

**MEETING OF THE BUSINESS AFFAIRS COMMITTEE
OF THE BOARD OF TRUSTEES
Community College of Philadelphia
Wednesday, April 17, 2019 – 9:00 A.M.**

Present: Mr. Jeremiah J. White, presiding; Mr. Harold Epps, Mr. Steve Herzog (via Zoom), Mr. Michael Soileau (via Zoom), Dr. Donald Generals, Mr. Jacob Eapen, Dr. Judith Gay, Ms. Kris Henk, Mr. Gim Lim, Mr. James P. Spiewak, Victoria Zellers, Esq. and Representing Tierney: Ms. Courtney Coolidge

AGENDA

PUBLIC SESSION

(1) Update on Marketing Initiatives (Information Item):

Ms. Kris Henk, Director of Marketing and Ms. Courtney Coolidge, Senior Vice President from Tierney provided a presentation updating the Committee on Marketing initiatives. The presentation is included as Attachment A. The Marketing & Communications calendar is included as Attachment B. Committee members had discussions with staff concerning marketing issues such as social media, efforts to reach corporations for customized training efforts, staffing levels of the College's Marketing Department and their interaction with other College departments.

Dr. Generals informed the Committee that candidates for the Vice President for Marketing and Communications position are scheduled for interviews. He would like to extend the contract with Tierney through September, 2019. This will cover the period until a new Vice President for Marketing and Communications is on board and allow for some overlap time between Tierney and the Vice President. It was recommended that the full Board receive the same marketing presentation at the next Board meeting; and that the Trustees receive the PowerPoint in advance of the Board meeting so they can review it.

(2) Extension of Marketing Contract (Action Item):

Discussion: Following the presentation, Mr. Eapen requested Committee approval to extend the College's contract with Tierney for ongoing support with implementation for a period from May 8, 2019 to October 7, 2019, not to exceed \$25,000 per month and including \$500 for incidentals for a total cost of \$125,500. It was noted that the College may always cancel the contract at any time with or without cause on 30 days' notice.

Action: Mr. White moved and Mr. Epps seconded the motion that the Committee recommend to the full Board to approve the College's contract with Tierney for ongoing support with implementation for a period from May 8, 2019 to October 7, 2019, not to exceed \$25,000 per month and including \$500 for incidentals for a total cost of \$125,500. The motion passed unanimously.

In response to questions, Dr. Generals responded that the Board of Trustees and the Foundation Board will participate in the final selection process for the new Vice President for Marketing and Communications.

(3) Next Meeting Date:

The next regularly scheduled meeting of the Committee will be held on Wednesday, May 22nd at 9:00 A.M. in the Isadore A. Shrager Boardroom, M2-1. At that time, the 2019-2020 College budget will be presented to the Committee.

EXECUTIVE SESSION

An Executive Session followed the Public Session.

ATTACHMENT A

Marketing and Communications Plan Presentation



Community College *of* Philadelphia

Marketing and Communications Plan

04.17.2019

The Path to Possibilities™

Table of Contents

- **2019 Objectives and Strategies**
- **Narrative and Messaging**
- **Multi-channel Storytelling**
- **Story Bank: Elevate Presence**
- **Measuring Success**

New Programs: Multi-channel

Approach





Objectives and Strategies

The Path Forward

The 2019 Marketing and Communications Plan provides a **holistic look at strategies, fosters initiatives with purpose** (results-driven, resonating with target audiences), and **introduces processes and success measures to educate and showcase support** among the College's key stakeholders.

Objectives

There are three primary objectives in 2019:



- Spark interest among prospective students to drive enrollment

- Promote a culture of pride and support to improve retention

- Position the College as a strong, successful institution and community partner in Philadelphia to influence external stakeholders

Strategies

The overarching strategy is to **raise awareness of priority programs, spotlight student and alumni success, and change the perception of the College** through powerful storytelling.

Multi-channel

- Connected content across channels
- Impactful visuals and student success stories
- Expand outreach to elevate reputation

Refine Narrative

- Focus messaging on student success and reasons to believe

Elevate Presence


- Position the College nationally to establish thought leadership
- Dial up leadership opportunities regionally via executive positioning



Narrative and Messaging

Proposed Narrative

Community College of Philadelphia **transforms lives**. We **welcome all students who enter without judgment** and **exit with opportunity**. Our success stories are as diverse as our offerings as we provide **relevant, innovative programs** and **courses directly connected to the real world**, coupled with a student experience **rooted in community** and backed by **personalized support**. **We are the city's college, preparing Philadelphia to thrive.**

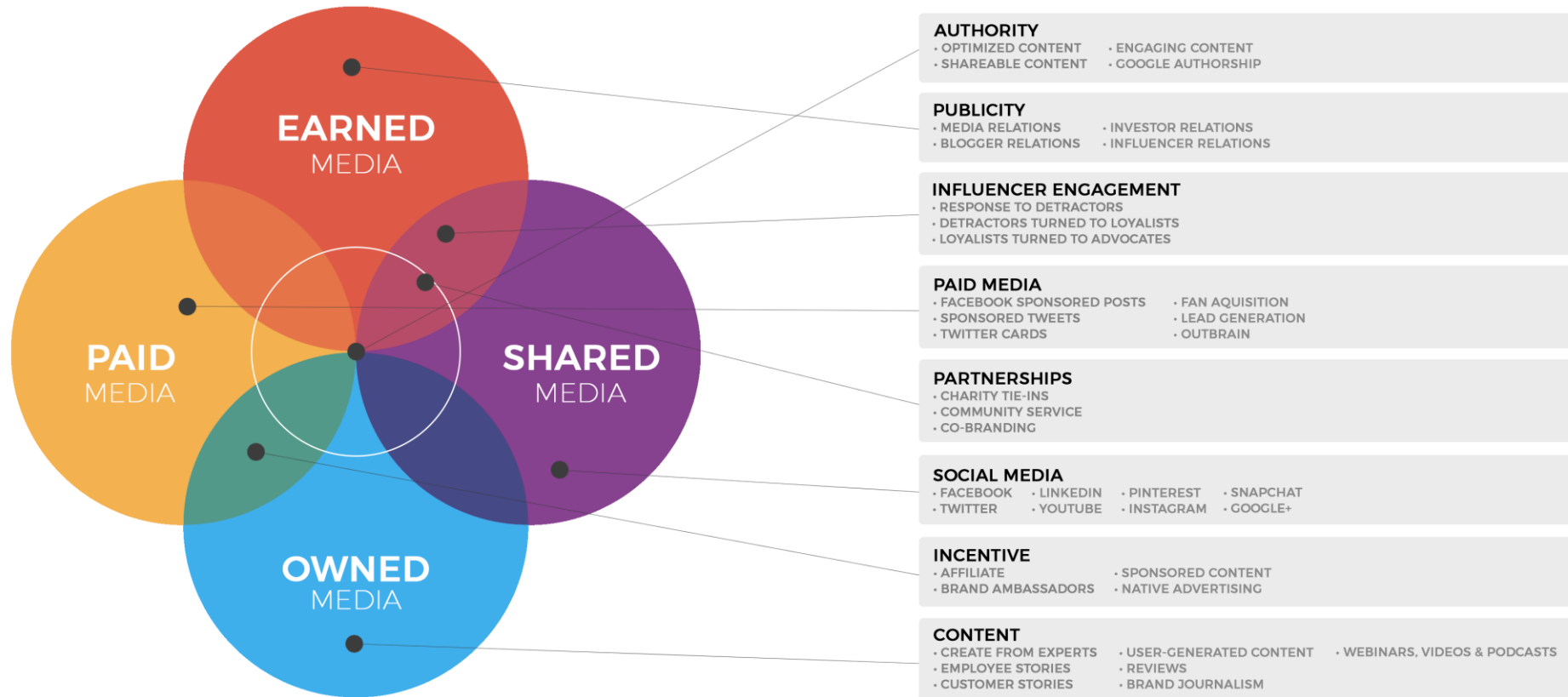




Multi-channel Storytelling

Multi-channel Marketing

PESO Model (Paid, Earned, Shared, Owned)



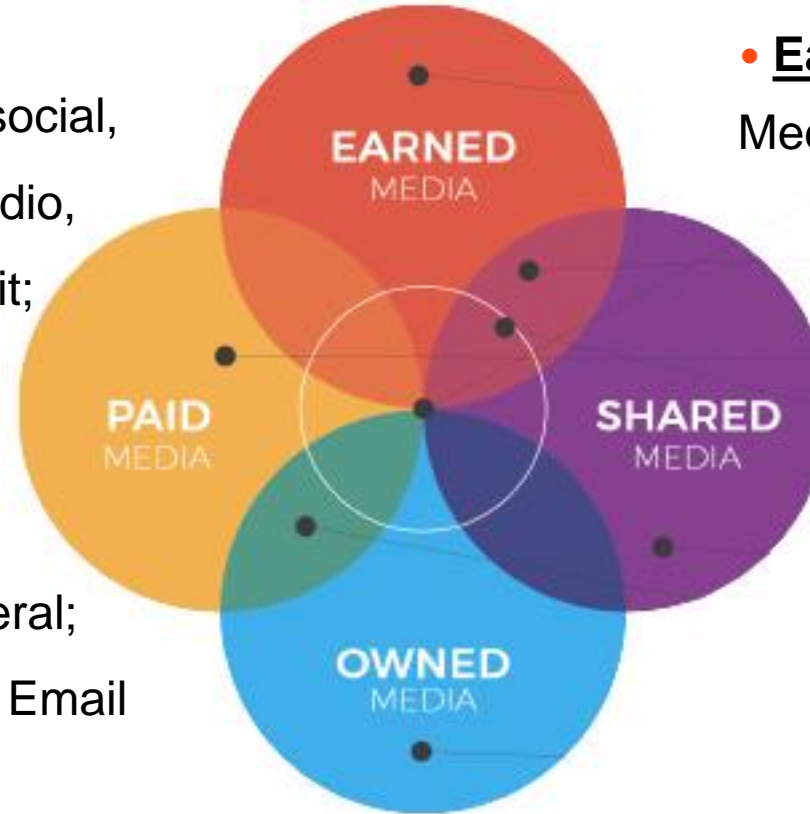
Multi-channel Marketing

- **Paid** (advertising):

TV; Digital (i.e. paid social, search, banners); Radio, Print; Outdoor; Transit; Direct Mail

- **Owned**:

Website; Print Collateral; *Pathways* Magazine; Email Campaigns; Reports



- **Earned**:

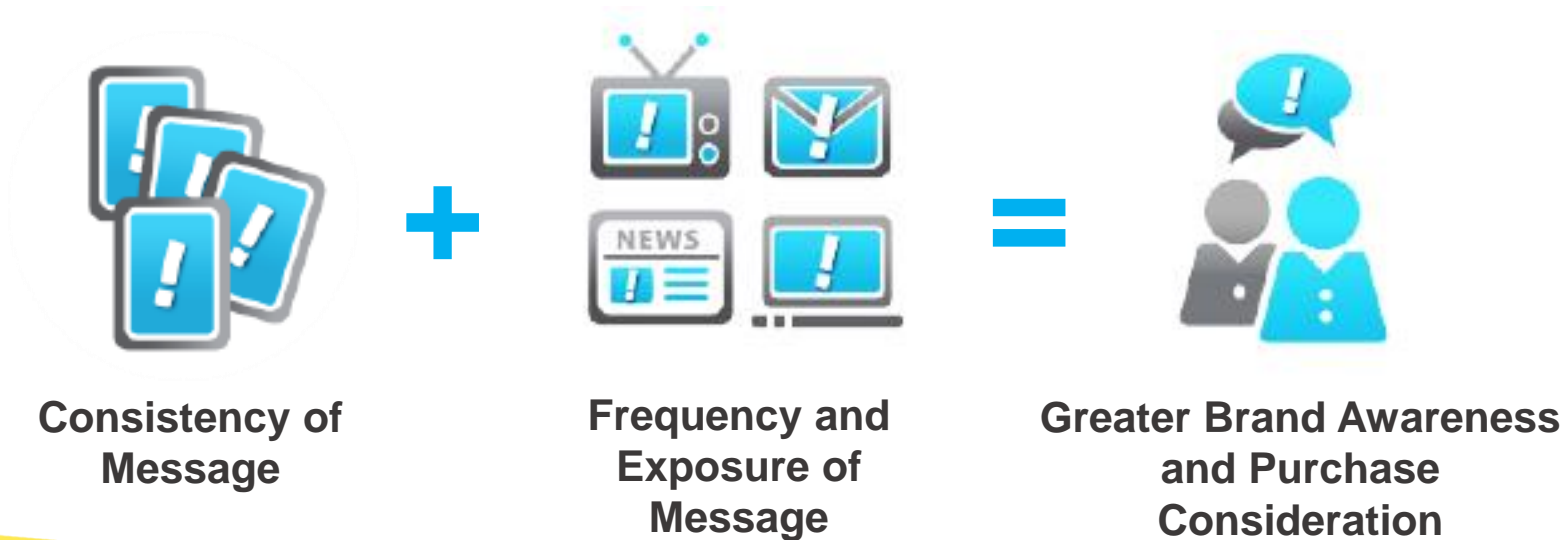
Media Relations; Events

- **Shared**:

College Social Media (Facebook, Twitter, Instagram, LinkedIn, YouTube); President's/Cabinet's Social Media

Making the Messaging Work

- Infuse into all content (i.e., remarks, stories, etc.) across all channels (i.e., social, paid, earned)
- Works with current branding: ***Your Path to Success Starts Here***
 - Tagline: **The Path to Possibilities**



All Together Now...

The Inquirer
DAILY NEWS philly.com

NEWS SPORTS BUSINESS OPINION POLITICS ENTERTAINMENT LIFE FOOD HEALTH REAL ESTATE OBITUARIES JOBS

Community College of Philadelphia
www.ccp.edu

YOUR PATH TO SUCCESS STARTS HERE
APPLY NOW TO START THIS SUMMER OR FALL

The Inquirer
DAILY NEWS philly.com

North Philly to Oxford

College once seemed unlikely for Hazim Hardeman. Here's how he became CCP and Temple's first Rhodes scholar.

ACTION NEWS
4abc PHILADELPHIA, PA

COMMUNITY & EVENTS
Taking classroom experience into the future

abc ACTION NEWS
SPRING GARDEN

00:05 00:24

EMBED MORE VIDEOS

The Community College of Philadelphia debuted its renovated science labs as reported during Action News at 4 on February 7, 2019.

