

# Foothill College

## Fall 2008 Marketing Schedule

### 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.

Age:	19 and less	25.6 percent
(Fall 2008)	20-24	21.4 percent
	25-34	21.5 percent
	35-59	22.1 percent
	60 plus	9.4 percent

Residence:	38.6 Percent live with the FHDA district boundaries.
	21.4 Percent live in San Jose CCD/WVM CCD
	14.1 Percent live in San Mateo CCD
	18.9 Other California CCD

Cities:	16.6 percent	San Jose
	11.1 percent	Mountain View
	10.5 percent	Palo Alto
	7.2 percent	Sunnyvale
	7.3 percent	Los Altos/LAH

Based on these factors, Foothill defines its three primary target audiences as adults between ages 17 & 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 and online advertising along with direct marketing efforts to reach potential new students. As our student population continues to utilize more non-traditional methods of communication, IM's texting, blogging, etc., our advertising efforts need to reflect that change. As we expand our online marketing efforts through target search sponsorships and online advertising campaigns, we have developed a landing page to be able to focus and quantify our marketing efforts, provide a call to action and give us the ability to personalize and follow up with prospective students.

This year's campaign will run for 6-weeks, from August 8th through September 22<sup>nd</sup>.

### ***Methods, marketing materials and media usage***

## **Print Advertising**

Foothill targets its print ads to reach the 35+ audiences who regularly read a newspaper. Print advertising does cross over to reach the colleges two core audiences; its primary reach is in older students and parents of younger students. Our print ads run in local papers, which are distributed within the college's service area. The print advertising venues we use are: *Los Altos Town Crier*, *Palo Alto Weekly* and the *Mt. View Voice*:

### ***Print ads:***

#### ***Mountain View Voice***

Circulation: 18,000 weekly

Class guide section: Aug. 4

Run dates: Aug. 8, 15, 22, 29, Sept. 2, 12 and 19 – full color

#### ***Los Altos Town Crier***

Circulation: 16,500 weekly

Run dates: Aug. 8, 15, 22, 29, Sept. 2, 12 and 19 – full color

#### ***Palo Alto Weekly***

Circulation: 49,000 weekly

Class guide section: Aug. 2

Run dates: Aug. 10, 17, 21, 31, Sept. 7, 14 & 21 – full color



**IN TODAY'S TOUGH ECONOMY,**  
Foothill College offers the university transfer, career training and personal development classes you want, at a cost that fits your budget, **only \$13 per unit** for CA residents.

**REGISTER NOW. Classes start SEPT. 22.**

For complete course listings, visit [www.foothill.edu](http://www.foothill.edu).

 **FOOTHILL COLLEGE**

FHLLATC:PHB 1

8/3/08 3:32:05 PM

## **Radio Advertising**

Foothill buys radio spots that reach its two core target audiences (17-24 and 25-34). We select stations that best target each age group, but also have good crossover into large age categories. “The Future” targets the younger, more traditional student (17-24). The radio spot “Money” targets the adult learner (25-34). Both radio spots will run Sept. 2 through Sept. 14.

*KYLD 94.9 FM* – Rap/Hip Hop Format  
Foothill exclusive ad (54 total 60-second spots)  
Gross impressions: 793,200

*KITS 105.3 FM* – Modern Rock Format  
Foothill exclusive ad (34 total 60-second spots)  
Gross impressions: 296,000

*KCNL 104.9 FM* – Modern Rock Format  
Foothill exclusive ad (59 total 60-second spots)  
Gross impressions: 128,100

*K101 101.3FM* – Adult Contemporary Format  
Foothill exclusive ad (24 total 60-second spots)  
Gross impressions: 129,100

*KEZR 106.5 FM* – Hot A/C Format  
Foothill exclusive ad (62 total 60-second spots)  
Gross impressions: 171,400

*KMQV 99.7 FM* – Movin/Dance Format  
Foothill exclusive ad (60 total 60-second spots)  
Gross impressions: 271,200

