprec	\$719.68
**MATH 1513- Clg Algebra	\$719.68
**HPER 1113- Personal Hlth Well	\$719.68
***Housing	\$2,281.80
***Meal Plan	\$1,583.34

SEMESTER TOTAL: \$7463.54

We have to remember
how consumers process
information. In this case
**LET THE IMAGE AND
PERSPECTIVE OF
OTHERS INFLUENCE
OUR CONSUMER.**



WHAT OUR STUDENTS ARE SAYING

Carl Albert was the best choice I could have ever made. I learned how to be the best version of myself. I had amazing instructors who mentored and guided me along the way.



Harden Workman

Carl Albert Sophomore
Antlers, OK

SAMPLE CONTENT

RADIO SCRIPTS

“Are you ready to realize your own potential? Have you been dreaming about your future or even a career change? Don’t settle! Carl Albert State College is your solution to becoming who you’re meant to be. With small class sizes, flexible scheduling, and a student body with high academic scores, Carl Albert State College is the premier choice for an extraordinary education and the path to an amazing YOU!

A better future awaits you! Be exceptional. Be a Viking!” Check us at out carlalbert.edu.

“The average GPA at Carl Albert State College is 3.77, numerous Viking athletes are recognized nationally for their talent, and a large number of our students are published writers! You can join the ranks of these talented students! Carl Albert State College offers small class size and one on one attention. Advisors ready to serve and assist you throughout your college journey! You can be ready to join Oklahoma’s future workforce- The majority of the highest in-demand positions in the state of Oklahoma require a college degree. You can be one of them!

Let us help you get started. Be exceptional. Be a Viking! Visit www.carlalbert.edu.

BASELINE SURVEY DATA

MEASUREMENT

1) An uptick in the percentage distribution of student perception surveys. For example, in the image to the right, students have an improved perception of CASC after attending the institution.

Subsequent data sets will be examined to determine an increase in percentage points from "above average" and higher.

For example, in spring 2023, data insights for the first question will hopefully show a collective percentage greater than 52.89% (above average + excellent), with improvements each year following.

It goes without saying that we want the perception rating in the second question to improve.

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Objective Two

Enhance the experience and satisfaction rate of current students.

CAMPAIGN TACTICS

Audience	Date Range	Media Type(s)	Social Media Targeting Guidelines	Type of Content	Overall Message/Theme
Current students	August 2022-May 2025	Email Campus signage Social Media: <ul style="list-style-type: none">Facebook*InstagramYouTube Radio Course Syllabi	<ul style="list-style-type: none">All organic	Static images Photos Video Radio ads	The investible idea: "Be exceptional. Be a Viking." Credibility. Proven success. Student survey data. Affordability.

OPERATIONAL TACTICS

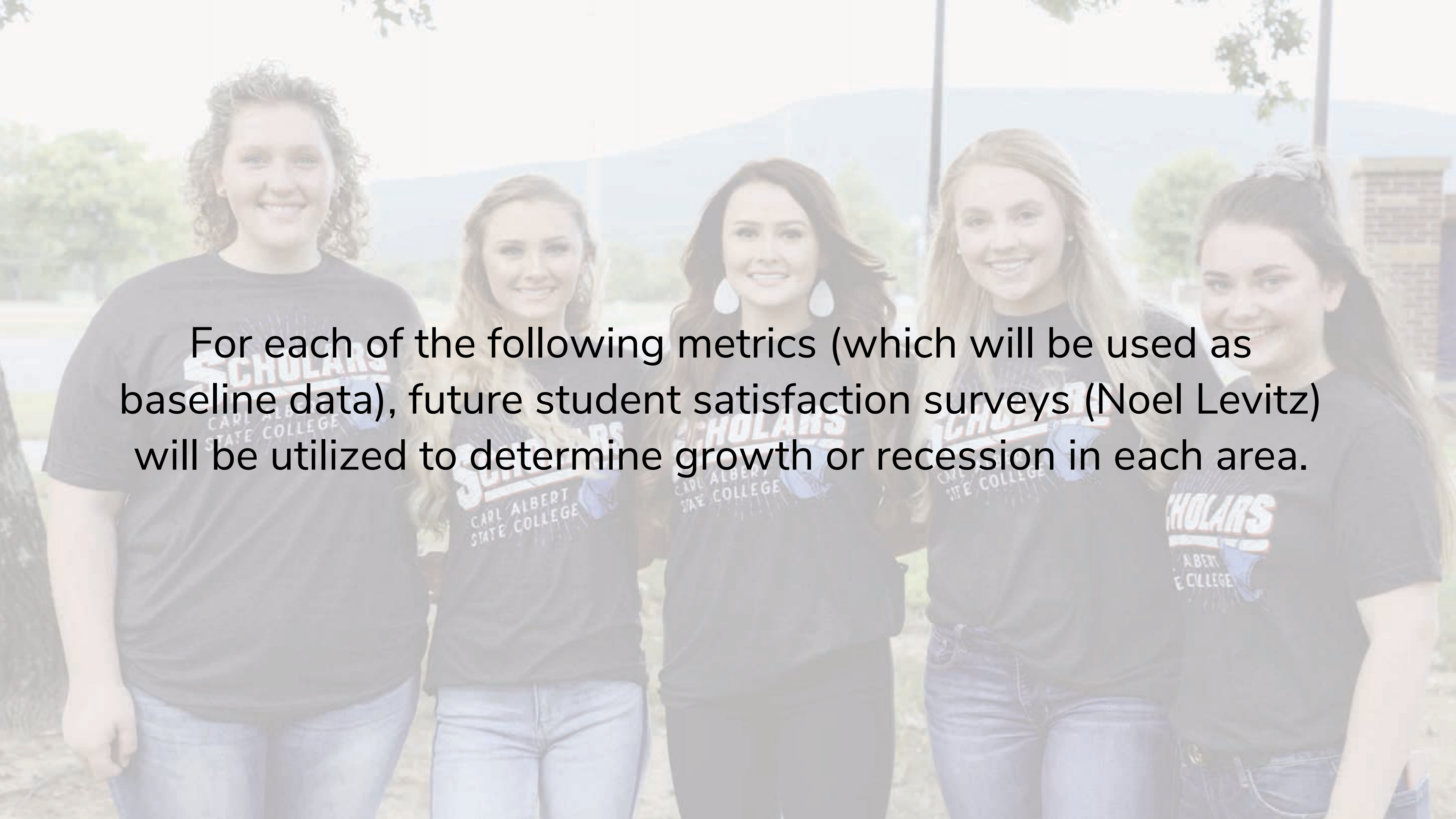
- **CONTINUE TO REFINE MOBILE APP FOR A POSITIVE USER EXPERIENCE.**
- **WEBSITE OVERHAUL: ENSURE IT IS USER-FRIENDLY FOR CURRENT STUDENTS AND POSSESSES ALL NEEDED INFORMATION FOR THEIR VIKING JOURNEY.**
- **"LOOK AND FEEL" FOR EACH MAJOR STUDENT GROUP- THINK OF IT AS "MICROBRANDING"- SCHOLARS, EACH SPORT, PTK, AMBASSADORS, ETC.**
- **INTERNAL CONTENT ENCOURAGES INCLUSION, CELEBRATING DIFFERENCES, CELEBRATES STUDENTS' SUCCESS, ETC.**
- **ATHLETICS STYLE GUIDE AND CONTENT MANAGEMENT**