IS BEAT THE SABRES 5-TO-2 WITH THE HELP OF NEW PLAYER RYAN HARTMAN

10
NBC

All Together Now...



**YOUR PATH
TO SUCCESS
STARTS HERE**

Community College of Philadelphia is the **smart path** to a bachelor's degree and careers that pay well.

START **YOUR SUCCESS STORY**
THIS SUMMER OR FALL.

Apply now at www.ccp.edu.

Community College of Philadelphia
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The Path to Possibilities™



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TO
SUCCESS
STARTS
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Community College of Philadelphia
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**SUCCESS
STARTS HERE**



CCPV2

START **YOUR SUCCESS STORY WITH US THIS SPRING**

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Community College of Philadelphia
www.ccp.edu

The Path to Possibilities™

New Programs: Multi-channel Approach

NEW FALL 2019 PROGRAMS:



Black Studies



**Business
Leadership**



**Fashion
Merchandising
and Marketing**



**Tourism and
Hospitality
Management**

New Programs: Multi-channel Approach

Programs in Need of Focused Marketing:

Ophthalmic Technician

Medical Assistant

Post-baccalaureate Accelerated Nursing (Summer)

Automotive Technology

Business Accelerated

Culinary Arts

ASL/English Interpreting

Sound Recording and Music Technology





Black Studies: Activation Event

- Showcase the College's authority on understanding and elevating the black community while driving interest in the Black Studies program through "***Black Lives Empowered: A Celebration of Black Excellence***" event.
- Include **panel and community activities** to engage audiences and generate media coverage. Leverage as theme for *Pathways Magazine*.
- Timing: September
- Ownership: Division of Liberal Studies; Marketing





Black Studies: Earned Media

- **Pitch “Why Black Studies?”** in connection with Juneteenth (June 22 in Philadelphia) highlighting the relevance of the major in today’s society and the opportunities that the degree inspires.





Business Leadership: Activation Event

- **Raise awareness** of the Business Leadership program by inspiring prospective students with the stories of today's successful entrepreneurs.
- **Launch content series** on social that highlights interesting and surprising entrepreneurs in Philly and their stories, drawing attention to their sharpened skill set and leadership acumen.
- Timing: May
- Ownership: Division of Business and Technology; Marketing





Business Leadership: Earned Media

- Pitch **content series launch** to local media and encourage those featured to share out on their channels.
- Timing: May

CC of Philadelphia @CCPedu · Mar 29
James Betterson, owner of Better Clean Laundry, and former @Eagles player completed the Power Up Your Business program at CCP.

The deadline has been extended for the Power Up program. If you're a #Philly #smallbiz owner, apply here: bit.ly/2hdnkHJ or call 215-496-6151!



CCP Athletics, MarcDavid LGBTQ Center @ CCP, CCPTV and 6 others

CC of Philadelphia @CCPedu · Mar 18
Are you interested in growing your business? Apply now for Community College of Philadelphia's FREE 12-week Power Up Your Business program in Northeast Philadelphia at bit.ly/2hdnkHJ or call 215-496-6151 today!



CCP Athletics, MarcDavid LGBTQ Center @ CCP, CCP Counseling and 5 others

chestnut hill local

60TH ANNIVERSARY SPECIAL EDITION of the Chestnut Hill Local [Click Here](#)

Hill self-starter would like city program for entrepreneurs expanded

Posted on February 22, 2019, updated on February 26, 2019 by Contributor



by Peter Elliott

Philadelphia City Council's Committee on Commerce and Economic Development held a hearing on Tuesday, Feb. 19, to determine the funding of the Power Up Your Business program. The program, which is provided by the Community College of Philadelphia, has helped hundreds of small businesses within the Philadelphia area by giving them the tools and knowledge to become successful business owners.

One such business is the Chestnut Hill Cleaning Company, created by Chestnut Hill native and entrepreneur Jonathan Williams, 22. The business offers a range of services, from carpet cleaning to snow shoveling, in Chestnut Hill and nearby neighborhoods. For Williams, the business started during his time at Central High School. On snow days, he and his friends would go door-to-door cleaning houses around the neighborhood.



Fashion Merchandising and Marketing: Activation Event

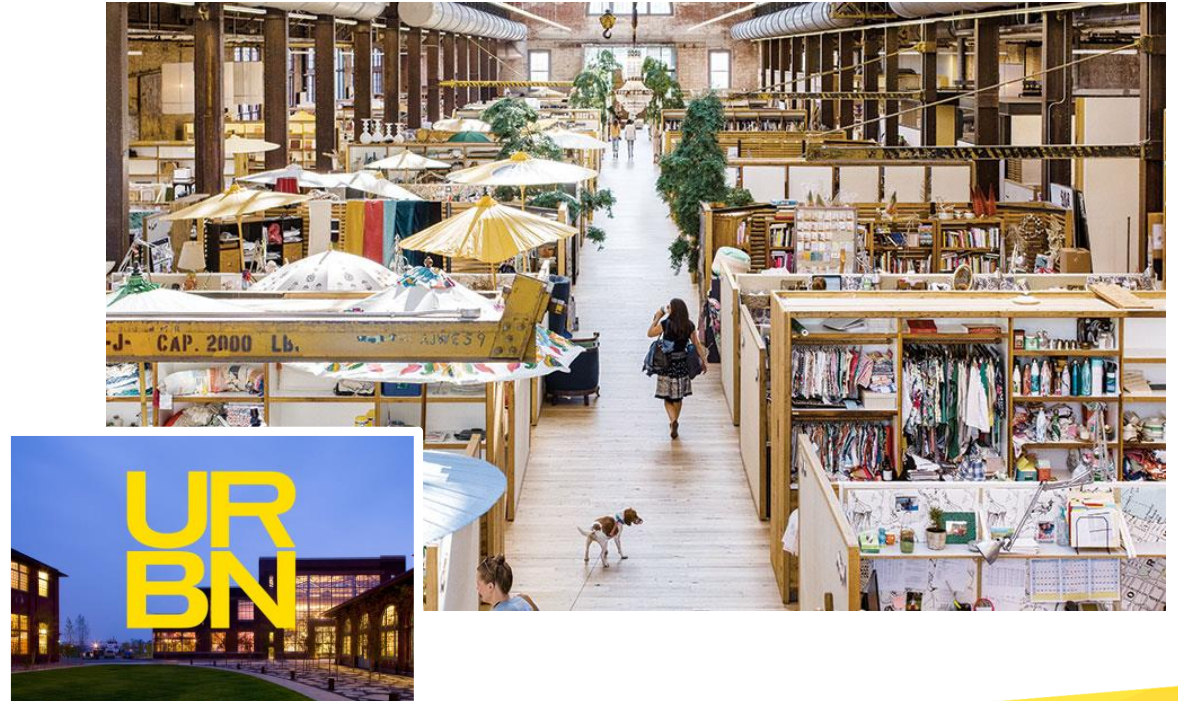
- Table at Career Connections and PSECU **Fashion Show** on April 16 from 3-5 p.m. to introduce program.
- Host a **Fashion Abroad event** to promote the Fashion Merchandising and Marketing and Tourism and Hospitality Management programs with a fashion show, hors d'oeuvres and panel of industry professionals followed by information sessions.
- Timing: June
- Ownership: Division of Business and Technology; Marketing





Fashion Merchandising and Marketing: Activation Event

- **Raise awareness** of the College's Fashion Merchandising and Marketing program while reiterating its real world career opportunities.
- Collaborate with URBN (parent of Urban Outfitters, Free People, etc.) to host a **Lunch and Learn**, sponsored by the College inviting Philadelphia high school students to visit the Navy Yard HQ to learn about careers in fashion.
- Timing: July





Fashion Merchandising and Marketing: Earned Media

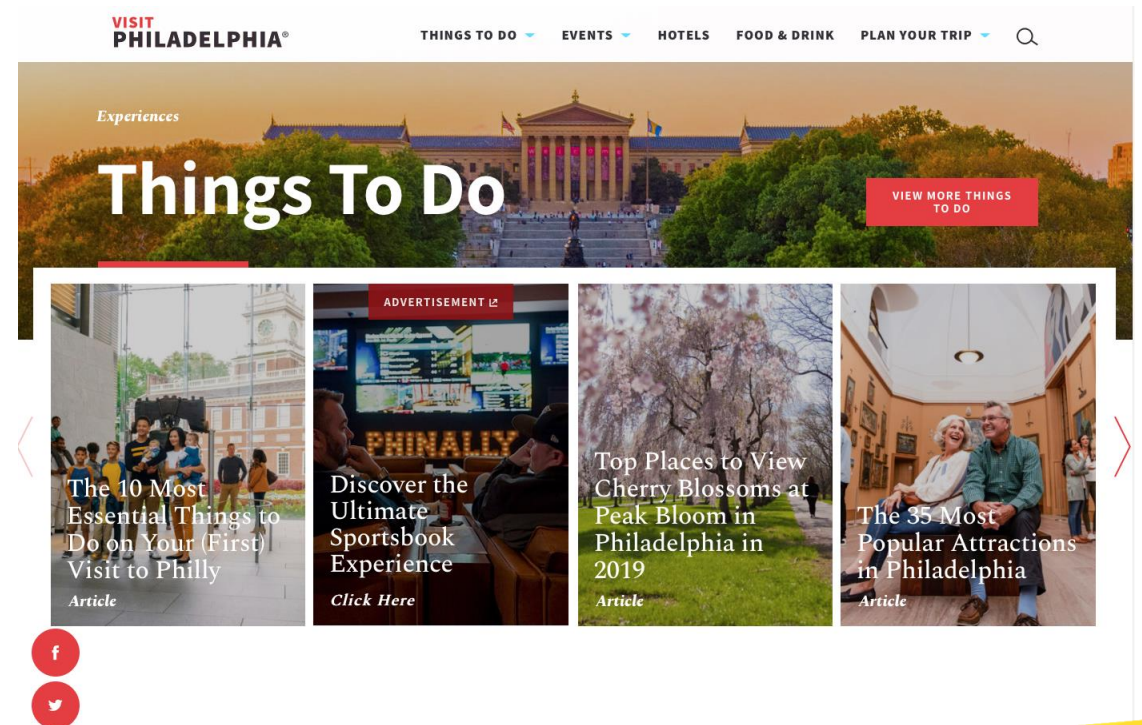
- Pitch **Lunch and Learn** to Local Media
- Timing: July





Tourism and Hospitality Management: Activation Event

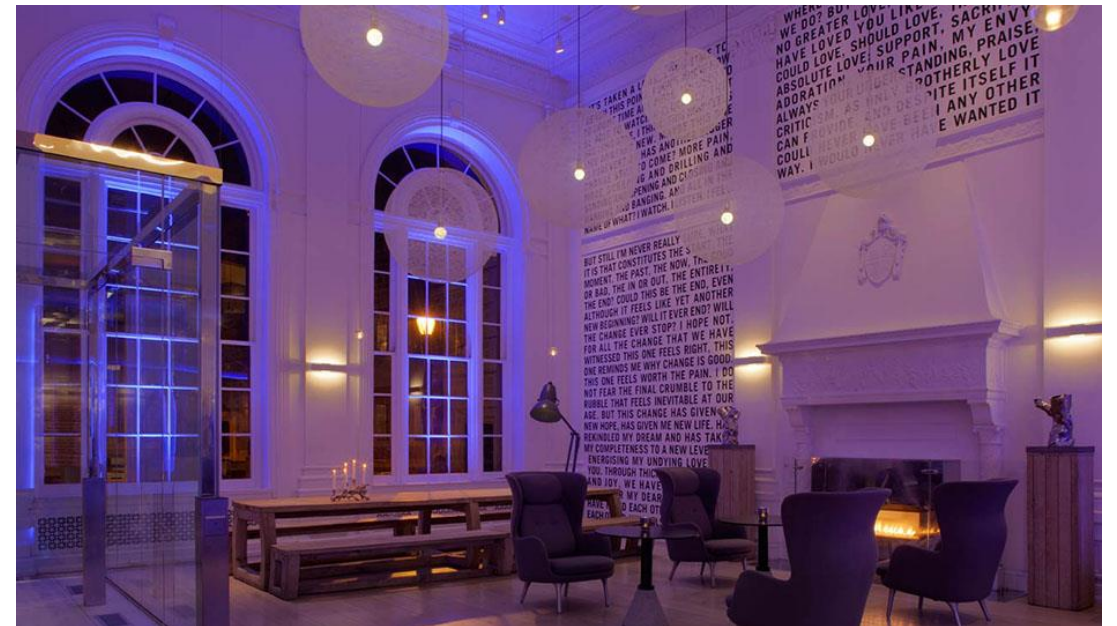
- Launch collaboration with **Visit Philly** announcing internship and/or guest content to student(s) who complete the first year of their associate at the College.
- Leverage collaboration to raise awareness and drive interest in program.
- Timing: June
- Ownership: Division of Business and Technology; Marketing





Tourism and Hospitality Management: Earned Media

- Pitch new program in connection with the hotel growth in Philadelphia (Center City hotel demand in 2018 grew 5.6% YOY): High visitor demand = lodging needs = workforce needs.
 - *There's never been a better time to pursue this career.*
- Timing: June





All New Programs: **Paid Media**

- **Lead Generation Ads** on Facebook and Instagram
- Focus **Google Keywords Buy** on Priority Programs
- **Print Ads** in Community Papers
- **Mobile** and **Digital Text** and **Banner Ads**





All New Programs: Paid Media



Black Studies:

Sponsor
*Philadelphia's
Juneteenth Parade
and Festival*



Business Leadership:

Sponsor/Participate
in Entrepreneur Event,
i.e., *Penn's Startup
Grind*



Fashion Merchandising:

Sponsor/Participate
in Fashion Event



Tourism and Hospitality:

Sponsor/Participate in
Tourism/Hospitality
Event

All New Programs: Multi-channel Communications



Email Retargeting
to Social Media
Leads



Tribune
Advertorial and/or
WURD Interviews



Program **One-pager**



Bookmark



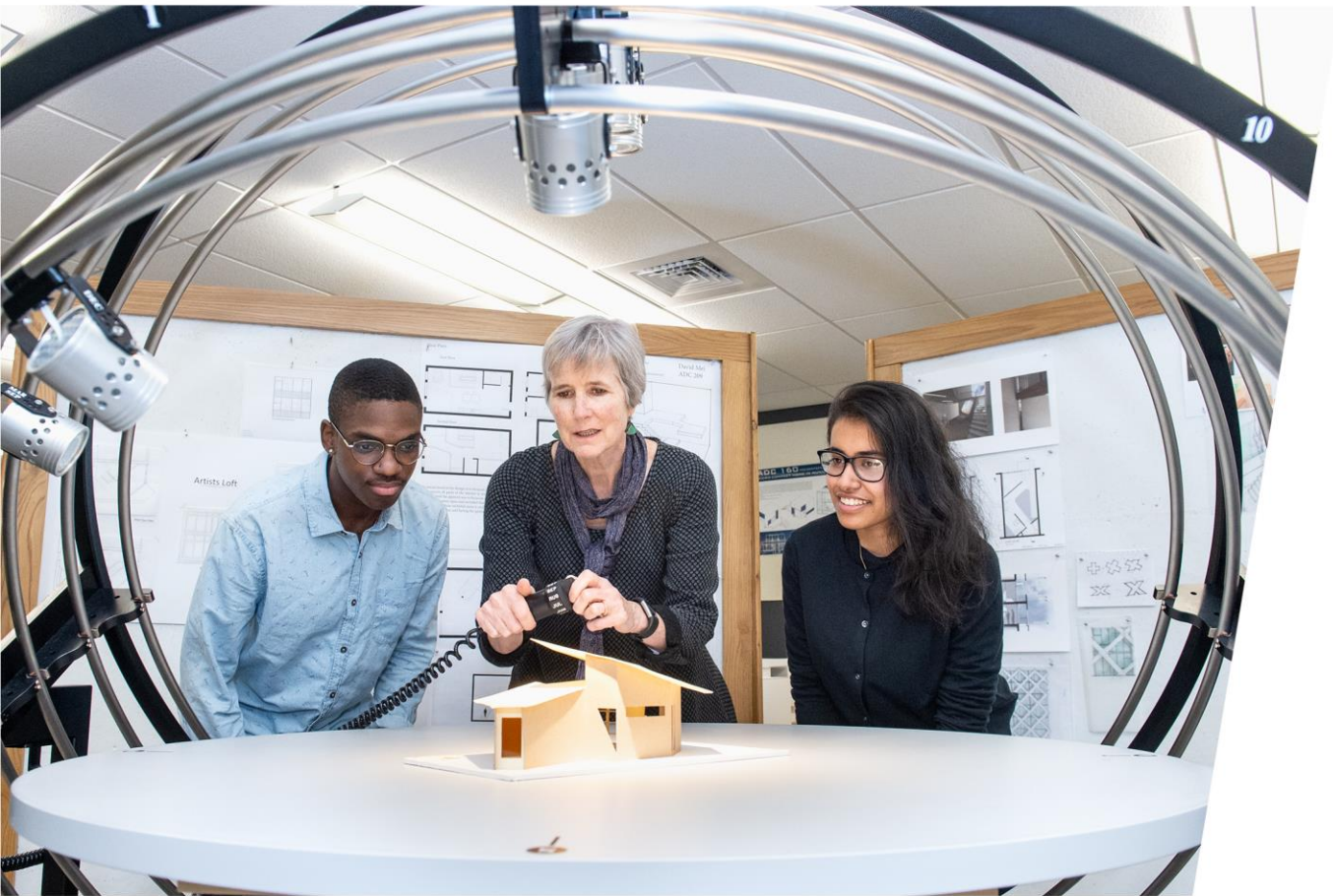
Banners on ccp.edu
and MyCCP Websites



Social Media
Campaign Promoting
Program, Activation
Events and Earned
Media



Flat Screen
TVs



Story Bank: Elevate Presence



Story Bank



Create **Community College of Philadelphia Story Bank** to organize and evaluate content ideas.

Review and **refresh quarterly** with key stakeholders to ensure proper balance and cadence.

Leverage stories across channels as appropriate (i.e., pitch angles, social content, etc.)



Guardrails:

2-3 Alumni stories/quarter

1-2 Workforce development stories/quarter

Announce all new programming, etc.



Q2 Story Bank



Angle: Rigorous Small Business Program Puts Local Owners on Top

Activation: 10KSB graduation (April)

Focus: Highlight 10KSB program and graduates stories including the specific strategies they plan to incorporate to drive their business forward (i.e., Michael HVAC company, Alijah Hispanic community counseling center).

Angle: Community Colleges Offer FREE Education to Small Businesses

Activation: National Small Business Week (May)

Focus: Feature CCP small business success stories from Power Up. Small business owners can now take vacations due to 10KSB program success.



Q2 Story Bank



Angle: *CCP Commencement*

Focus: Leverage MaST Charter School students, alumni success like Mutha Knows for “Where Will You Go” campaign and Dwight Evans as keynote speaker during commencement time frame.

Angle: *Pursue Your Passion: The Thrill of Changing Careers*

Focus: Highlight CCP’s various programs like accelerated nursing, culinary arts, auto tech, accelerated business, sound recording and music tech for adults looking to make a career change. Share a story from a current student highlighting his/her journey, speaking to the ease and success of the programs.

Additional Idea: Participate/moderate a panel at the PA Conference for Women



Q2 Story Bank



Angle: *Community College Students Over-Index on Being Civically Active*

Focus: CCP students are civically active in our community over-indexing on voting in the last two presidential elections (81% of registered voters cast their ballot compared to 67% national average).

Our students care about the city.

Angle: *3 Jobs You've Never Heard of & Why You Need To*

Focus: Highlight priority programs offered at CCP that lead to highly relevant jobs such as Biomedical Equipment Technician and Respiratory Care Technician, Ophthalmic Technician.



Q2 Story Bank



Angle: *Dr. Generals: Transforming the City's College (Executive Positioning)*

Focus: Elevate the president's visibility as an influencer in the city and what that means for the College and its future/impact on Philadelphia.

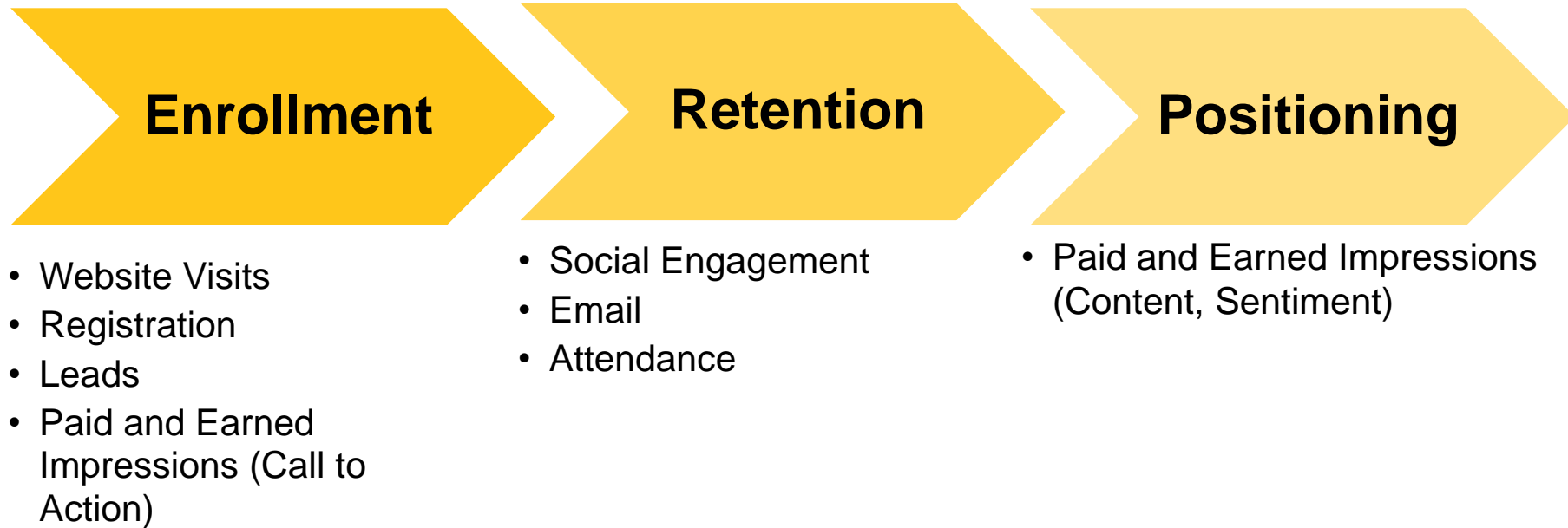
Angle: *The Youngest Generation Surprises with More Practical Approach to Education*

Focus: Gen-Z are practical when it comes to College and careers, opting for colleges that offer programs more directly connected to careers. Nod to Ophthalmic Technician, medical assistant, advanced manufacturing programs. What does this mean for community colleges and trade schools?



Measuring Success

Measuring Success





Q1 Results Dashboard: Paid

AWARENESS

2,970,842

Social Impressions

164,933

Search Impressions

ENGAGEMENT

12,884

Earned Placements

3,909

Search Conversions

ACTION

1,281

Leads

TACTIC SPOTLIGHT

Post-baccalaureate
Accelerated Nursing:
750+ Leads in 6 Weeks

75% Open Rate, 16%
CTR and 64% Open Rate,
6% CTR in Follow Up emails

About **40 People** at Each
Information Session

**Expanding Initial
Program** from 24 to
32 Students

OTHER HIGHLIGHTS

Added Value

CCP sponsors CBS and
CW Philly's **Black
History Month**. Ran an
a total of **194
sponsored vignettes**
in February.

Fox: **75x Additional**: 30
TV Commercials; 50x :05
Sponsorships; 78x :10
Sponsorships



Q1 Results Dashboard: Paid

Community College of Philadelphia
Sponsored

Prepare for a career in health care as a medical assistant in just two semesters.



Medical Assistant Certificate
Be part of a health care team as a medical assistant.

[Learn More](#)

👍❤️👎 144 8 Comments

👍 Like 💬 Comment

Community College of Philadelphia
Sponsored

Get the hands-on training you need for a high-paying career as an auto technician.



Your Tech Career Awaits
Get behind the wheel of your next career.


[Learn More](#)

👍 5

👍 Like 💬 Comment

Community College of Philadelphia
Sponsored

Join us for an open house to learn how to earn your degree on your time and in no time.



A Business Degree. Fast.
Earn your associate degree in Business and prepare for...

[Learn More](#)

👍 24 2 Comments

👍 Like 💬 Comment



Q1 Results Dashboard: Earned

AWARENESS

34,979,846

Impressions

ENGAGEMENT

53

Earned Placements

ACTION NEWS
COMMUNITY & EVENTS
Taking classroom experience into the future

abc ACTION NEWS
SPRING GARDEN

00:05 00:24

[EMBED](#) [MORE VIDEOS](#)

The Community College of Philadelphia debuted its renovated science labs as reported during Action News at 4 on February 7, 2019.



SPRING GARDEN (WPVI) -- The Community College of Philadelphia is taking its classroom experience into the future.

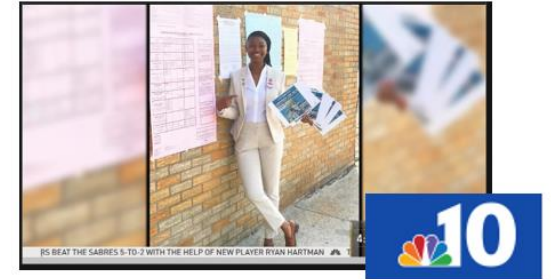
The Community College of Philadelphia showed off \$7.2 million in upgrades in its laboratories at its main campus on Thursday morning, nearly 40 years after they were last updated.



Onetime football player tackles business challenges with help of Philly mentors



James Betterson, former Philadelphia Eagles running back and owner of BetterClean Laundry in Northeast Philadelphia, on February 15, 2019. Betterson, graduate of the free "Shower Up" business training program. He'll speak next week in City Council during a hearing to determine if the program will get extended funding. (Betterson/Staubers for WHYY)



IS BEAT THE SABRES 5-TO-2 WITH THE HELP OF NEW PLAYER RYAN HARTMAN





Q1 Results Dashboard: Social



22,650

Facebook Followers



6,233

YouTube
Subscribers



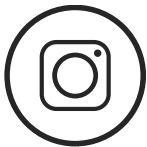
4,660

Twitter Followers



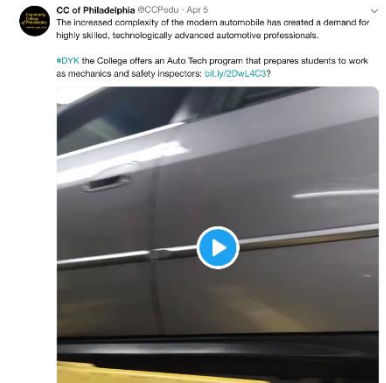
35,223

LinkedIn Followers



1,710

Instagram Followers





Q1 Results Dashboard: Owned

EVENTS

50+

Internal and External Events

EMAIL

1,993,769

Emails Delivered

WEBSITE

1,580,815

Page Views

SPRING 2019 ENROLLMENT

15,639

Headcount

681,934

Emails Opened

59,348

Clicks to App

132,060

Total Credit Hours

***Becker Award
Breakfast***



***Science Laboratories
Panel Discussion
and Tour***



Prioritize Focus by Audience

In order to **maximize resources** (budget and time), and focus on the most impactful tactics, the recommended allocation of **core Marketing and Communications** is as follows:

Enrollment **50%**

Retention **20%**

Workforce **10%**

Donors **10%**

Internal **10%**

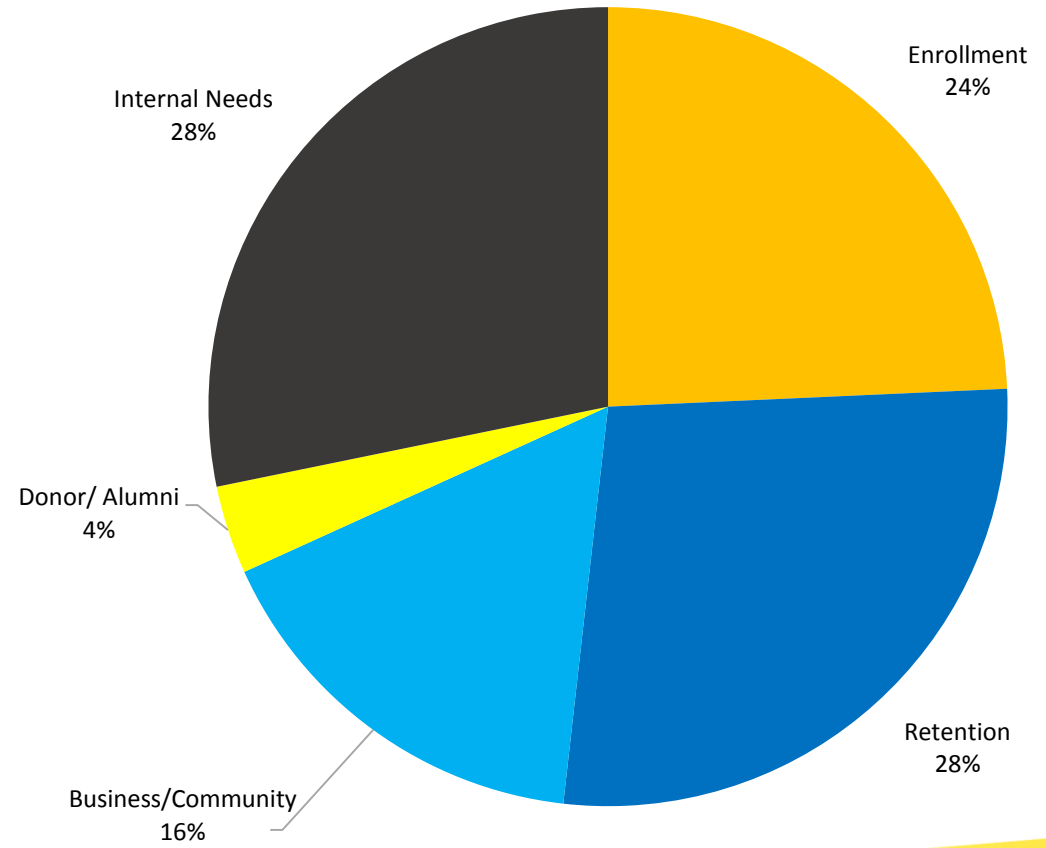


Q1 Activity Dashboard

401

Ticket Requests

TOTAL TICKETS BY BUSINESS NEED



Key Priorities: Q2 2019

Ongoing Enrollment Efforts:

- New Alumni Success Commercials – May 2019
- Summer and Fall Enrollment
- Program Marketing
- Promoting Online in Underserved Counties
- Proactive Pitching (See Story Bank)

Ongoing Retention Efforts:

- Events:
 - Regional Center Community Events – May 2019
 - Celebrating Student Success/Commencement #WhereWillYouGo – Spring 2019
 - Fashion Merchandising/Tourism and Hospitality Launch Events – Summer 2019
 - “Black Excellence” Event for Black Studies – Sept. 2019
- Proactive Pitching (See Story Bank)

Q1 and Q2 Calendar

All efforts are coordinated into a marketing/communications calendar to highlight strategic cadence and drive integration (**see separate print-out**):

Community College of Philadelphia						
January through June 2019						
Marketing and Communications Calendar						
Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
January through June 2019						
Pitch	Dr. Generals Transforming the City's College	Ongoing	SE, WF, CR, FC, FS	Influence External Stakeholders and Donor Community	Elevate Dr. Generals' visibility as an influencer in the city and what that means for the College and its impact on Philadelphia	PHL Podcast; PA Association of Black Journalists
Paid	Digital/Online Advertising	Ongoing	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Beginning January, Shift Focus to Program-specific Marketing	Advanced Manufacturing: 450+ Targeted Leads; Accelerated Nursing: 750+ Targeted Leads
Paid	NBC Sports Philadelphia	Ongoing	SE, CR	Target Prospective Students through Multichannel Campaign: TV, Sponsorship, Digital	Sustain a Year-round Advertising Presence: TV Commercials; Sponsor of On the Level Program; 76ers Pregame Live Sponsor; Website	39-weeks of On the Level Coverage; 70 76ers Pregame Live Spots; 2M Banner Ad Impressions; 2 Spots/Week on Mike Missanelli
Paid	Fox 29 Added Value	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	50x Additional TV Commercials; 50x :05 Sponsorships; 78x :10 Sponsorships
Paid	Direct Mail	Ongoing	SE, WF	Support Enrollment through Citywide Direct Mail	Promote Upcoming Terms through Targeted Citywide Postcard Mailing	Expanded to 90,000 Households
Paid	Carvertise	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through High-visibility Ads on Cars	Sustain a Year-round Advertising Presence	Tracking Impressions



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College
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ATTACHMENT B

**Marketing and Communications
Calendar of Activities**

Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
January through June 2019						
Pitch	Dr. Generals Transforming the City's College (Executive Positioning)	Ongoing	SE, WF, CR, FC, FS	Influence External Stakeholders and Donor Community	Elevate Dr. Generals' visibility as an influencer in the city and what that means for the College and its impact on Philadelphia	PHL Podcast; PA Association of Black Journalists; Education Dive; Philly Famous podcast; iHeart radio podcast
Paid	Digital/Online Advertising	Ongoing	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Beginning January, Shift Focus to Program-specific Marketing	Advanced Manufacturing: 450+ Targeted Leads; Accelerated Nursing: 750+ Targeted Leads
Paid	NBC Sports Philadelphia	Ongoing	SE, CR	Target Prospective Students through Multichannel Campaign: TV, Sponsorship, Digital	Sustain a Year-round Advertising Presence: TV Commercials; Sponsor of On the Level Program; 76ers Pregame Live Sponsor; Website	39-weeks of On the Level Coverage; 70 76ers Pregame Live Spots; 2M Banner Ad Impressions; 2 Spots/Week on Mike Missanelli
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Paid	Direct Mail	Ongoing	SE, WF	Support Enrollment through Citywide Direct Mail	Promote Upcoming Terms through Targeted Citywide Postcard Mailing	Expanded to 90,000 Households
Paid	Carvertise	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through High-visibility Ads on Cars	Sustain a Year-round Advertising Presence	Tracking Impressions
Paid	High School Posters and Digital Campaign	Ongoing	SE	Target Prospective High School Students with Posters in 25 High Schools and Digital Campaign	Utilize a Multi-channel Approach to Target High School Students throughout Academic Year	Tracking Impressions; Digital Dashboard
Jan-19						
Paid	Fox 29 Added Value	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	50x Additional TV Commercials; 50x :05 Sponsorships; 78x :10 Sponsorships
Email	Black and Gold Gala Save the Date	January 3	FS	Announce Date of 2019 Gala	Use Save the Date to Encourage Attendance and Sponsorship among Faculty and Staff, Trustees and Custom IA List	8% Open Rate; .55% CTR (200 Clicks) (Jan. 3) 19% Open Rate, .56% CTR (262 Clicks); (Jan. 6) 15% Open Rate, .43% CTR
Enrollment Email	Email to Past Students Not Enrolled for Spring 2019	January 3 and 9	SE	Re-enroll Past Students for Spring Term	Encourage Past Students to "Finish What You Started"	
Enrollment Email	High School Counselors Lunch and Learn	January 3 and 14	SE, CR	Build Awareness among High School Counselors of College Programs, Transfer Agreements, Services, etc.	Build Relationships with High School Counselors by Hosting Annual Professional Development Luncheon	(Jan. 3) 75% Open Rate, 11% CTR; 75% Open Rate, 15% CTR
Enrollment Email	Payment Deadline Reminder email	January 4	SE	Get Enrolled Students to Pay for 10-week Classes	Remind Students Registered for 10-week Term of Payment Deadline	47% Open Rate; 3.5% CTR
Enrollment Email	Email to Prospects Packaged for Aid; Not Registered	January 7	SE	Enrollment of Prospects with Available Financial Aid	Target Prospects with Available Financial Aid for Spring Enrollment	35% Open Rate; 5% CTR (727 Clicks)

Enrollment Email	Email to Fall 2018 Students with Balance Less than \$500	January 8	SE	Get Fall Students to Register for Spring	Let Students with a Balance of \$500 or Less Know they Can Register for Classes	27% Open Rage; 1.64% CTR
Email	Martin Luther King, Jr. Day of Service	January 8, 15 and 17	CR	Encourage faculty, staff and students to volunteer for MLK Day of Service	Invite College Community to Participate in largest MLK Day of Service event in country	(Jan. 8) 47% Open Rate; (Jan. 15) 27% Open Rate; (Jan. 17) 25% Open Rate
Enrollment Email	Spring First Day of Class Reminder	January 10	SE	Remind Students Spring Classes Start Next Week	Remind Students about Start of Term and Link them to Resources and Support Services	38% Open Rate; 2.15% CTR
Email	Celebrating Student Success	January 10 and 17	SE, CR	Share Student Success Stories with College Community	Spotlight Media Success Stories of Aminata Sy, Maryam Yusef and Hazim Hardeman	(Jan. 10) 44% Open Rate, 3.4% CTR; (Jan. 17) 36% Open Rate; 6% CTR
Email	23rd Annual Poets and Writers Festival	January 10 and 16	CR	Encourage Faculty and Staff to Attend One Book, One Philadelphia Event	Invite Faculty and Staff to Reading and Discussion of Sing, Unburied, Sing	(Jan. 10) 28% Open Rate; (Jan. 16) 20% Open Rate
Program Email	New Science Labs Open House	Jan. 10, 17 & 31	SE, WF, CR, FC, FS	Get Business Leaders, Community Partners and Medio to Tour New Science Labs	Host Panel Discussion Followed by Tour of New Science Labs	(Jan. 10) 43% Open Rate, 1.26% CTR; (Jan. 17) 41% Open Rate, .57% CTR; (Jan. 31) 39% Open Rate; .57% CTR
Email	Faith-based Leaders Brunch	January 14 and 28	CR, FS	Strengthen Relationships with Faith-based Community; Increase their Knowledge of CCP Programs and Services	Invite Faith-based Leaders to a Breakfast and Presentation of College Offerings	(Jan. 14) 44% Open Rate, 16% CTR; (Jan. 28) 44% Open Rate, 7% CTR
Email	Open Office Hours with the President	January 14 and 24	CR	Invite faculty and staff to schedule meeting with the President	Encourage Open Dialogue with Series of Open Office Hours Meetings	(Jan. 14) 42% Open Rate; (Jan. 24) 37% Open Rate
Pitch	How Community Colleges Can Close the Workforce Gap	January	SE, WF	Support Enrollment and Retention	Gain Media Exposure about How Community Colleges Play a Critical Role in Helping to Fill the Workforce Gap; Position CCP Nationally to Establish Critical Role in Addressing the Issue	
Enrollment Email	Spring First Day of Class Reminder	January 10	SE	Promote Diversity, Inclusion and Equity through a Series of Fireside Chat Discussions	Invite College Community to a Fireside Chat in Recognition of African American History Month	(Jan. 16) 20% Open Rate; (Jan. 30) 16% Open Rate
Enrollment Email	Add a 10-week Course	January 15, 23 and 31	SE	Encourage Previously Enrolled Students to Add a 10-week Class	Remind Students Not to Let their Opportunity to Slip Away	(Jan. 15) 18% Open Rate, .31% CTR (Jan. 23) 14% Open Rate, .24% CTR (152 Clicks) ; (Jan. 31) 9% Open Rate; .18% CTR
Enrollment Email	Outreach to Facebook Leads	January 15 and 28		Move Leads to Take the Next Steps toward Enrollment	Retarget Facebook Leads to Encourage Spring Enrollment	(Jan. 15) 42% Open Rate, 8% CTR; (Jan. 28) 39% Open Rate; 5% CTR
Email	Annual Fund Email	January 15	FS	Encourage Faculty and Staff to Give to Annual Fund	Share Student Success Stories to Inspire Giving	43% Open Rate; .13% CTR
Email	African American History Month Fireside Chat	January 16 and 30	SE, CR	Alert Students to Welcome Week Activities	Welcome students with food, giveaways and student resources	26% Open Rate; 1% CTR
Email	Military Appreciation Night	January 16 and 24	CR	Attend Basketball Game; Recognize Veterans Student	Celebrate Student Athletes and Student Success	(Jan. 16) 24% Open Rate; (Jan. 24) 22% Open Rate
Email	Spring Intramural Athletics	January 17	CR	Share Calendar of Spring Intramural Activities	Take Part in Campus Activities	25% Open Rate
Event	Diversity Dialogue	January 17	SE, CR	Create a Culture of Diversity	Establish a Series of Events to Promote Diversity and Inclusion at the College	
Email	Single Stop Tax Preparation Services	January 17 and 28	SE	Get Students to Take Advantage of Free Tax Preparation Services at College	Encourage Students to Schedule Free Tax Prep Appointment During Tax Season	(Jan. 17) 26% Open Rate; .12% CTR; (Jan. 28) 19% Open Rate; .22% CTR

