

Why Do We Need Marcom?

- Our market: seven community colleges within 30 miles-CSM to West Valley.
- Population growth 5.9% Santa Clara
- San Mateo 1.6 % 2000-2010
- Our students have many choices



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Porter Five Forces Analysis

Switching costs are very low...



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Why Choose Foothill?

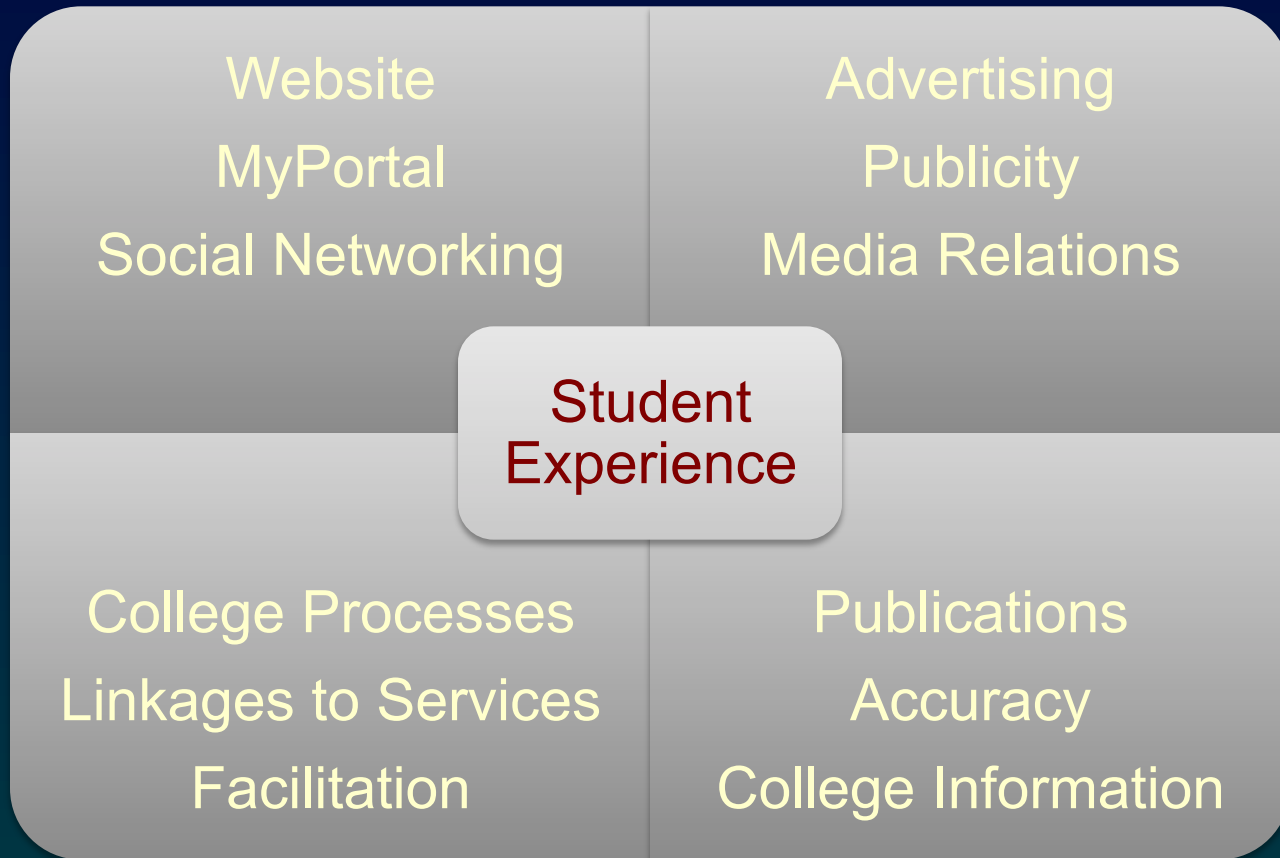
- If we do not communicate our value to our intended population, we will decline.
- We must maintain a competitive advantage through our brand.



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Classroom
Faculty
Instructional Quality

Perceived Value
Outcomes

Our Brand

Quality Student
Services

Student experience
matching what we
say



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Technology and Communications

- “I go online to Foothill’s Facebook in the mornings to see what is going on for the College. You are a plethora of information on the college so I can stay connected even though I am in Cell Block 8 ☺. Rock on.....”
- Student post April 10, 2012



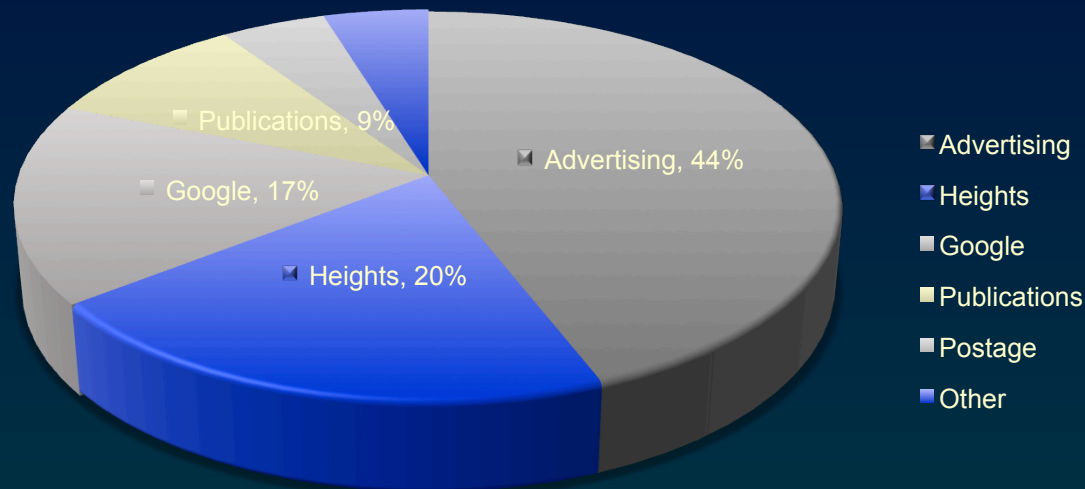
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Marketing Plan Expenditures 2011- 2012

Total: \$211,000



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Print and Online Advertising



Enroll Today.
Classes will fill quickly.

**Fall Quarter
Starts Sept. 26.**

 Learn More
with Your Phone.

Visit your mobile phone's app store and
download a QR reader then scan this QR code
to view Foothill's Fall schedule of classes online.

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May 18, 2012

Video Advertising



May 18, 2012

Radio Advertising

- Fall 2011 Careers Focused Radio Advertisement



Summer 2012: College Media



***Stay
on Target***
With Your 4-Year Degree.

Summer Sessions
June 11–July 20 & July 2–Aug. 11

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May 18, 2012

2012-2013

- Staffing and budget reductions and demand increasing
- Projects ahead: new logo; web survey; video projects; MyPortal update; ACCJC follow-up report; social media policy; online student services



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