The background is a collage of various business-related images. It includes several bar charts with blue and light blue bars, some with numerical labels like 'Fig.5', 'Fig.3', 'Fig.10', and 'Fig.18'. There are also line graphs, a pie chart with a segment labeled '268', a calculator with buttons like 'M+', 'CE', 'ONC', and 'v', a magnifying glass, and a silver pen. The overall theme is data analysis and business performance.

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For each of the following metrics (which will be used as baseline data), future student satisfaction surveys (Noel Levitz) will be utilized to determine growth or recession in each area.

BASELINE SURVEY DATA



EXPERIENCE AT CARL ALBERT LED TO PERSONAL DEVELOPMENT IN WORKING EFFECTIVELY WITH OTHERS

Very Little	18	11.0
Some	32	19.4
Quite a bit	57	34.6
Very much	58	35.0
Total	165	100.0

Build upon the perception of students that our service to the goes beyond the classroom.

BASELINE SURVEY DATA

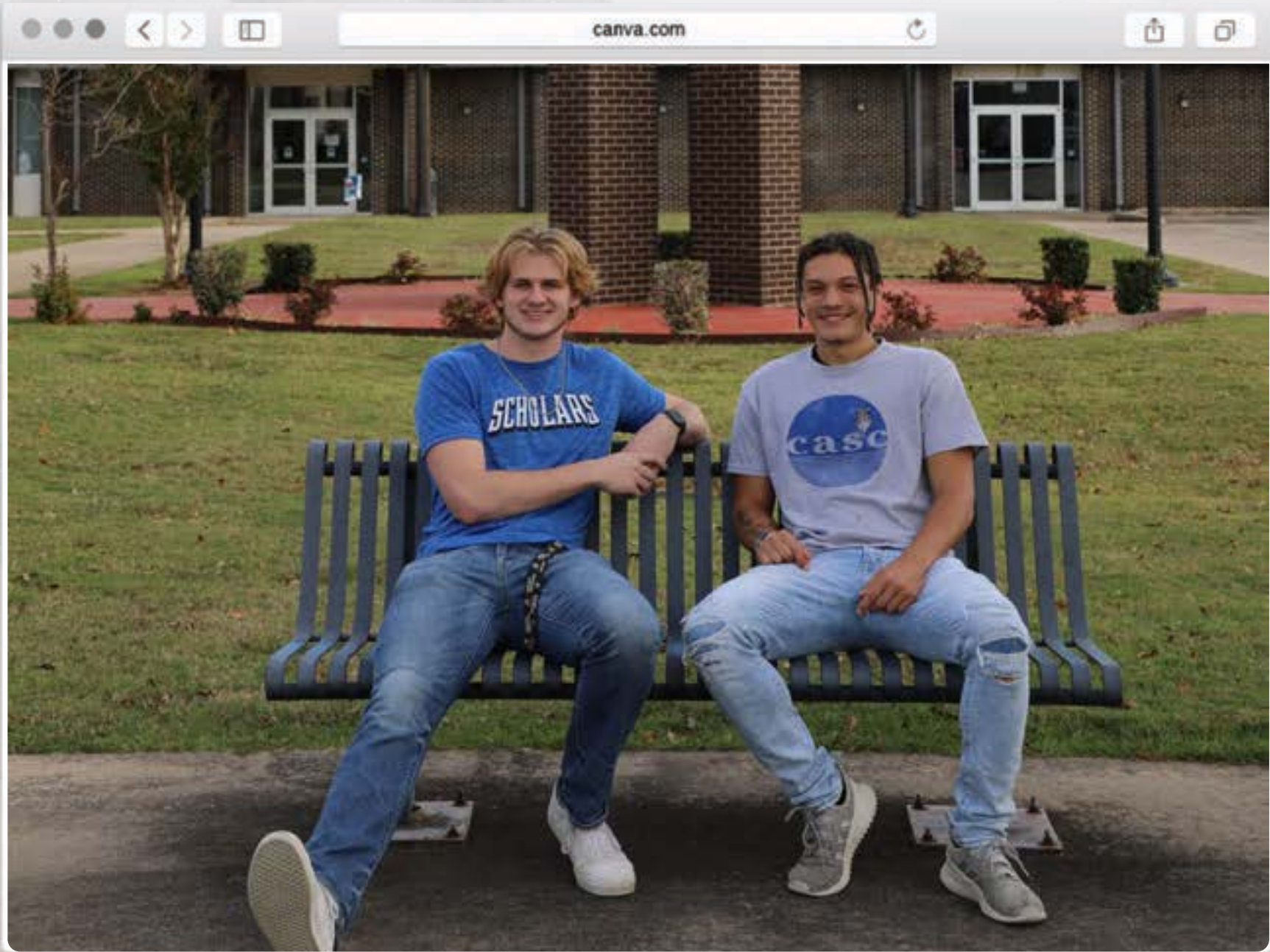


HOW MUCH HAS YOUR EXPERIENCE AT THIS COLLEGE CONTRIBUTED TO YOUR KNOWLEDGE, SKILLS, AND PERSONAL DEVELOPMENT IN DEVELOPING CAREER GOALS?

Very Little	5	3.0
Some	33	19.4
Quite a bit	56	33.2
Very much	74	44.4
Total	168	100.0

Build upon the perception of students that our service to the goes beyond the classroom, and that we are invested in their long-term success.

BASELINE SURVEY DATA



HOW OFTEN HAVE YOU USED JOB PLACEMENT SERVICES DURING THE CURRENT ACADEMIC YEAR?

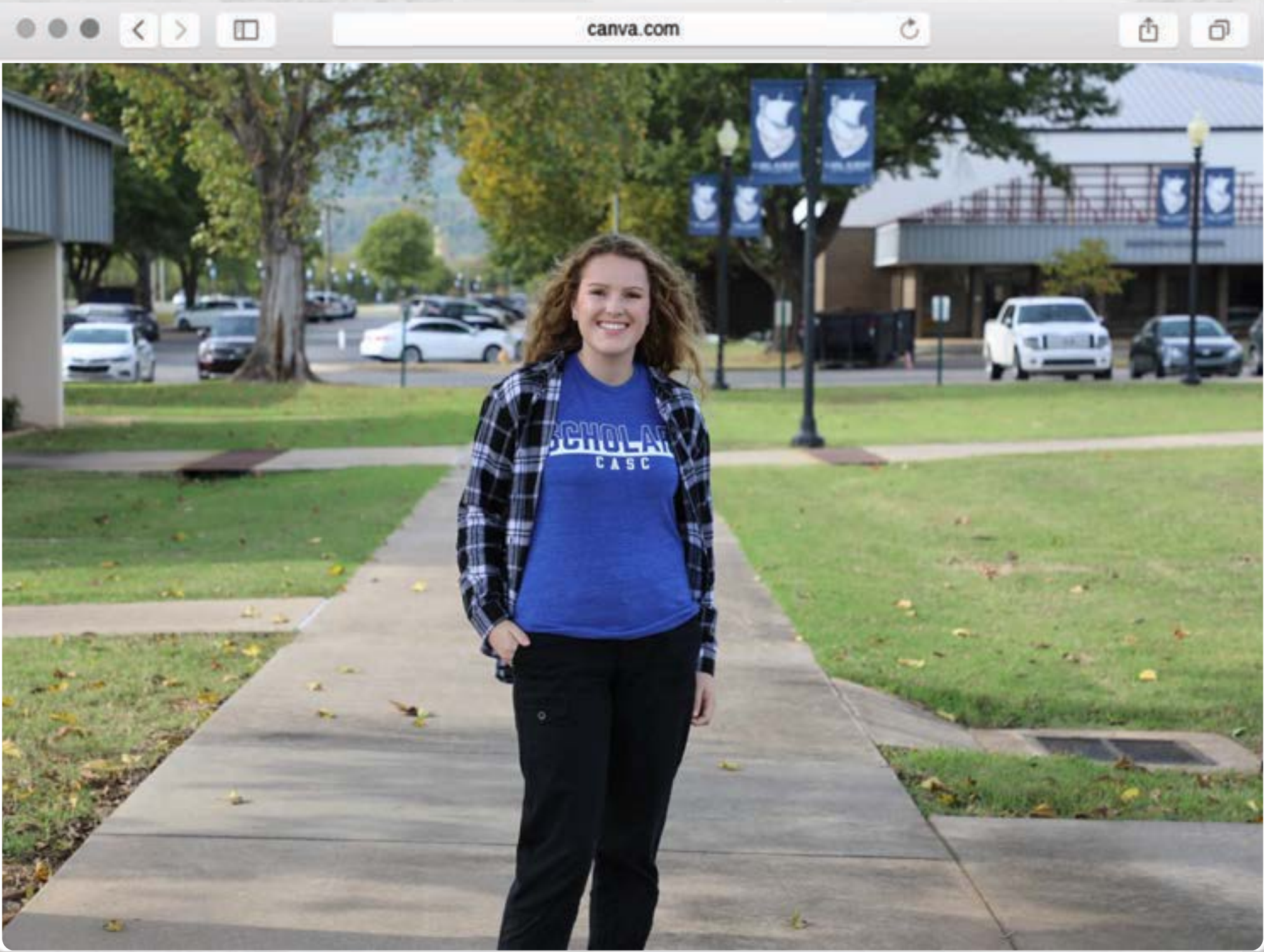
Never	145	86.8
1 time	9	5.7
2-4 times	8	4.5
5 or more times	5	3.0
Total	166	100.0