Email	Poet Laureate Event	January 22 and 29	CR	Invite College Community to a Reading with Wes Matthews, Philadelphia's Youth Poet Laureate and Raquel Salas Rivera, Philadelphia's Poet Laureate	Establish a Series of Events to Promote Diversity and Inclusion at the College	(Jan. 2) 22% Open Rate; (Jan. 29) 19% Open Rate
Paid	Digital/Online Advertising	Ongoing	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Advanced Manufacturing and New Accelerated Nursing Program	Advanced Manufacturing: 450+ Targeted Leads; Accelerated Nursing: 750+ Targeted Leads
Program Email	Accelerated Nursing Open House	January 28	SE	Follow Up with Social Media Leads	Target Social Media Leads and Invite to Info Session	75% Open Rate; 16% CTR
Print	Donor Leave Behind Booklet/Folder	Ongoing	FS, FC, WF, SE, CR	Promote the College to Potential Donors	Create an oversized booklet, folder and inserts for IA and Foundation Board members to use as a leave behind when meeting with potential donors. Print 1,000-1,500 copies.	Track number of meetings when used as a leave behind; conversion of meetings to donors.
Direct Mail	Mint Society Invite	January	CR, FS	To build attendance for Foundation event to thank those that give more than \$1,000	Maintain Relationships with Donors	50+ attendees
Print	Career Readiness Facts Event Calendar (Poster and Flier)	January	SE, WF	Help Students with Career Preparation	Invite Students to a Series of Events to Prepare them for Careers	35 posters to hang around College. 1000 fliers to get students to event.
Direct Mail	Becker Invite	January	CR, FS	Build audience for Becker Event	Create Invite to end out to Mail to VIP Lists to Encourage Event Attendance	Full audience for event.
Paid Sponsorship	Souvenir Book Ad - NCBW	January	CR, SE	Create awareness and support community	Place sponsorship Ad for community support and to build awareness of the College	Seen by # of attendees at this event.
Print	GED flier	January	SE	Support enrollment for GED	Create a flier to make people aware that they can take GED at the College	
Print	West Regional Center Career Fair Posters	January	SE, WF	Provide Career Support to students	Create posters to invite students to attend a Career Fair at West Philly.	35 posters hung around campus.
Display	Enrollment Banners	January	SE	Boost enrollment	Create pop up banners to boost enrollment - during registration periods	Seen by all students walking through Bonnell to remind them to register
Direct Mail	ACE Postcard	January	SE	Support Enrollment for Summer ACE program	Create a direct mailer to get HS students thinking about Summer ACE program early - to be followed up in March with full brochure/application	mailed to 500 HS students
Direct Mail	Professional Coaching Brochure	January	WF, SE	Obtain Enrollments for Spring 19 Workforce program	Direct mail postcard about Professional Coaching program	mailed to list of 986 and provided blank copies to be given out by Corporate Solutions
Print	Accuplacer Workshop Flier	January	SE	Better prepare students for placement exam	Flier to invite students to a workshop to learn how to take the new placement test	Printed 150 fliers
Print	Learning Lab Brochure	January	SE	Promote how Learning Lab can help students	create a brochure to let students know how the Learning Lab can support them.	Printed 2000 brochures
Print	SACC Brochure	January	SE	Promote how students can use SACC	Create a brochure to let student know how to use the computer centers	Printed 2000 brochures
Print	Immigration Resource Fair flier	January	SE, CR	Promote resources that can help our students	Create a flier to invite people to an immigration resource fair	Printed 150 fliers
Print	Power Up Northeast Flier	January	WF, SE, CR	Support Enrollment for Power Up Workshops in NE	Create a flier to be given to NE area small businesses to get enrollment for Power Up	Printed 1500 fliers

Print	MLT Program Info Session Poster	January	SE	Support program specific enrollment	create a poster for current students who might be interested in MLT to attend Info sessions	Printed 2000 brochures
Print	Law & Society Week Poster	January	SE	Promote Law & Society Week to students	Create posters to be hung around campus to encourage students to attend Law & Society Week events	Printed 35 posters to put up around College
Print	Law & Society Week fliers	January	SE	Promote Law & Society Week to Students and external audiences	Create flier to help pre-promote Law & Society week to both students and external to increase attendance at events	Printed 250 fliers
Paid	HR Person Sponsorship Ad	January	WF, CR, SE	Awareness advertising, community relations	Placed sponsorship ad in HR Person to create awareness of the College and Workforce & Economic Innovation, specifically.	Ad appeared in event program to reach attendees
Enrollment Email	Students Registered for 10-week Dropped for Nonpayment	January 30	SE	Alert Students that their 10-week Classes were Dropped Due to Nonpayment	Encourage Students to Register and Pay	58% Open Rate; 7% CTR
Enrollment Email	Retention Campaign to First Time in College (FTIC) Students	January 31	SE	Send a Series of email to FTIC Students to Alert them to Student Support Services	Help is a Phone Call Away, Call Your Professor if You're Not "Getting It"	25% Open Rate
Email	Online Academic Counseling	January 31	SE	Send emails to Online-only Students about Online Counseling Support	How to Schedule a Video Appointment for Counseling Support	22% Open Rate; .6% CTR

Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
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Feb-19

Event	Commemorative Month: African American History Month	All Month	CR	Celebrate African American History through Support of Series of Events throughout the Month	Promote Series of Events via Website, Social and email	
Paid	Fox 29 Added Value	All Month	SE, WF, CR	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	25 Additional TV Commercials; 80,000 Impressions
Paid	CBS 3 Added Value	All Month	SE, CR	Sponsor Black History Month "Game Changer" Vignettes on CBS 3	Support Diversity and Establish a Community Presence for the College	Total of 194 Sponsored :15 and :30 Vignettes; 86 Spots on CBS and 108 Spots on CW
Email	Conversation with Author Kevin Powell (Center for Male Engagement)	February 1	SE, CR	Encourage College Community to Join a Discussion about the Importance of a Culturally Inclusive Campus	Support Diversity and Inclusion	20% Open Rate
Email	Faith-based Leaders Brunch	February 1 and 8	CR, FS	Strengthen Relationships with Faith-based Community; Increase their Knowledge of CCP Programs and Services	Invite Faith-based Leaders to a Breakfast and Presentation of College Offerings	(Feb. 1) 39% Open Rate; (Feb. 8) 67% Open Rate
Email	CAHM Luncheons	February 1, 6, 20 and 25	SE, CR	Showcase Culinary Arts and Hospitality Management Students through Student-prepared Luncheons	Invite Faculty and Staff to Luncheons Featuring Different Weekly Menu	(Feb. 1) 40% Open Rate; (Feb. 6) 38% Open Rate; (Feb. 20) 38% Open Rate; (Feb. 25) 42% Open Rate
Event	African American Children's Book Fair	February 2	CR	Support Literacy and African American Writers through Hosting this Annual Event. Access to college campus	Offer Admissions Materials to attendees. Provide Annual Space at No Charge for this Celebrated Event	Opened college to over 1400 attendees. Shared Admissions materials. Showcased Diverse Authors as well college's book

Print	African American Children's Book Fair	February 2	CR	Have young children start to think about careers and the College at an early age	Printed books, postcards, blow up for display and coloring sheets. Had staff person signing books and handing out materials.	Became more of a part of this event and gave out a couple of hundred copies of Children's book to potential future students. Building bonds with the community.
Email	Career Connections Employment Hub Launch	February 4	SE, WF	Introduce the New Career Portal to Students	Host a Launch Event with Entertainment and Giveaways to Showcase the Features of the New Career Connections Employment Hub	20% Open Rate
Email	Career Connections West Regional Center Career Fair	February 4	SE, WF	Encourage Students to Attend the Spring Career Fair at the West Regional Center	Promote Potential Employment Opportunities and Prepare Students with Preparation Workshops Before the Fair	20% Open Rate
Email	African American History Month Fireside Chat	February 5	SE, CR	Encourage Discussion of Diversity, Equity and Inclusion as Part of Commemorative Month	Share in an Open Discussion Over S'mores and Refreshments	19% Open Rate
Event	Fireside Chat	February 5	CR	Celebrate African American History through Dialogue	Promote Diversity and Inclusion at the College	Offer opportunity to share and learn about other cultures
Email	African American History Month Events	February 5, 12 and 19	CR	Support of Series of Events throughout the Month	Promote Series of Events via Website, Social and email	(Feb. 5) 21%; (Feb. 12) 19%; (Feb. 19) 16%
Enrollment Email	Add an English Course	February 6	SE	Enrollment in 10-week English Courses with Seats Available	Make Students Aware that English Sections are Still Available	20% Open Rate; .5% CTR
Email	20th Annual Law and Society Week	February 6, 11, 18, 21 and 25	CR	Faculty, Staff, Student and Community Participation in Law and Society Week Events	Showcase Events throughout the Week to Encourage Participation	(Feb. 6) 21% Open Rate; (Feb. 11) 18% Open Rate; (Feb. 18) 14% Open Rate; (Feb. 21) 14% Open Rate; (Feb. 25) 15% Open Rate
Enrollment Email	Add a 10-week Course	February 7	SE	Encourage Previously Enrolled Students to Add a 10-week Class	Remind Students Not to Let their Opportunity to Slip Away	15% Open Rate; .21% CTR
Enrollment Email	Accessible and Affordable Higher Education Luncheon	February 7 and 14	SE, CR	Raise Awareness of the College's Offerings Among Community Partners and Organizations	Invite Community Partners and Organizations to a Professional Development Session to Learn More about the College	(Feb. 7) 27% Open Rate; (Feb. 14) 29% Open Rate
Event/Pitch	Biology Lab Ribbon Cutting/World Class Education without Barriers	February 7	SE, CR, FC, FS	Support Enrollment and Retention, and Partnerships; Influence External Stakeholders	Invite stakeholders to speak about the benefits of engaging Community College students for employment and programming	Secured 13 press clips including coverage on 6ABC, PHL17, Fox 29, Philadelphia Business Journal, Tribune. Event featured five interviews with Dr. Generals and two with Dr. Linda Powell. PBJ article was featured as the second story in the 2/8 "Morning Edition" newsletter.
Program Email	Accelerated Nursing Open House	February 8	SE	Follow Up with Social Media Leads	Target Social Media Leads and Invite to Info Session	64% Open Rate; 6% CTR
Enrollment Email	Payment Deadline Reminder for 7-week Term	February 8	SE	Remind Students Enrolled for 7-week Term that the Payment Deadline is Approaching	Alert Students to Upcoming Payment Deadline	47% Open Rate
Enrollment Email	Reminder: Start of 10-week Classes	February 11	SE	Make Registered Students Aware that 10-week Classes Start Next Week	Deadline Reminder and Point Out Helpful Student Resources and Supports	31% Open Rate; 2% CTR
Email	Single Stop Tax Preparation Services	February 11 and 25	SE	Get Students to Take Advantage of Free Tax Preparation Services at College	Encourage Students to Schedule Free Tax Prep Appointment During Tax Season	(Feb. 11) 19% Open Rate; .13% CTR; (Feb. 25) 13% Open Rate; .07% CTR

Email	23rd Annual Poets and Writers Festival	February 12 and 18	CR	Encourage Attendance at Annual Series of Events	Invite Faculty, Staff and Students to "Everyday People & Everyday Truths: Conversations with National Book Honored Authors, Nafissa-Thompson Spires and Adam Haslett"	(Feb. 12) 19% Open Rate; (Feb. 18) 17% Open Rate
Email	Women's Championship Basketball Tournament	February 13	CR	Announce Women's Basketball Finals Schedule and Location; Encourage Attendance	Alert College Community to Women's Team #1 Ranking and Participation in EPAC Finals	44% Open Rate
Enrollment Email	Retention Campaign to First Time in College (FTIC) Students	February 14	SE	Send a Series of email to FTIC Students to Alert them to Student Support Services	"The Learning Lab is Here to Help You"	19% Open Rate
Email	Bucknell Scholars Scholarship Opportunity	February 15 and 20	SE	Alert Students to Bucknell Community College Scholar Opportunity	Showcase Scholarship and Encourage Qualified Students to Apply	(Feb. 15) 26% Open Rate; 1.3% CTR; (Feb. 20) 25% Open Rate; 1.1% CTR
Event/Pitch	Faith Based Breakfast; Faith Can Motivate	February 18	SE, WF, CR, FS	Raise Awareness of the College's Offerings Among Leaders in Faith Community	Host a Breakfast, lead by leading Mega Church. Communicate partnership opportunities	Pitch event to faith based radio offering opportunity to speak to Dr. Ellyn Jo Waller
Email	Donor Email: Flower Show Reception	February 19	CR, FS	Celebrate Mint Society Donors with Reception at Flower Show	Encourage Attendance at Special Lunchtime Reception	59% Open Rate; 2% CTR
Email	Drop the Mic Viewing Party	February 19 and 27	CR	Raise Awareness of "Drop the Mic" Spoken Word Poetry Program on CCP-TV	Invitation to Special Screening Event	(Feb. 19) 16% Open Rate; (Feb. 27) 14% Open Rate
Pitch	Power Up City Council Hearing	February 19	WF, CR	Generate awareness of successful alumni from program and tie to city council hearing		Coordinated interviews with Power Up alumni and secured coverage for the city council hearing on WHY.com; Chestnull Hill Local and Tribune
Event	Diversity Dialogue	February 21	SE, CR	Create a Culture of Diversity	Establish a Series of Events to Promote Diversity and Inclusion at the College	
Email	Snow Day Make Up Schedule	February 22	CR	Make Students Aware that Snow Day Must Be Made Up	Announce Apr. 24 Make Up Day	34% Open Rate
Enrollment Email	File Your FAFSA Early	February 25	SE	Encourage Students to File FAFSA in Advance of April 15 Deadline	Showcase Benefits of Early Filing	27% Open Rate
Email	Communique	February 27	CR	Celebrate Faculty and Staff Achievements via Monthly email	Faculty and Staff Submit Accomplishments; Published Monthly	46% Open Rate
Email	Invite Regional Center Students to Purchase Aladdin on Broadway Tickets	February 28	CR	Provide Discount Tickets/Transportation to Regional Center Students	Create emails Specific to Students at Each Regional Center	(NE) 17% Open Rate; (NW) 17% Open Rate; (W) 19% Open Rate
Email	Career Connections Employment Hub Employer Outreach	February 28	SE, WF	Introduce the New Career Portal to Employers	Showcase Benefits of Career Hub, Encourage Employers to Sign Up	22% Open Rate; 7% CTR
Email	Career Connections Main Campus Career Fair Employer Outreach	February 28	SE, WF	Encourage Employers to Participate in the Spring Academic Pathways Career Fair	Connect Employers to Future Employees; Days Segmented by Academic Pathway	22% Open Rate; .4% CTR
Paid	Multichannel Power Up Advertising	All Month	WF	Promote Upcoming Power Up Workshops at NERC	Enrollment: Radio, Ads in Northeast Times; Banner Ads on Philly.com; Digital Billboard	
Paid	Digital/Online Advertising	Ongoing	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Advanced Manufacturing and New Accelerated Nursing Program	Advanced Manufacturing: 450+ Targeted Leads; Accelerated Nursing: 750+ Targeted Leads
Print	Law & Society Week Program Book	Week of February 25	SE, CR	Promotion of Law & Society Week to showcase the quality of the College's programming	Create booklet of all events for Law & Society Week for students and for external people in law fields to get CE credits	Law & Society Week was well attended and CE credits are given to professionals