## **Direct Mail**

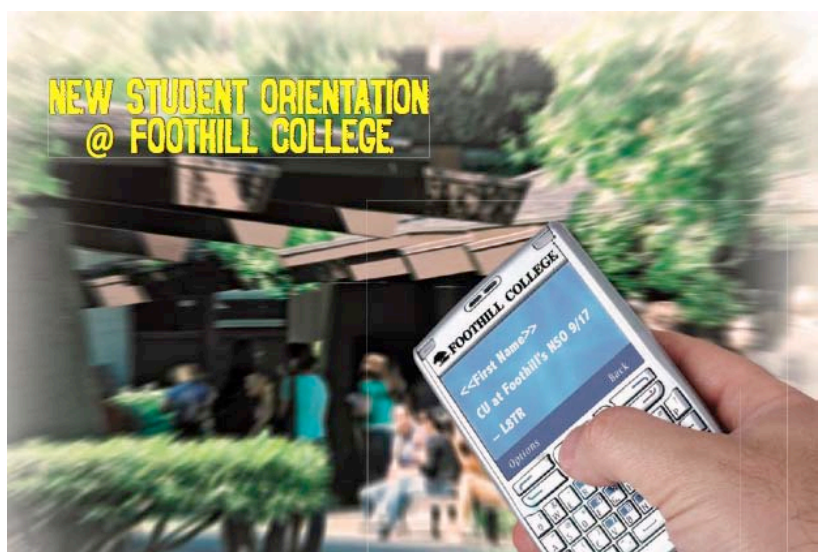
### *The Heights:*

July 24 - mailed to 137,000 households in service area. This printing includes the complete course listing for fall classes. The Heights was also be distributed off-site to:

- 29 Libraries – including reference desks as well as stack drops
- 38 Community Centers, Y’s, City Halls
- 35 High School Career Centers/Guidance Counselors

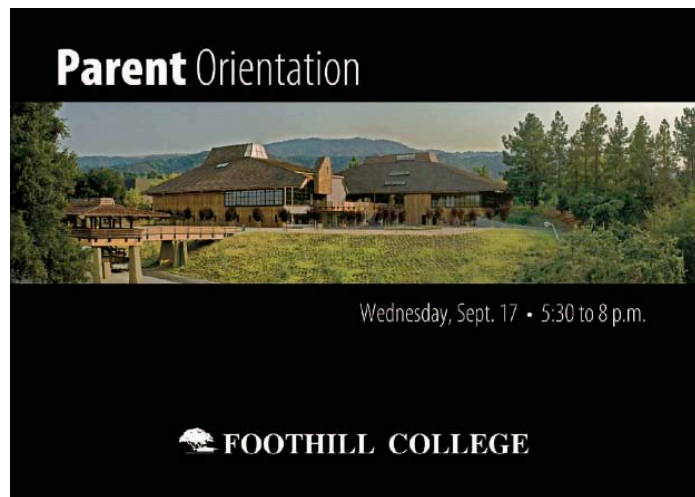
### *New Student Orientation Postcard:*

Sept. 2 - mailed to 1770 students who were either enrolled in Counseling 50 during the summer session or a new student, 25 years or younger, with less than an associate degree, who are attending Foothill College for the first time in either the summer or fall of the current academic year. The goal of this postcard was to get the maximum number of these students to attend this orientation and learn about all of the support services Foothill offers to help make their academic career successful. We utilized variable data printing, which allows us to personalize the card to every recipient, to help maximize results.



*Parent Orientation Postcard:*

Sept. 5 - mailed to the parents of the students invited to New Student Orientation to introduce them to all of the student services available to their student so they can achieve success.



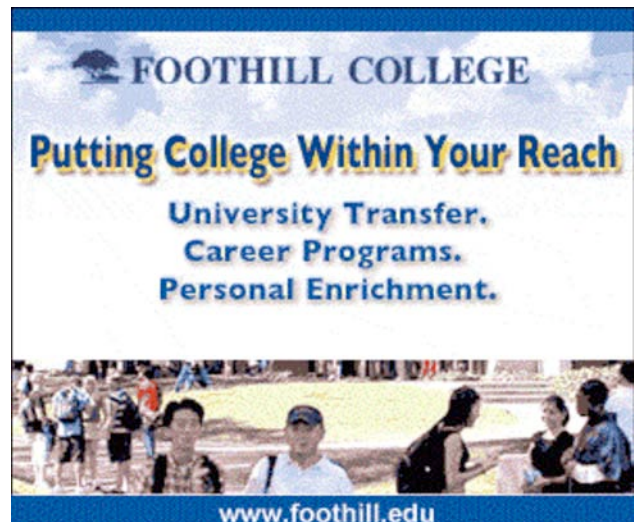
**Online Campaigns**

*Mercury News Online*

Our general recruitment banner runs across the Mercury News site and their parent affiliate [www.yahoo.com](http://www.yahoo.com), targeting users with a behavioral search/site visit history related to education.

Run time: Aug. 15 thru Sept 15

Impressions: 200,000



*SF Gate*

General recruitment banners utilizing run of site, targeted by user zip code. For constant presence, static home page sponsor tile.