Opportunity to refine internal processes to further meet the holistic needs of the student.

How important is job placement assistance to you at this college?	IMPJOBPL	Not at all	21	12.3
		Somewhat	56	33.6
		Very	91	54.0
		Total	168	100.0



BASELINE SURVEY DATA

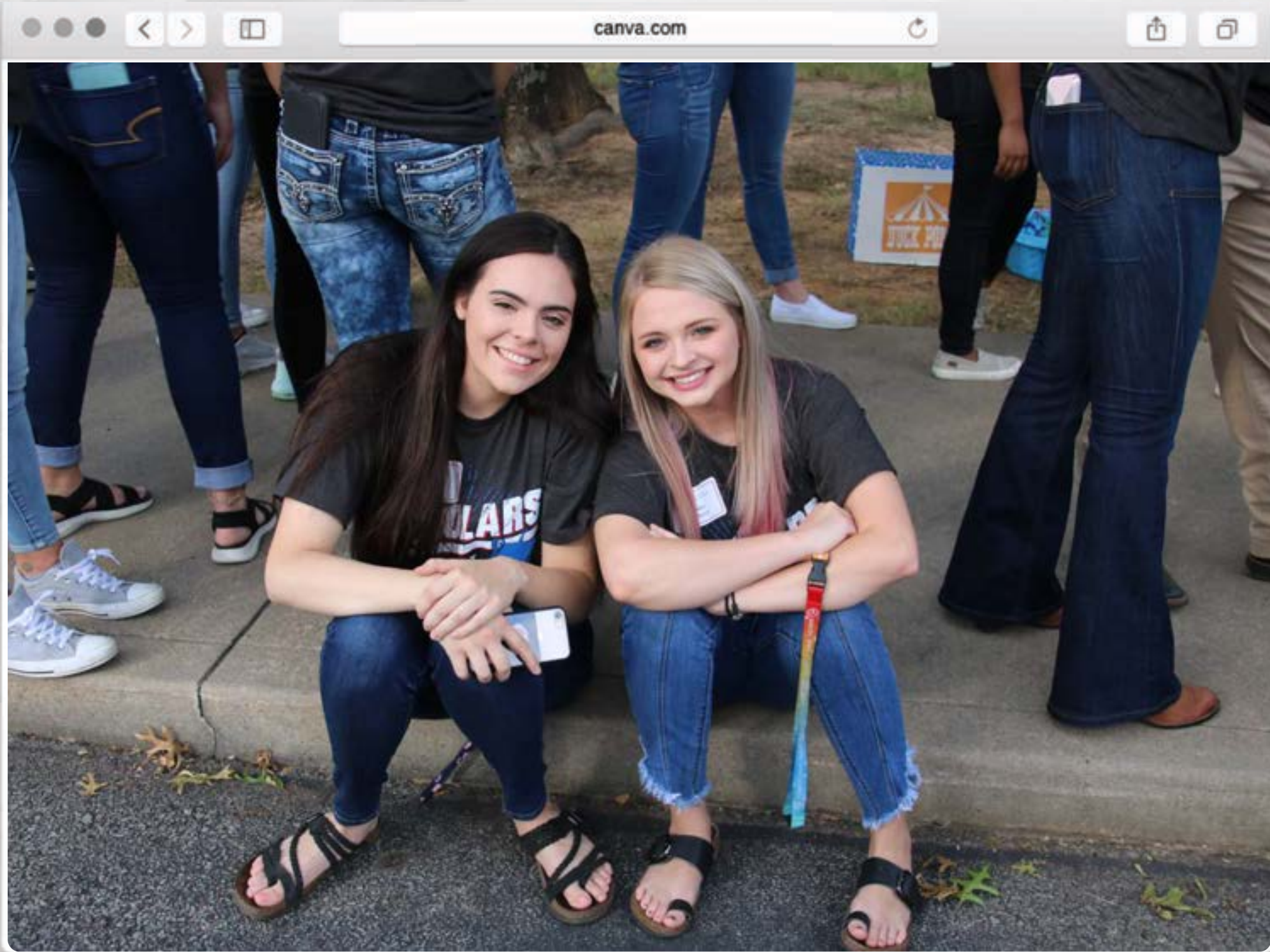


HOW OFTEN HAVE YOU USED STUDENT ORGANIZATIONS DURING THE CURRENT ACADEMIC YEAR?