Print	Power Up Your Business Annual Report	February	WF, CR, SE, FS	Showcase the value of Power Up to City Council and others	Create an annual report publication that showcases the value of the program that City Council is funding and to highlight many of the businesses we have helped - used to support testimony at City Council	City Council suggested that funding may be increased greatly for this program
Direct Mail	Summer 19 Guest Student Postcard	Late Feb - Early March	SE	Support Guest Student Enrollment for Summer	Create and mail postcard to all Residents of Phila. that are current College Freshmen and Sophomores at College's other than CCP	Mailed 6000 cards to purchased list.
Print	Dual Enrollment Night Flier	February	SE	Support Enrollment	Create flier for admissions event that promotes dual enrollment	Printed 500 fliers and pdf provided to send to HS students/counselors
Print	Find Money Postcard	February	SE	Support Scholarships/helps enrollment	Postcard to prompt students to apply for scholarships	Printed 5000 postcards
Print	Cohen Gallery Exhibit Card	February	SE, CR	Academic program support	Card to invite students and others to art exhibit on campus	Printed 500 cards to announce exhibit
Print	Infographic Flyer - 2018 College Highlights	February	SE, WF, CR, FC, FS	Government Relations - awareness for funding	Create a 1 page, info-graphic flier for the NLS congressional meeting to create awareness and support getting funding for the College	Printed 300 fliers
Print	5 Easy Steps to Enrollment for First Time Students Flyer	Ongoing	SE	Support admissions for enrollment	Provide fliers to help students see how easy it is to apply/enroll at the College. Used by recruiters at all their recruitment activities throughout the year.	Printed 1500 fliers
Print	Inquiry Card for HS Students	Ongoing	SE	Support Admissions for inquiries toward enrollment	Provide a card that recruiters use at all events to gather contact info for inquiries.	Printed 1500 cards
Print	Dual Admissions bookmark	Ongoing	SE	Support enrollment/promote Dual Admissions	Create a takeaway item, that prospects may keep, as it is a bookmark to promote dual admissions and increase enrollment	Printed 1000 bookmarks
Print	DACE/Dual Enrollment Bookmark	Ongoing	SE	Support enrollment through promotion of Dual Enrollment	Create a takeaway item, bookmark, to target middle and HS students	Printed 1000 bookmarks
Print	Power Up Flier	February	WF, CR, SE	Enrollment - small businesses in Power Up Workshops	Provide fliers to be given to small businesses to attend free Power Up workshops	Printed 1500 fliers
Print	Becker Award Program	February	CR, FS	Event that will potentially bring in donors and for PR for College	Create a program with bio of honoree and Judge Becker/something that people might keep.	Printed 150 programs
Print	Automotive Open House Flier	February	SE	Program specific marketing - Automotive	Create flier to build attendance to Automotive program open house	Over 100 students RSVP to attend
Print	Lindback Lecture Poster	February	CR	Build audience for event	Create poster to build attendance for Lindback lecture event	Printed 35 posters to put up around College
Print	Food Collaborate Bookmark	February	SE, CR	Build awareness of food insecurity of our students and support College provides	Create a takeaway for conference where people were asked to bring donations for the College's food bank	Printed 1000 bookmarks
Print/Online	Graphic for CUFF winners	February	SE	Program related marketing	Create graphic for faculty that hold CUFF Film festival to give out to winners - for PR	Provided graphic for winners to use online - allowing others to promote our film festival
Print	Key Facts Flier	Ongoing	FS, WF, CR, FC	Support Public Relations, Government Relations, Marketing and fundraising	Informational Flier that has all of the key facts about the College - given out to media outlets, legislators, potential donors, partners, etc...	printed 250 fliers

Print	Black & Gold Letterhead and Envelopes	Feb. - June	FS, CR	Support fundraising	Create letterhead and envelopes for Foundation Board to use to solicit sponsors/support for the largest fundraising activity - Black and Gold Gala	They have already lined up a little over \$100,000 in sponsorship for this June Event.
Print	Corporate College Info Card	February	WF, SE	Enrollment for Corporate College	Create an Inquiry Card to capture prospects/inquiries for Corporate College students	Printed 500 cards
Print	Library rendering table tents	February	FS, FC	Promote world class facilities to those that could financially support these efforts	created table tents which show the renderings of the new library the College is building/renovating to be placed at each table at the Mint event - to spark interest with donors.	50+ attendees at event to see these
Print	Career Fair Week Posters	February	SE, WF, CR	Build attendance for Career Fair Week	Posters to get students to attend the various Career Fairs during the week. Get students in front of potential employers. Help area employers find people to hire.	Printed 35 posters to put up around College
Print	Center for International Understanding Posters	February	SE	Awareness for Center	Create posters to let students know about this center and their activities.	Printed 5
Paid	Madame CJ Walker Lunch Sponsor Ad	February	CR, SE, WF	Awareness/Image Advertising	Sponsor event with ad for community relations and awareness/image of the College	Ad placed in event program book to reach attendees
Print	Inaugural Certificate	February	CR	Create relationship with other Higher Ed. Inst.	Create certificate congratulating President on Inaug. at their College	Sent to president
Print	Note to go with photo gift cards	February	FS	Thank you gift to donors - cultivate future relationship with donors	printed note to go with notecards we printed that have photo students work on them - a nice thank you gift that also promotes one of our academic programs.	Printed 1000
Print	Recovery Brochure	Ongoing February 26	SE, CR	Program specific marketing/enrollment - Recovery & Transformation	Brochure to introduce this program to potential students and to reach out to the recovery organizations in the community	printed 2000
Event	Becker Award Ceremony		CR, FS	Honor Change maker and Community College supporter	Produce ceremony for selected honoree. Engagement of Becker Committee and other possible donors	
Print	Lindback Invite	February	CR	Build attendance for Lindaback lecture	invite to pre-promote this lecture and build audience.	Printed 250 invites
Print	Big Bang STEM Flier	February	SE	Support enrollment - by inviting HS students interested in STEM to get an intro to our Science programs	Create engaging flier to build attendance to this STEM event that will hopefully create prospects for enrollment	Printed 500 and provided pdf to reach out to HS students/counselors
Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
Mar-19						
Pitch	Three Jobs You've Never Heard of and Why You Need to	Ongoing	SE, WF, CR	Support Enrollment and Retention	Highlight Priority Programs Offered at the College that Lead to Highly Relevant Careers (Biomedical Equipment Technician; Respiratory Care Technician)	

Strategic Alignment (SE-Student Experience; WF-Workforce; CR-External and Internal Community Relations; FC-World-Class Facilities; FS-Financial Stability and Sustainability)

Pitch	Alumni Success: Shania Bennett, Young People Doing Extraordinary Things	March	SE	Highlight Alumni Success		Shania conducted interview on campus with 6ABC Tracey Davidson; segment aired on 2/27
Pitch	Alumni Success: Quamiir Trice, When Education Comes Full Circle	Ongoing	SE	Highlight Alumni Success		
Direct Mail	Summer 19 Residential Postcard	Early March	SE	Support Enrollment for Summer 2019	Create and mail 589,000 Postcards to all Residents of Philadelphia to Register for Summer	Mailed 589,000 Postcards Showcase Female Students and Faculty; Promote Positive Mental and Physical Health
Event	Commemorative Month: Women's History Month	All Month	CR, SE	Celebrate Women's History through Support of Series of Events throughout the Month	Promote Series of Events via Website, Social and email	
Email	Women's History Month Events	March 1, 12, 19 and 26	CR	Celebrate Women's History through Support of Series of Events throughout the Month	Promote Series of Events via Website, Social and email	(Mar. 1) 16% Open Rate; (Mar. 12) 13%; (Mar. 19) 12%; (Mar. 26) 12%
Email	Help Career Connections Create a Culture of Career Readiness	March 1	CR, SE	Encourage Faculty and Staff to Help Students Understand the Importance of Career Readiness	Showcase Resources and Support Provided by Career Connections	42% Open Rate; 6% CTR
Email	Career Connections Main Campus Career Fair Employer Outreach	March 1	SE, WF	Encourage Employers to Participate in the Spring Academic Pathways Career Fair	Connect Employers to Future Employees; Days Segmented by Academic Pathway	22% Open Rate; 9% CTR
Email	Communication to Student Workers Regarding Potential Strike	March 1	SE, CR	Raise Awareness of Student Worker Process in the Event of a Strike	Make Student Workers Aware that They Are Permitted to Work	50% Open Rate
Email	CAHM Luncheons	March 6, 15 and 18	SE, CR	Showcase Culinary Arts and Hospitality Management Students through Student-prepared Luncheons	Invite Faculty and Staff to Luncheons Featuring Different Weekly Menu	(Mar. 6) 35% Open Rate; (Mar. 15) 40% Open Rate; (Mar. 18) 35%
Email	Potential Strike Communication to Students	March 10	SE, CR	Make Students Aware that Classes Resume After Spring Break	Classes are in Session March 11; Check Negotiations Fact Center for Updates	36% Open Rate
Email	Invite Regional Center Students to Purchase Aladdin on Broadway Tickets	March 11	CR	Provide Discount Tickets/Transportation to Regional Center Students	Create emails Specific to Students at Each Regional Center	(NE) 14% Open Rate; (NW) 13% Open Rate; (W) 15% Open Rate
Email	Student Photography Exhibit	March 11	SE, CR	Encourage College Community to Appreciate Student Photography Exhibit	Provide Dates and Location; Invite to Opening Reception	42% Open Rate
Email	Single Stop Luncheon	March 11, 19 and 26	CR	Learn About the Success of a Metis & Associates' 5-year Research Study at Community College of Philadelphia on the	Invitation to a Luncheon and Form	(Mar. 11) 40% Open Rate; .6% CTR; (Mar. 19) 27% Open Rate; .3% CTR; (Mar. 26) 29% Open Rate; .25% CTR
Email	Women's History Month Fireside Chat	March 11	CR	Encourage Discussion of Diversity, Equity and Inclusion as Part of Commemorative Month	Share in an Open Discussion Over S'mores and Refreshments	(Mar. 11) 17% Open Rate; (Mar. 12) 14% Open Rate
Email	Single Stop Tax Preparation Services	March 11 and 25	SE	Get Students to Take Advantage of Free Tax Preparation Services at College	Encourage Students to Schedule Free Tax Prep Appointment During Tax Season	(Mar. 11) 11% Open Rate; .05% CTR; (Mar. 25) 7% Open Rate; .01% CTR
Enrollment Email	Campus Connect High School Event	March 12 and 15	SE	Ask Partners Who Work with Students to Encourage High School Students to Attend this Important Admission Event	Give Details to Partners to Pass Along to Students	(Mar 12) 50% Open Rate; (Mar. 15) 58%

Email	Communication to Students About College's Best and Final Offer	March 12	SE, CR	Make Students Aware of What the College's Offer Is and How It Compares	Provide Salary and Benefits Comparisons	15% Open Rate; 1% CTR (Mar. 12) 18% Open Rate; .04% CTR;
Email	Academic Pathways Career Fair Week Email to Students	March 12, 19 and 26	SE, CR	Get Students to Take Advantage of Career Fair Week and Boot Camp Preparation Workshops	Showcase Employment Opportunities Encourage Students to Attend an Information Session to Learn More about Salaries and Careers for MLTs	(Mar. 19) 17% Open Rate; .03% CTR; (Mar. 26) 15% Open Rate; .03%
Program Email	Medical Laboratory Technician Information Session	March 13 and 26	SE	Raise Awareness of the MLT Program		(Mar. 13) 24% Open Rate; 1% CTR; (Mar. 26) 24% Open Rate; 1% CTR
Enrollment Email	File Your FAFSA Early	March 13 and 27	SE	Encourage Students to File FAFSA in Advance of April 15 Deadline	Showcase Benefits of Early Filing	(March 13) 23% Open Rate; (March 27) 19% Open Rate
Email	Open Office Hours with the President	Mach 14	CR	Encourage Open Dialogue with President	Invite Faculty and Staff to Schedule Appointment with President Invite Prospective Students Who Indicated an Interest in Business to Attend Info Session about Accelerated Program	43% Open Rate (Mar. 15) 34% Open Rate; .4% CTR; (Mar. 20) 28% Open Rate; .25% CTR; (Mar. 27) 27% Open Rate; .2%
Program Email	Business Accelerated Information Session	March 15, 20 and 27	SE	Raise Awareness of Business Accelerated Program through Series of Info Sessions Help College Community Understand Cybersecurity Threats; Presented by Student Club	Invitation to a Lunch and Learn with Guest Speaker David Humphreys, CEO of Avasek	(Mar. 18) 14% Open Rate; (Mar. 25) 12% Open Rate; .26% CTR
Email	Cybersecurity Lunch and Learn Invitation	March 18 and 25	SE, CR			
Paid	Print Advertising	Week of March 18	SE	Enrollment: Promote Registration for Summer and Fall Terms with Ads in Phila Community Papers	Success Starts Here: Encourage Prospective Students to Apply in Advance of Registration Opening Week of March 25 Invite College Community to Power and Persistence Leadership Conference Co-presented by Parx Casino	
Email	Women's Leadership Conference	March 19	SE, CR	Help Women Harness their Full Potential Personally, in the Education and Professionally	Stress Importance of Service-learning, Invite to Specific College-led Volunteer Events	12% Open Rate; .3% CTR
Email	April is National Volunteer Month	March 22	SE, CR	Get College Community to Commit to Volunteer Opportunities in April		39% Open Rate; .3% CTR
Email	Grady's Garden First Harvest	March 22 and 26	SE, CR	Help Students Understand the Importance of a Health Diet; Raise Awareness of Resources at the College for Food Insecure Students	Free Vegetable Giveaway	(Mar. 22) 11% Open Rate; (Mar. 26) 13% Open Rate
Email	Student Night at the 76ers Game	March 22	CR	Discount Ticket Offer for College's Students	\$40 Tickets for Students	22% Open Rate; 1.3% CTR
Email	Open Invitation to Purchase Aladdin on Broadway Tickets to All Students, Faculty and Staff Due to Low Interest	March 25 and 29	CR	Provide Discount Tickets/Transportation to College Community	Open Invitation Up to Entire College Community	(Mar. 25) 12% Open Rate; (Mar. 29) 12% Open Rate
Paid	Radio Advertising	Week of March 18	SE	Enrollment: Promote Registration for Summer and Fall Terms with Radio Ads on WBEB, WDAS, WIOQ, WISX, WRFF, WMGK, WMMR, WRNB, WPHI and WUSL	Success Starts Here: Encourage Prospective Students to Apply in Advance of Registration Opening Week of March 25	
Paid	Digital/Online Advertising	All Month	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Medical Assistant, Business Accelerated and Auto Tech	Track Leads
Enrollment email	Retarget Program-specific Social Media Leads via email	March	SE	Encourage Social Media Leads to Take the Next Step	Provide Additional Information about Program of Interest and Encourage Next Steps	Opens and Clickthrough's