Run time: Aug. 4 thru Sept. 22

**Impressions: 3,500.000**

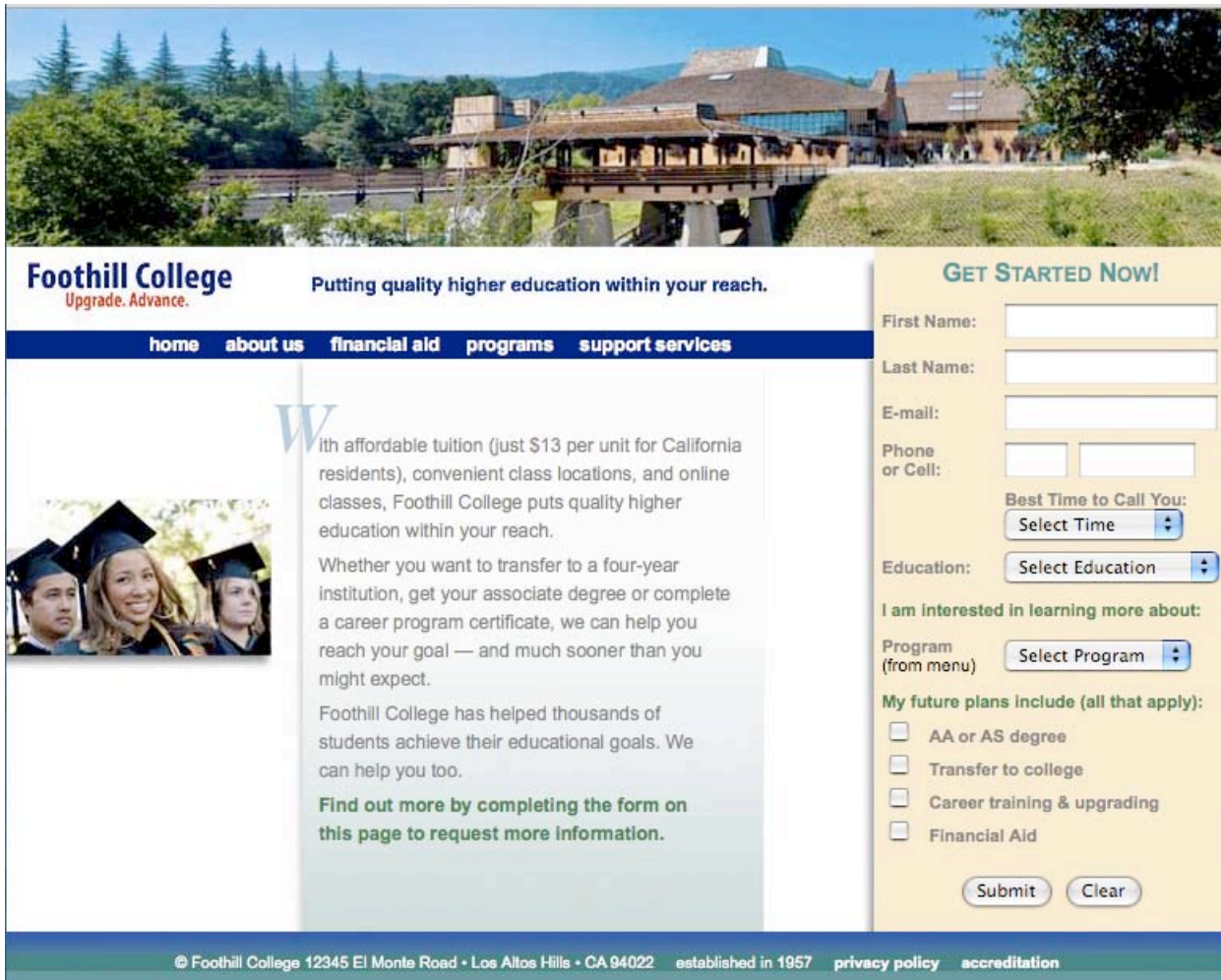


## Google Search Optimization

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.

## Landing Page

Traffic from our online advertising and search engine marketing is directed to a new landing page (vs. our home page) with the goal to get a prospect to respond to our offer so we can provide them with the information they need to get them signed up for classes. The landing page offers us the opportunity to follow up with prospective students and personalize their contact with Foothill College. The landing page provides general information about the college, financial aid, programs and support services.



**Foothill College**  
Upgrade. Advance.

Putting quality higher education within your reach.

home about us financial aid programs support services

**GET STARTED NOW!**

First Name:

Last Name:

E-mail:

Phone or Cell:

Best Time to Call You:

Education:

I am interested in learning more about:

Program (from menu)

My future plans include (all that apply):

- AA or AS degree
- Transfer to college
- Career training & upgrading
- Financial Aid

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