Never	116	69.3
1 time	10	6.0
2-4 times	23	13.5
5 or more times	19	11.2
Total	168	100.0

Examine ways to increase engagement in student activities to create a more vibrant student life, leading to "vibrant student community" to be top of mind for our consumers.

BASELINE SURVEY DATA



HOW OFTEN HAVE YOU USED STUDENT ORGANIZATIONS DURING THE CURRENT ACADEMIC YEAR?

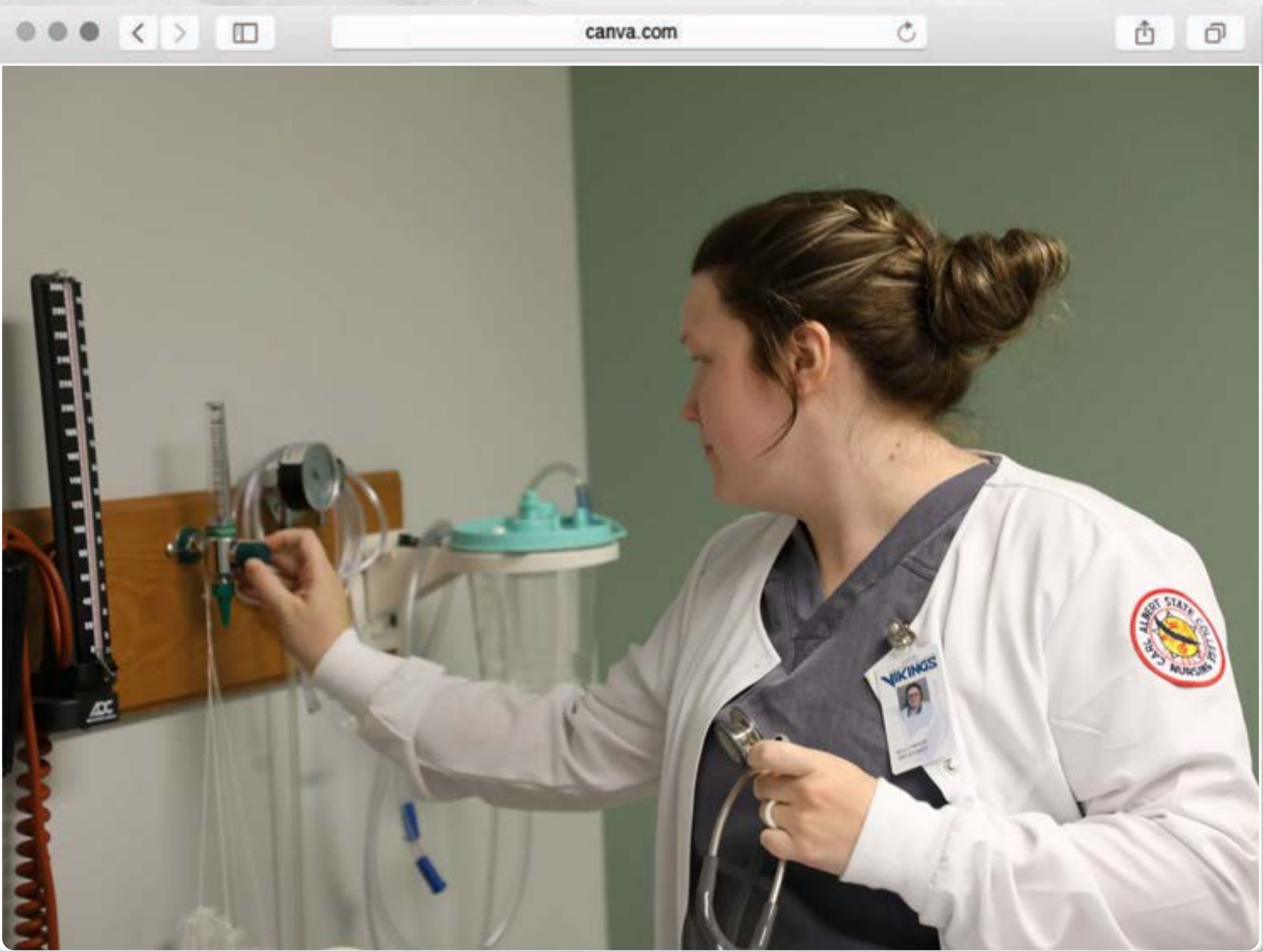
Never	116	69.3
1 time	10	6.0
2-4 times	23	13.5
5 or more times	19	11.2
Total	168	100.0

Examine ways to increase engagement in student activities to create a more vibrant student life, leading to "vibrant student community" to be top of mind for our consumers.



How important are student organizations to you at this college?	IMPSTORG	Not at all	31	18.7
		Somewhat	65	39.0
		Very	71	42.3
		Total	167	100.0

BASELINE SURVEY DATA



HOW OFTEN HAVE YOU USED CAREER COUNSELING DURING THE CURRENT ACADEMIC YEAR?

Never	95	57.8
1 time	24	14.8
2-4 times	28	17.1
5 or more times	17	10.3
Total	165	100.0

Opportunity to refine internal processes to further meet the holistic needs of the student.