Paid	TV Advertising	Week of March 25	SE	Awareness and Enrollment: Run TV Ads on 6 ABC, NBC 10, CBS 3, PHL, Fox 29, CW and Comcast Create Awareness of all that Career Connections offers to help students enter workforce after graduation	Support Summer and Fall Recruitment Advertising with TV Spots Create a magazine style publication that gives lots of tips and information to help students prepare for career	
Print	Career Connections Guide Booklet	March	SE, WF			
Direct Mail	ACE Brochure and Application	March	SE	Enrollment: HS students into our summer program	Create a brochure with application for the ACE program to mail to HS students and to give to Guidance Counselors to build enrollment	Mail 300 copies. Track # of students who attend ACE
Print	Commencement 2019 Invitation	March	SE, FS, CR	Student Success. Build attendance at Commencement. Start creating alumni pride.	Invitation for students to invite all of their guests to see them graduate from the College	Track attendance. Builds pride in future alumni.
Print	Career Connections Employer Bookmark	March	SE, WF, CR	Build base of employers reaching out to the College to hire our students	Create bookmark to send to area employers to understand how they can work with Career Connections to find employees	Printed 1000 - keepsake to remind employers of our students
Print	Biomedical Technician Training Program Brochure	March	SE	Program specific marketing - Bio Tech at Wistar	Print brochure that targets students interested in biotech	Printed 500
Email	Fireside Chat - Women's History Month email	March	SE, CR	Promote diversity at the College	Email blast out to entire College family to build attendance around diversity - specifically Women's History	
Paid/Sponsor	Congress Gala Sponsorship Ad	March	SE, CR, WF	Promote the College and support community relationships	Place sponsorship ad for this event to build awareness of the College and support the College's relationship with this group	
Direct Mail	WedNet PA Info Session Postcard	March	WF, SE	Enrollment in WedNet PA programs	Create postcard to bring people to an Info session to learn about this free training program	Mail 350 cards
Paid/Sponsor	Alliance Program Book Ad	March	SE, CR, WF	Promote the College and support community relationships	Sponsorship ad for awareness and for strengthening community relationship	Ad placed in program book for event to reach attendees.
Print	Facilities Management Brochure	Ongoing	CR	Internal Relations - awareness of who and what facilities can help employees with	Employee communications - understanding of Facilities dept.	Print 2000
Print/Online	ESL Night Flier	March	SE, CR	Build audience for ESL open houses - promote Enrollment	Create a flier that is printed and emailed to promote the College's ESL program - for enrollment in these programs	Print 1000 fliers
Paid/Sponsor	Phila Prep College Gala Ad	March	CR, SE, WF	Promote the College and support community relationships	Sponsorship ad for awareness, for community relationship building and to congratulate a College administrator on an award, showcases the high-level of our employees.	
Print	Cohen Gallery Exhibit Card	March	CR, SE	Promote Faculty Art Exhibit on Campus	Create a card that invites the College and external community to art exhibit to showcase faculty talent	Print 500 cards
Enrollment Email	Priority Web Registration	March 18, 19 and 20	SE	Encourage Summer/Fall Registration to Qualified Students During Priority Web Registration	Email Qualified Students and Encourage Registration before it Opens to Everyone: Students with 40+ Credits (March 18); Students with 25+ Credits (March 19); Students with Less than Credits (March 20)	17% Open Rate, 1% CTR; 16% Open Rate; 1.4% CTR

Enrollment Email	Faculty Outreach: Encourage Students to Register Early	March 19	SE, CR	Encourage Faculty to Help Promote the Values of Registering Early	Share Benefits of Early Registration	38% Open Rate
Enrollment Email	Online Registration Open to All Continuing Students	March 25	SE	Encourage Early Summer/Fall Registration to Continuing Students	Encourage Registration before it Opens to Everyone	21% Open Rate; 1% CTR Business 19% Open Rate, 1% CTR; Spanish 29% Open Rate; English 16% Open Rate, .16% CTR; Math 20% Open Rate, .24% CTR; Social Science 20% Open Rate, .8% CTR; CIS 22% Open Rate
Enrollment Email	FTIC Retention email: Outreach to Students Who Did Not Do Well in Midterms About Learning Labs	March 26	SE	Let Students Know It's Not too Late to Improve their Grades	Segment Students by Class Type and Make them Aware of the Learning Labs Services	Opens and Clickthrough's; Registration
Enrollment Email	Online Registration Open to Guest Students	March 27	SE	Encourage Early Summer/Fall Registration to Guest Students	Encourage Registration before it Opens to Everyone	22% Open Rate
Email	Six Flags Student Trip	March 27	SE	Discount Ticket Offer for College's Students	30 Student Tickets	
Email	Communique	March 27	CR	Celebrate Faculty and Staff Achievements via Monthly email	Faculty and Staff Submit Accomplishments; Published Monthly	46% Open Rate
Enrollment Email	Payment Deadline Reminder for Early Summer	March 27	SE	Alert Students that a Payment Deadline is Approaching	Friendly Reminder to Students Registered for Early Summer that Payment Deadline is in Two Weeks	43% Open Rate
Email	empower HER Sessions	March 29	SE, CR	Promote Women and Leadership	Invite College Family to emPOWER HER Series of Events in April	12% Open Rate
Email	Career Fair Postponed	March 29	SE, WF	Alert Students that the Career Fair Is Postponed Due to Potential Strike	Reach Out to All Students Who RSVP'd with Letter of Explanation	64% Open Rate
Print	Bursar's Office: Regional Centers Bookmarks and Posters	March	SE, FS	Awareness of how student's can interact with Bursar at Regional Centers	Create a bookmark that students can keep as well as a poster they will walk by to let them know how they can pay their bills and work with Bursar's office at Regional Centers	# of students at Regional Centers contacting Bursar and paying on time.

Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
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Apr-19

Display	Graduation Signs	April	SE	Student Success/Alumni Pride	Pop up signage for pre-graduation events to get students excited about graduation and build pride for future alumni	
Email	Career Fair Week	First Week of April	SE, CR	Final Reminder to Students that Career Fair Week is Apr. 1-5	Encourage Students to Come Prepared for Career Fair Week	Opens and Clickthrough's; Attendance
Enrollment email	Email Reminder to File FAFSA by Priority Deadline	Early April	SE	Final Reminder to File FAFSA in by Apr. 15 Priority Deadline	Encourage Students to Have their Financial Aid in Order ASAP	Opens and Clickthrough's
Program Email	Business Accelerated Information Session	April 1	SE	Raise Awareness of Business Accelerated Program through Series of Info Sessions	Invite Prospective Students Who Indicated an Interest in Business to Attend Info Session about Accelerated Program	25% Open Rate; .2% CTR
Email	Global Learning Experience Documentary Screening	April 1, 10, 17 and 23	SE, CR	Promote a Global Outlook Among the College Community; Diversity, Inclusion and Equity	Host a Private Viewing of I Am Because We Are, a Documentary that Explores the Reality of South Africa's Youth, Followed by a Q&A with Producer Meisha Robinson	(Apr. 1) 37% Open Rate

Email	Cybersecurity Lunch and Learn Invitation	April 1, 4 and 11	SE, CR	Help College Community Understand Cybersecurity Threats; Presented by Student Club	Invitation to a Lunch and Learn with Guest Speaker David Humphreys, CEO of Avasek	(Apr. 1) 15% Open Rate; (Apr. 4) 9% Open Rate; (Apr. 11)
Email	35th Annual International Festival	April 1 and 2	SE, CR	Showcase Diversity, Inclusion and Equity at the College	Invitation to a Series of Events Highlighting the Festival	(Apr. 1) 14% Open Rate (Student); (Apr. 2) 40% Open Rate (Staff)
Email	Six Flags Student Trip	April 3	SE	Discount Ticket Offer for College's Students	\$30 Tickets Joined by the film's producer, Meisha Robinson, we will watch as she captures a snapshot of South Africa's representative youth	16% Open Rate
Enrollment Email	Payment Deadline Reminder for Early Summer	April 4	SE	Alert Students that a Payment Deadline is Approaching		30% Open Rate
Email	April is National Volunteer Month	April 4 and 16	SE, CR	Get College Community to Commit to Volunteer Opportunities in April	Stress Importance of Service-learning, Invite to Specific College-led Volunteer Events	(Apr. 4) 34% Open Rate; .12% CTR; (Apr. 16)
Email	Single Stop Tax Preparation Services	April 8	SE	Get Students to Take Advantage of Free Tax Preparation Services at College	Encourage Students to Schedule Free Tax Prep Appointment During Tax Season	
Print	Big Bang STEM Program	April 8	SE	Enrollment for STEM programs targeted to HS students	Create a program for day of events that highlight our Science programs to HS students.	Print 125 programs
Event	Big Bang STEM Event	April 8	SE	Enrollment for STEM programs targeted to HS students	Produce event that allows for hands on experiments to promote programming's and first class science offerings at the college	Attendance; Perception
Enrollment Email	File Your FAFSA Early	April 8	SE	Encourage Students to File FAFSA in Advance of April 15 Deadline	Showcase Benefits of Early Filing	
Program Email	Medical Laboratory Technician Information Session	April 8	SE	Raise Awareness of the MLT Program	Session to Learn More about Salaries and Careers for MLTs	
Email	Spring Fling	April 8 and 15	SE	Promote the Spring Fling	Highlight Spring Fling Features	
Event	Lobby Day	April 9	SE, CR	Allows students to connect with Legislators and Lobby for causes and funding at the college.	Host a bus trip to the state capitol. 1:1 Meetings with elected officials. Connect with other community colleges in the state	
Social/Email	Where Will You Go Campaign	Week of April 8	SE, WF, CR	Opportunity to showcase latest programs at the college		
Print	Nursing Pinning invite	April	SE, FS	Begin to Promote Student Success Stories from 2019 Graduating Class	Create invite to build audience for the Nursing Pinning Ceremony. Instill pride for future alumni	
Pitch/Social	Where Will You Go Campaign/Commencement	Begin	SE, WF, CR	Student Success. Promote specific program, build future alumni		Highlighting success of Mutha Knows in Philly Inquirer/Philly.com article set to run in April; working with MaST students to tell success stories and will leverage keynote speaker closer to commencement date
				Begin to Promote Student Success Stories from 2019 Graduating Class		

Pitch	10kSB Graduation	April 18	WF, CR	Highlight 10KSB alumni success stories and tie to graduation		
Event	Retirees Ceremony	April 25	CR, FS	To honor those employees who are retiring and to celebrate multiple years of service with the college. Also, opportunities for post giving to support college programming and students	President hosts an special college wide ceremony and offsite dinner in recognition for their service	Attendance
Print	Program Offering Sheet (updated)	Ongoing	SE	Support enrollment through promotion of the wide array of programs at College	Create a flier that goes with Search Piece for admissions to use to promote all of the various programs the College offers - to interest prospective students - update all program info.	Inquirers and Enrollments
Print	Corporate College St. Christopher Hospital recruiting flyer	April	WF, SE	Enrollment of targeted Co. for Corporate College (WEI)	Create a flier to target potential students at St. Christopher's hospital to enroll in corporate college	
Direct Mail	Fall 2019 Corporate Solutions Booklets	April	WF, SE	Enrollment for Corporate Solutions courses and College proficiency certificates	Produce and mail complete listing of Corp. Solutions courses that also includes College proficiency certificates to build enrollment into these programs.	48,000 Printed; 45,000 Mailed
Display	Light Post Banners	Ongoing	SE	Promote each registration period, Fall, Spring & Summer. Student Success - Messages to new and current students to build engagement	Create banners to hang on the light posts throughout main campus that both tell students to register now, but also to welcome them and ask them to get engaged and feel pride.	
Enrollment email	Reach Out to Students with Remaining Pell	May	SE	Encourage Students with Remaining Pell to Enroll in Summer Classes	Use Pell to Get Ahead/Stay on Track this Summer	Opens and Clickthrough's
Paid	Digital/Online Advertising; Feature Programs in Need of Focused Marketing	All Month	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Three Programs Identified as Being in Need of Focused Marketing	Track Leads
Enrollment email	Retarget Program-specific Social Media Leads via email	April	SE	Encourage Social Media Leads to Take the Next Step	Provide Additional Information about Program of Interest and Encourage Next Steps	Opens and Clickthrough's
Enrollment email	"Get Back on Track" email Promoting Summer and Fall to Past Students and Stop-outs	April	SE	Encourage Past Students to Complete their Educational Goals	Target Past Students through a Series of email Communications	Opens and Clickthrough's
Enrollment email	Three Reasons Why to Register Now/Summer of Fun and Learning to Continuing Students	April	SE	Encourage Spring and Summer 2019 Students to Continue this Fall	Incentivize Students to Register for Fall Classes	Opens and Clickthrough's
Enrollment email	"Be Smart this Summer" email to Guest Students	April	SE	Encourage Guest Students to Take Classes Here this Summer	Give Benefits of Taking Classes Here to Transfer Back to College	Opens and Clickthrough's
Paid	Print Ad Campaign in College Newspapers	April Week of April	SE	Encourage Guest Students to Take Classes Here this Summer	Give Benefits of Taking Classes Here to Transfer Back to College	Applications
Paid	Print Ad Campaign in Community Papers	15	SE	Promote New Fall 2019 Programs	Promote New Fall 2019 Programs to Encourage Next Steps	Website Visits 39-weeks of On the Level Coverage;
Paid	NBC Sports Philadelphia	Ongoing	SE, CR	Target Prospective Students through Multichannel Campaign: TV, Sponsorship, Digital	Sustain a Year-round Advertising Presence: TV Commercials; Sponsor of On the Level Program; 76ers Pregame Live Sponsor; Website	70 76ers Pregame Live Spots; 2M Banner Ad Impressions; 2 Spots/Week on Mike Missanelli