BASELINE SURVEY DATA

ENCOURAGING CONTACT AMONG STUDENTS FROM DIFFERENT ECONOMIC, SOCIAL, AND RACIAL OR ETHNIC BACKGROUNDS [SUPPORT]

Very little	14	8.2	8,326	15.2	28,227	14.8
Some	41	24.4	15,691	28.6	52,944	27.8
Quite a bit	56	33.3	16,729	30.5	57,462	30.2
Very much	58	34.1	14,142	25.8	51,513	27.1
Total	169	100.0 67%	54,888	100.0 56%	190,146	100.0 57%

Leverage this data for improvement and consumer perception enhancement.

BASELINE SURVEY DATA

PROVIDING THE SUPPORT YOU NEED TO HELP YOU SUCCEED AT THIS COLLEGE [SUPPORT]

Very little	3	1.9	2,257	4.1	8,276	4.3
Some	19	11.1	10,266	18.7	36,336	19.1
Quite a bit	56	32.9	20,834	37.9	71,419	37.5
Very much	91	54.1	21,659	39.4	74,521	39.1
Total	169	100.0	55,016	100.0	190,553	100.0
		87%		77%		77%

Leverage this data to enhance our image in the consumer's mind.

BASELINE SURVEY DATA

HELPING YOU COPE WITH YOUR NON-ACADEMIC RESPONSIBILITIES (WORK, FAMILY, ETC.) [SUPPORT]

Very little	38	22.6	17,084	31.1	60,427	31.8
Some	50	29.7	18,212	33.2	62,210	32.7
Quite a bit	44	25.9	11,615	21.2	39,508	20.8
Very much	37	21.8	8,001	14.6	27,925	14.7
Total	169	100.0	54,911	100.0	190,069	100.0
		48%		36%		36%

Leverage this data for to internally improve processes. Especially important for CASC's perception and reputation among non-traditional students.

How likely is it that the following issues would cause you to withdraw from class or from this college?

23a. Working full-time	WRKFULL	Not likely	54	32.6	21,796	40.8	69,803	38.1
		Somewhat likely	49	29.6	11,687	21.9	40,573	22.2
		Likely	34	20.2	8,725	16.3	31,291	17.1
		Very likely	29	17.6	11,204	21.0	41,395	22.6
		Total	167	100.0	53,412	100.0	183,061	100.0
				38%		37%		40%
23b. Caring for dependents	CAREDEP	Not likely	78	46.6	26,551	49.8	89,396	49.0
		Somewhat likely	34	20.3	11,634	21.8	40,253	22.0
		Likely	25	15.1	7,751	14.6	27,127	14.9
		Very likely	30	18.0	7,329	13.8	25,802	14.1
		Total	166	100.0	53,265	100.0	182,578	100.0
				33%		28%		29%

BASELINE SURVEY DATA

PROVIDING THE SUPPORT YOU NEED TO THRIVE SOCIALLY [SUPPORT]

Very little	23	13.7	12,297	22.4	45,657	24.0
Some	53	31.1	19,494	35.5	66,779	35.1
Quite a bit	48	28.1	13,767	25.1	45,731	24.1
Very much	46	27.1	9,302	17.0	31,837	16.8
Total	169	100.0	54,860	100.0	190,004	100.0
		55%		42%		41%

Leverage this data for to internally improve processes to improve our students' sense of belonging and overall college experience. Translates to external marketing efforts.

BASELINE SURVEY DATA

REPUTATION

24. How supportive are your friends of your attending this college?	FRNDSUPP	Not very	1	0.4	2,075	3.9	7,775	4.2
		Somewhat	8	4.5	6,916	12.9	24,424	13.3
		Quite a bit	34	20.6	14,298	26.7	48,548	26.4
		Extremely	125	74.6	30,241	56.5	102,804	56.0
		Total	168	100.0 95%	53,530	100.0 83%	183,551	100.0 82%

25. How supportive is your immediate family of your attending this college?	FAMSUPP	Not very	3	1.5	1,319	2.5	5,011	2.8
		Somewhat	3	1.9	4,133	7.9	15,334	8.6
		Quite a bit	24	14.8	10,039	19.1	34,248	19.1
		Extremely	135	81.8	36,953	70.5	124,291	69.5
		Total	165	100.0 97%	52,444	100.0 90%	178,884	100.0 89%

THIS IS A WIN! Use this data as a glimpse into the mind of our consumer.

BASELINE SURVEY DATA

STUDENT GPA

30. In what range was your overall highschool grade point average (GPA)?	HSGPA	D or lower	3	1.5	1,908	3.7	6,240	3.5
		C	19	11.3	9,384	18.0	31,959	17.9
		B	41	24.8	20,358	39.0	70,493	39.5
		A	83	49.7	15,872	30.4	52,305	29.3
		I do not remember	21	12.7	4,688	9.0	17,374	9.7
		Total	166	100.0	52,210	100.0	178,372	100.0

SQUASHES the perception that CASC is only for students with lower GPAs and ACT scores.

BASELINE SURVEY DATA

RECOMMENDATION

35. Would you recommend this college to a friend or family member?	RECOMMEN	No	8	4.7	3,571	6.7	10,277	5.6
		Yes	153	95.3	49,664	93.3	171,697	94.4
		Total	161	100.0	53,235	100.0	181,974	100.0

36. How would you evaluate your overall educational experience at this college?	OVRALLEXP	Poor	1	0.4	855	1.6	2,844	1.6
		Fair	9	5.8	6,000	11.2	20,480	11.2
		Good	43	26.5	24,200	45.3	83,856	46.0
		Excellent	108	67.3	22,312	41.8	75,088	41.2
		Total	161	100.0	53,367	100.0	182,268	100.0

HUGE win for CASC that can be, and has been, used in marketing materials to further our reputation's credibility.

SAMPLE CONTENT

Campus Signage



SAMPLE CONTENT

Course Syllabi

Intro to Business Syllabus



Instructor

Daniel Smith

The Carl Albert Mission

To provide affordable, accessible, and exceptional education that fosters student success.

Phone

918.123.4567

By choosing Carl Albert, you are joining the ranks of other talented students focused on their future success. They possess high ideals and work diligently toward obtaining them. In short, they are exceptional.

Email

dsmith@carlalbert.edu

Be exceptional. Be a Viking.

Required Text

Office Location

Mitchell Bldg, 8201

Publication Name, *Author Name*

Publication Name, *Author Name*

A photograph of five young women standing outdoors in a row, smiling at the camera. They are all wearing black t-shirts with the word "SCHOLARS" in large white letters, and "CARL ALBERT STATE COLLEGE" in smaller white letters below it. The background is a soft-focus outdoor setting with trees and a building. A semi-transparent red octagonal frame is overlaid on the center of the image, containing the text "Objective Three" and a paragraph of text.

Objective Three

Internally brand the investible idea among faculty and staff to lead to a culture shift, personal growth and development, and personnel refocus.

BASELINE SURVEY DATA

What was your overall impression of CASC prior to attending school here?				
Demographic Responses	N	%		
	8	2.31%		
Acceptable	38	10.98%		
Good	97	28.03%		
Above average	76	21.97%		
Excellent	107	30.92%		
No Opinion	20	5.78%		
Total	346	100.00%		
No Answer	9			
What is your overall impression of CASC after attending school here?				
Demographic Responses	N	%		
Not Good	6	1.75%		
Acceptable	29	8.45%		
Good	72	20.99%		
Above average	59	17.20%		
Excellent	173	50.44%		
No Opinion	4	1.17%		
Total	343	100.00%		
No Answer	12			

MEASUREMENT

Perception survey from spring 2022.

Will analyze yearly surveys to determine growth or recession in this area.

CAMPAIGN TACTICS

Audience	Date Range	Media Type(s)	Social Media Targeting Guidelines	Type of Content	Overall Message/Theme
Faculty & Staff	August 2022-May 2025	Email Campus signage Social Media: <ul style="list-style-type: none">InstagramYouTubeFacebook* Radio Faculty Inservice State of the College address	<ul style="list-style-type: none">All organic	Static images Photos Video Radio ads	The investible idea: "Be exceptional. Be a Viking." Credibility. Proven success. Student survey data. Affordability. Campus activities.

OPERATIONAL TACTICS

- **THE CONCEPT OF "BE EXCEPTIONAL" SHALL BE INCORPORATED INTO THE FOLLOWING ASPECTS OF THE ORGANIZATION'S OPERATIONS:**
 - **HIRING:**
 - **INTERVIEW QUESTIONS**
 - **JOB DESCRIPTIONS**
 - **CREDENTIALS/QUALIFICATIONS OF NEW HIRES/INTERVIEWEES**
 - **FACULTY/STAFF STANDARDS**
 - **CUSTOMER SERVICE**
 - **APPEARANCE**
 - **BEHAVIOR AND CONDUCT**
 - **ATTITUDE**
 - **STANDARDS IN THE CLASSROOM, EXPECTATIONS OF STUDENTS**

OPERATIONAL TACTICS

- **FACILITIES MAINTENANCE:**
 - **BIDS AND PROJECT PARTNERS**
 - **APPEARANCE AND FUNCTIONALITY OF ALL CAMPUS BUILDINGS AND FACILITIES (CLEANLINESS, COLORS ON-BRAND, ETC)**
- **TECHNOLOGY AND EQUIPMENT**
 - **EQUIPMENT FUNCTIONING AT OPTIMAL LEVEL**
 - **MAINTAINING EQUIPMENT AT THE HIGHEST LEVEL**
- **TOUCHPOINTS**
 - **EMAIL SIGNATURES, UNIFORM LOOK**
 - **BUSINESS CARDS AND LETTERHEAD APPROVAL**
- **EMPLOYEE-MANAGED EXTERNAL CONTENT**
 - **YEARLY SOCIAL MEDIA TRAINING**
 - **BRAND MANAGEMENT TRAINING FOR BRAND MANAGEMENT COMMITTEE**

SAMPLE CONTENT



His future starts here.

**BE EXCEPTIONAL.
BE A VIKING.**

AND

Deliver impeccable instruction.
Provide compassionate guidance.
Provide an example of excellence.

HOW HAVE YOU BEEN EXCEPTIONAL TODAY?

BASELINE DATA and SUCCESS MEASUREMENT

During fall faculty in-service prior to the launch of the academic year, surveys will be administered to gather baseline data. The survey will ask faculty to reflect on their own perception of their performance, how effectively Carl Albert instills excellence among faculty and staff, and how effectively Carl Albert leadership sets the tone for and models excellence. The same survey will be administered to staff through departmental chain of command.