Paid	Fox 29 Added Value	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	Number of Spots Ran
Paid	Carvertise	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through High-visibility Ads on Cars	Sustain a Year-round Advertising Presence	Tracking Impressions
Paid	High School Posters and Digital Campaign	Ongoing	SE	Target Prospective High School Students with Posters in 25 High Schools and Digital Campaign	Utilize a Multi-channel Approach to Target High School Students throughout Academic Year	Tracking Impressions; Digital Dashboard
Print	New Business Card template	Ongoing	CR	External relations through leave behind business card	Create new template for Business Services online ordering for employee business cards. Use color to enhance look of cards and add social media accounts	print 500-1000 business cards for employees at the College to give out.
Print	Recovery & Transformation Academic Certificate one pager	Ongoing	SE	Promote new certificate program	Create a flier to market specific program	Track # of students enrolling
Print	Basketball Resolutions from Board	4-Apr	SE, CR	Promote Student Success by Honoring Basketball teams for their achievement	Create resolutions from our President and Board Chair to the Men's and Women's basketball teams to honor them publicly at the board meeting and do a photo op	Promote on the Web with Photo gallery. Send to local media.
Print	Black and Gold Gala Invite	April - June	FS, CR, WF, FC	Fundraising	Create a beautiful attention getting invite to attract attendees and sponsors to the College's annual fundraising Gala	\$ earned - Over \$100,000 has already been raised - this will increase \$

May-19

Pitch	Small Business Week	May	WF,CR, FS	CCP offer FREE education to small businesses; feature CCP small business success stories from Power Up, small business owners can now take vacations due to the 10KSB program		
Print	Commencement 2019 Program	4-May	SE, CR, FS	Student Success, #WhereWillYouGo	Create a commemorative/keep-sake program for the 2019 Commencement - for graduates to keep and to feel pride of their accomplishment and as future alumni of the College	# of Graduates, # of Grads that Attend Commencement, Audience Size
Print	Academic Awards Program 2019	3-May	SE, CR	Student Success	Create a keepsake program for the Awards ceremony where top students from the College will receive academic awards	# of Awards given. Scholarships given. Maybe some local papers will pick up info.
Enrollment email	Reach Out to Students with Remaining Pell	May	SE	Encourage Students with Remaining Pell to Enroll in Summer Classes	Use Pell to Get Ahead/Stay on Track this Summer	Opens and Clickthrough's
Event	Commencement Ceremony	4-May	SE, WF, FS	Graduate Current Students and Award Earned Degrees and Certificates		
Enrollment email	First Day of Class Reminder/Welcome email to Students Registered for Early Summer	Week of May 5	SE	Remind Registered Students that Classes Start Next Week; Provide Student Resources	Prepare Students for the Upcoming Early Summer Term; Point them toward Success with Useful Resources	Opens and Clickthrough's
Paid	Radio Advertisements	Week of May 6	SE	Promote June Open House/Fall Enrollment	Promote Main Campus Open House Attendance	Website Visits; Open House Attendance

Paid	Print Ad Campaign in Community Papers	Week of May 20	SE	Promote June Open House/Fall Enrollment	Promote Main Campus Open House Attendance	Website Visits; Open House Attendance
Paid	Citywide Bulletins	May	SE	Recruitment and Awareness for Fall 2019	Part of Multi-channel Campaign to Promote Fall 2019	Impressions
Paid	SEPTA Transit Campaign	May	SE	Recruitment and Awareness for Fall 2019	Part of Multi-channel Campaign to Promote Fall 2019	Impressions
Paid	TV Commercials on Comcast TV	May	SE	Raise Awareness; Enrollment	Run New TV Commercials on Comcast for Month of May as Part of Multi-channel Campaign	Impressions
Direct Mail	Fall 2019 Residential Postcard	May	SE	Enrollment for Fall 2019 semester	Print and mail postcards to 589,000 residents in Philadelphia to build enrollment for fall semester	589,000 Impressions
Print/Online	President's Report 2018-19 Book and online version	May	CR, FS, WF, FC, SE	Awareness/student success to Business Community, Educational Community, Legislators, Donors and all constituents of the College	Sum up the fiscal year 2018-19 from President's perspective in a report that will be printed and online- to build awareness and tell all aspects of the College's successes to our various constituents	Improved Community Awareness; Perception
Print	Inaugural Certificate - College of NJ	May	CR	Create Relationship with Higher Ed Community	Create an Inaugural Certificate to congratulate new president on Inauguration at College of NJ	Improved Relations with College of NJ
Enrollment email	"Get Back on Track" email Promoting Summer and Fall to Past Students and Stop-outs	May	SE	Encourage Past Students to Complete their Educational Goals	Target Past Students through a Series of email Communications	Opens and Clickthrough's
Enrollment email	Two Week Payment Deadline Reminder to Students Enrolled for Late Summer	29-May	SE	Remind Late Summer Students that the Payment Deadline is Approaching	Friendly Reminder; Show them How to Take Next Steps	Opens and Clickthrough's
Enrollment email	Promote Upcoming June Open House	May	SE	Encourage Past Students and Social Media Leads to Attend June 11 Open House	Encourage them to Take the Next Steps toward Enrollment	Opens and Clickthrough's
Enrollment email	Three Reasons Why to Register Now/Summer of Fun and Learning to Continuing Students	May	SE	Encourage Spring and Summer 2019 Students to Continue this Fall	Incentivize Students to Register for Fall Classes	Opens and Clickthrough's
Enrollment email	"Be Smart this Summer" email to Guest Students	May	SE	Encourage Guest Students to Take Classes Here this Summer	Give Benefits of Taking Classes Here to Transfer Back to College	Opens and Clickthrough's
Paid	Digital/Online Advertising; Feature Programs in Need of Focused Marketing	All Month	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Three Programs Identified as Being in Need of Focused Marketing	Track Leads
Enrollment email	Retarget Program-specific Social Media Leads via email	May	SE	Encourage Social Media Leads to Take the Next Step	Provide Additional Information about Program of Interest and Encourage Next Steps	Opens and Clickthrough's
Enrollment email	"Get Back on Track" email Promoting Summer and Fall to Past Students and Stop-outs	May	SE	Encourage Past Students to Complete their Educational Goals	Target Past Students through a Series of email Communications	Opens and Clickthrough's
Enrollment email	Promote Upcoming June Open House	May	SE	Encourage Past Students and Social Media Leads to Attend June 11 Open House	Encourage them to Take the Next Steps toward Enrollment	Opens and Clickthrough's
Enrollment email	Three Reasons Why to Register Now/Summer of Fun and Learning to Continuing Students	May	SE	Encourage Spring and Summer 2019 Students to Continue this Fall	Incentivize Students to Register for Fall Classes	Opens and Clickthrough's

Enrollment email	"Be Smart this Summer" email to Guest Students	May	SE	Encourage Guest Students to Take Classes Here this Summer	Give Benefits of Taking Classes Here to Transfer Back to College	Opens and Clickthrough's
Enrollment email	Retarget Program-specific Social Media Leads via email	May	SE	Encourage Social Media Leads to Take the Next Step	Provide Additional Information about Program of Interest and Encourage Next Steps	Opens and Clickthrough's
Enrollment email	Call Campaign Outreach to Faculty and Staff	May (Continued)	SE	Faculty and Staff Outreach to Students Not Enrolled for Fall Encouraging them to Register	Personal Outreach to Students Encouraging them to Register for Fall	Number of Students Called
Direct Mail	Fall 2019 Corporate Solutions Booklets	May (Continued)	WF, SE	Enrollment for Corporate Solutions courses and College proficiency certificates	Produce and mail complete listing of Corp. Solutions courses that also includes College proficiency certificates to build enrollment into these programs.	48,000 Printed; 45,000 Mailed
Pitch/Event/Social Media	New Programs: Business Leadership	May	SE, CR	Pitch content series launch to local media and encourage those featured to share on their channels		
Paid	NBC Sports Philadelphia	Ongoing	SE, CR	Target Prospective Students through Multichannel Campaign: TV, Sponsorship, Digital	Sustain a Year-round Advertising Presence: TV Commercials; Sponsor of On the Level Program; 76ers Pregame Live Sponsor; Website	39-weeks of On the Level Coverage; 70 76ers Pregame Live Spots; 2M Banner Ad Impressions; 2 Spots/Week on Mike Missanelli
Paid	Fox 29 Added Value	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	Number of Spots Ran
Paid	Carvertise	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through High-visibility Ads on Cars	Sustain a Year-round Advertising Presence	Tracking Impressions
Paid	High School Posters and Digital Campaign	Ongoing	SE	Target Prospective High School Students with Posters in 25 High Schools and Digital Campaign	Utilize a Multi-channel Approach to Target High School Students throughout Academic Year	Tracking Impressions; Digital Dashboard
Pitch	CCP students over index being civically active	Ongoing	SE, WF, CR	CCP students are civically active in our community and over-index on voting the last two elections. Students who care about the city they live/work in.		

Activity Type	Activity Description	Date(s)	Strategic Alignment	Objective	Strategy	Outcomes
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Jun-19						
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Direct Mail	Fall 2019 Corporate Solutions Booklets	June (Continued)	WF, SE	Enrollment for Corporate Solutions courses and College proficiency certificates	Produce and mail complete listing of Corp. Solutions courses that also includes College proficiency certificates to build enrollment into these programs.	48,000 Printed; 45,000 Mailed
Paid	Radio Advertisements	10-Jun	SE	Promote Fall Enrollment	Part of Multi-channel Campaign to Promote Fall 2019	Website Visits
Paid	Print Ad Campaign in Community Papers	Week of May 20	SE	Promote Fall Enrollment	Part of Multi-channel Campaign to Promote Fall 2019	Website Visits
Paid	SEPTA Transit Campaign	June (Continued)	SE	Recruitment and Awareness for Fall 2019	Part of Multi-channel Campaign to Promote Fall 2019	Impressions

Paid	TV Commercials on 6 ABC, CBS 3, NBC 10, Fox 29, PHL and CW	Week of June 10	SE	Raise Awareness; Enrollment	Run New TV Commercials on Comcast for Month of May as Part of Multi-channel Campaign	Impressions
Paid	TV Commercials on Comcast TV	June	SE	Raise Awareness; Enrollment	Run New TV Commercials on Comcast for Month of May as Part of Multi-channel Campaign	Impressions
Print/Online	President's Report 2018-19 Book and online version	June (Continued)	CR, FS, WF, FC, SE	Awareness/student success to Business Community, Educational Community, Legislators, Donors and all constituents of the College	Sum up the fiscal year 2018-19 from President's perspective in a report that will be printed and online- to build awareness and tell all aspects of the College's successes to our various constituents	Opens and Clickthrough's; Visits to Website
Paid	Digital/Online Advertising; Feature Programs in Need of Focused Marketing	All Month	SE, WF	Target Prospective Students through Facebook and Instagram Advertising, and Paid Search	Promote Three Programs Identified as Being in Need of Focused Marketing	Track Leads
Enrollment email	Retarget Program-specific Social Media Leads via email	June	SE	Encourage Social Media Leads to Take the Next Step	Provide Additional Information about Program of Interest and Encourage Next Steps	Opens and Clickthrough's
Enrollment email	"Get Back on Track" email Promoting Summer and Fall to Past Students and Stop-outs	June	SE	Encourage Past Students to Complete their Educational Goals	Target Past Students through a Series of email Communications	Opens and Clickthrough's
Pitch/Event	New Programs: Tourism & Hospitality Management	June	SE, CR	Pitch new program in connection with the hotel growth in Philadelphia (Center City hotel demand in 2018 grew 5.6% YOY): High visitor demand = lodging needs = workforce needs. There's never been a better time to pursue this career		
Enrollment email	One Week Payment Deadline Reminder to Students Enrolled for Late Summer	5-Jun	SE	Remind Late Summer Students that the Payment Deadline is Approaching	Friendly Reminder; Show them How to Take Next Steps	Opens and Clickthrough's
Enrollment email	Post-drop Alert to Late Summer Students	6-Jun	SE	Alert Students Who Missed the Payment Deadline that their Classes May Have Been Dropped	Encourage them to Register for Classes Again	Opens and Clickthrough's
Enrollment email	Promote Upcoming June Open House	Up to June 11	SE	Encourage Past Students and Social Media Leads to Attend June 11 Open House	Encourage them to Take the Next Steps toward Enrollment	Opens and Clickthrough's
Enrollment email	Three Reasons Why to Register Now/Summer of Fun and Learning to Continuing Students	June (Continued)	SE	Encourage Spring and Summer 2019 Students to Continue this Fall	Incentivize Students to Register for Fall Classes	Opens and Clickthrough's
Enrollment email	"Be Smart this Summer" email to Guest Students	June (Continued)	SE	Encourage Guest Students to Take Classes Here this Summer	Give Benefits of Taking Classes Here to Transfer Back to College	Opens and Clickthrough's
Paid	NBC Sports Philadelphia	Ongoing	SE, CR	Target Prospective Students through Multichannel Campaign: TV, Sponsorship, Digital	Sustain a Year-round Advertising Presence: TV Commercials; Sponsor of On the Level Program; 76ers Pregame Live Sponsor; Website	39-weeks of On the Level Coverage; 70 76ers Pregame Live Spots; 2M Banner Ad Impressions; 2 Spots/Week on Mike Missanelli
Paid	Fox 29 Added Value	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through Commercial Bank of Spots; Sponsorship of Fox News Sunday	Sustain a Year-round Advertising Presence	Number of Spots Ran
Paid	Carvertise	Ongoing	SE, WF	Target Prospective Students and Maintain Brand Awareness through High-visibility Ads on Cars	Sustain a Year-round Advertising Presence	Tracking Impressions

Paid	High School Posters and Digital Campaign	Ongoing	SE	Target Prospective High School Students with Posters in 25 High Schools and Digital Campaign	Utilize a Multi-channel Approach to Target High School Students throughout Academic Year	Tracking Impressions; Digital Dashboard
Display	Street Banners	Ongoing	SE, CR, FC	Let people know when they are passing our campus that we are here. Brand Awareness	Create street banners to hang on electrical poles at all campuses with diverse student faces and logo in brand colors	# of people that pass campus
Pitch	Pursue Your Passion: The Thrill of Changing Careers	Ongoing	WF, CR, SE	Highlight CCP's new programs for adults looking to make career changes. Gen-Z are practical when it comes to College and careers, opting for colleges that offer programs more directly connected to careers. What does this mean for community colleges and trade schools?		
Pitch	Gen-Z: The Youngest generation surprises with more practical approach	Ongoing	WF, CR, SE			
Other Pitch Angles: New Programs						
Pitch/Event	Fashion Merchandizing and Marketing	July		Pitch "lunch & 'earn" to local media		
Pitch/Event	Black Studies; Pathways Magazine relaunch	Sept		"Why Black Studies?" in connection with Juneteenth (June 19th) highlighting the relevance of the major in today's society and the opportunities that the degree inspires.		
Pitch Pitch Pitch						