The same survey will be administered at the conclusion of the academic year. Data insights will be examined to measure the success of the internally branded campaign.

This is a multi-year, long-term campaign; yearly data through 2025 will be gathered to assess improvements in employee satisfaction and institutional pride.

Both qualitative and quantitative data will be collected via Google Surveys.

BASELINE DATA and SUCCESS MEASUREMENT

To measure the campaign tactics, student surveys of faculty performance will be utilized to determine growth or recession in each area. Baseline surveys will be administered at the beginning and end of each semester.

Data insights will provide a tool for measuring the success of branding the internal campaign.

Both qualitative and quantitative data will be collected via Google Surveys.

BASELINE DATA and SUCCESS MEASUREMENT

Consumer perception surveys (Noel Levitz) will also be used toward the end of the campaign: a successful investible idea and branding campaign will organically generate external success. The perception surveys mentioned previously will also be utilized to measure the success of this objective.



The Investible Idea

Be Exceptional. Be a Viking.

POTENTIAL IMPACT



BRINGING IT ALL TOGETHER

Cost per Thousand, or CPM. Media are bought in different ways, so we have to have a way to compare media in terms of cost. Calculating the cost of advertising per thousand allows us to put all media on a level playing field in terms of reach.

We can also calculate this using Cost Per Impression.

POTENTIAL IMPACT



SOCIAL MEDIA

The goal with any social media campaign is to drive consumers to your website, where they're hit with a call to action- apply now!

We're going to apply a targeted area of 50 miles from Poteau to this ad campaign.

We're going to cast a wide net, targeting users 18-65 years of age. Remember, parents and grandparents are on Facebook, but a small number of younger age individuals are, too.

We're also going to run ads continuously.

POTENTIAL IMPACT



YOUTUBE

We're going to shoot for building awareness. We're also going to stick with non-skippable of 10-second stream ads, because we want folks to see all of our content.

The great thing about YouTube, is that you pay per video view!

YouTube offers a few options. We can choose to build awareness, facilitate consideration, or encourage action. For this campaign, our goal is to build awareness. We're also going to stick with non-skippable stream ads, because we want users to see all of our content.

Much like with Facebook, we're going to target folks within a 50 mile radius of Carl Albert State College.

We're going to keep the cost at \$0.10 per view. The great thing about YouTube, is that you pay per video view.

POTENTIAL IMPACT



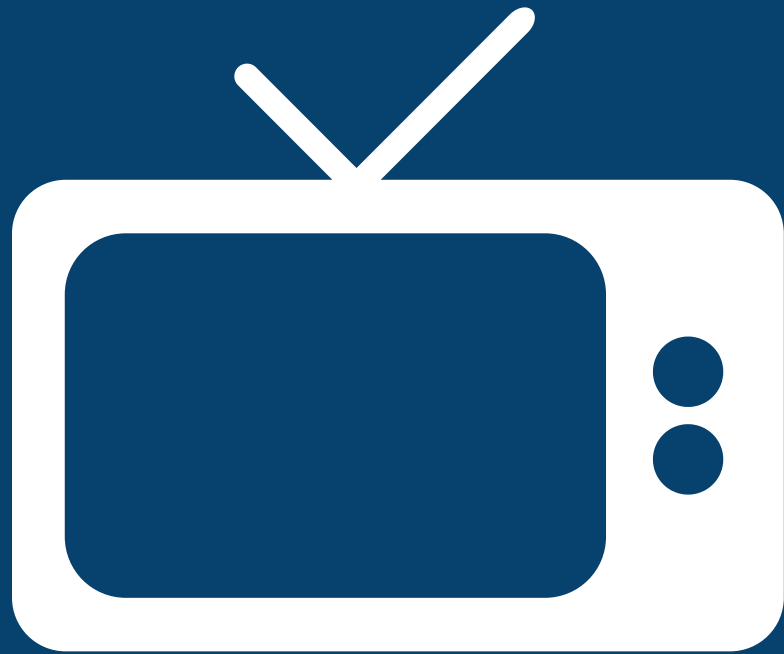
RADIO ADVERTISEMENTS

Radio is a frequency medium, meaning we have to run lots of ads to build our reach with radio.

Based on the listener numbers provided to us by our local radio station, we know their listener base averages 40,000+.

POTENTIAL IMPACT

TELEVISION ADVERTISEMENTS



The local radio station, The Mix, also has the capability to run television ads on major networks.

We know they have a local cable subscription market of around 5000 cable TV subscribers.

Additionally, ads will stream not only on the major television networks, but also on their digital media platform, MixTV, which televises local high school sports. Viewership of this vehicle ranges anywhere from 5000-7500 per episode. Viewership for this combined with athletic events gives us a total number of around 80,000, minimum.

Finally, CASC commercials will be run during Viking events broadcasts on the college's own streaming platform VikingTV.

MEASURING SUCCESS



HOW DID WE DO?

The success of this marketing strategic plan will be measured in three ways:

- Consumer perception surveys administered at the end of the academic year.
- Student surveys administered through Noel Levitz.
- Employee surveys administered at the beginning and again at the end of the academic year.



CARL ALBERT STATE COLLEGE

EST. 1933

