

A photograph of a man and a woman sitting at a wooden desk, looking at a laptop. The man is on the left, wearing a blue button-down shirt, and the woman is on the right, wearing a blue patterned shirt. They are both smiling and appear to be in a collaborative work environment. The background is a dark blue gradient with several white gear icons of various sizes scattered throughout.

## **The Power of One: Dallas College Marketing and Communications**

# Marketing Evolution

## FROM:

- 8 Marketing & Communications teams working independently
- 8 advertising campaigns (DCCCD + colleges)
- No workflow management system
- Limited support for faculty marketing
- Multiple processes and guidelines
- Inconsistent branding and design
- Activities not always connected to strategy

## TO:

- Centralized team operating strategically
- One Dallas College campaign for stronger impact
- Central workflow management system
- Support for faculty coming soon via new DIY tools
- Defined, consistent processes to build efficiency
- Cohesive brand strategy across marketing
- Activities driven by college and divisional strategies

# A Fresh Approach to Better Serve Dallas College

## Strategy First

- Partner with internal “clients” to build M&C plans based on strategic goals and objectives
- M&C team helps identify the right audience, craft messages, set goals and outcomes
- Use data to review results, adjust tactics and optimize programs

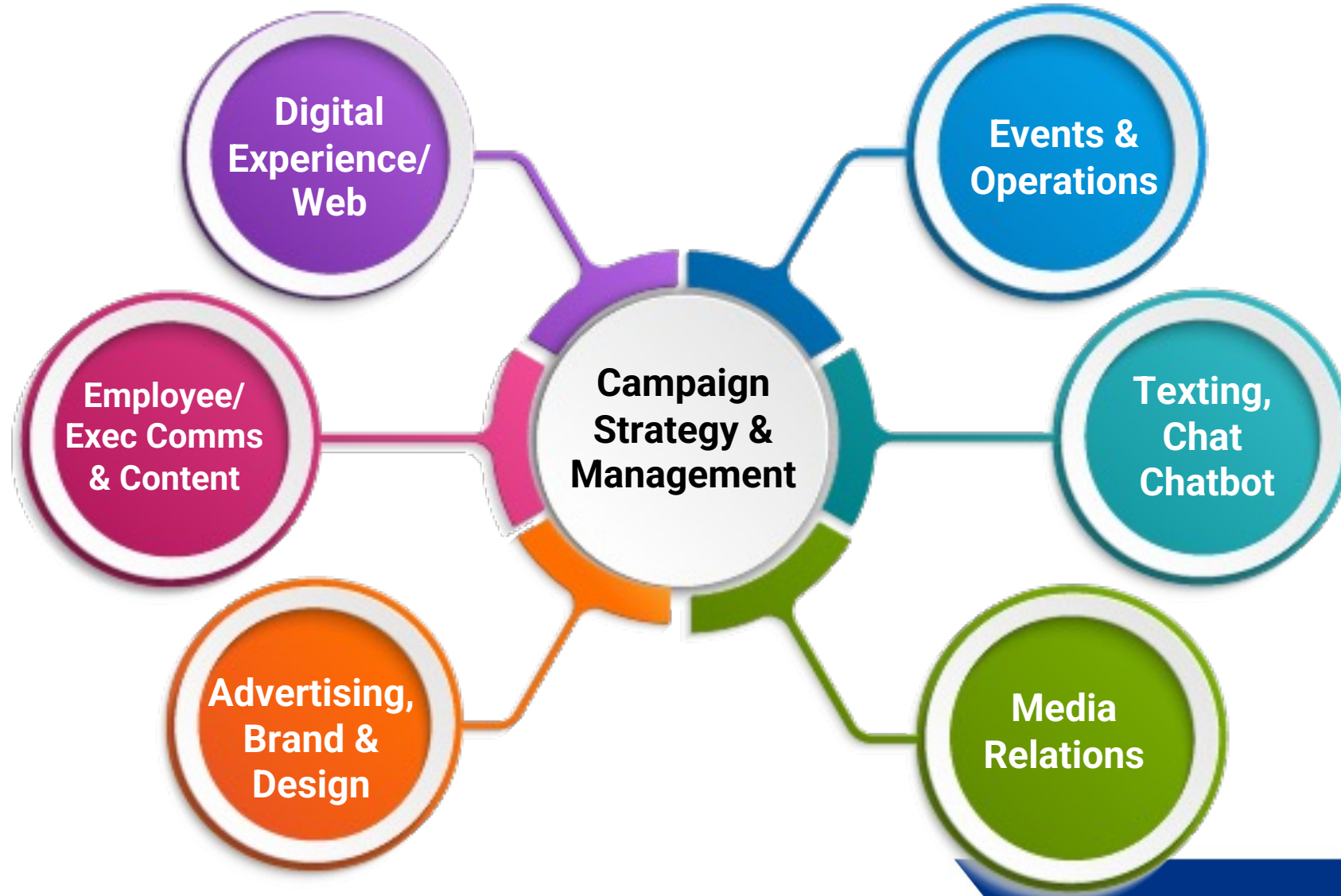
## Dedicated Support

- Assigned points of contact for schools, campuses, student success, workforce & advancement and collegewide programs help build a long-term marketing plan

## Deep expertise

- Functional specialists available to brainstorm and go deep on channels or specific areas in support of the strategy (examples: website, social media, texting)

# Marketing & Communications Structure



# Our Vision



Marketing and Communications **amplifies** the value proposition of Dallas College as the area's most accessible, engaging and high-quality institution **through compelling storytelling and data-driven programs**, thus helping **transform lives and communities through higher education**

# Marketing & Communications Goals



Support Student  
Enrollment, Retention  
and Lifelong  
Engagement



Grow Dallas College  
Brand Awareness  
and Evangelism



Inform and  
Engage  
Employees

*Utilize Data to Learn and Improve*

The background features a dark blue field with various gear icons in lighter shades of blue. On the right side, there is a grayscale photograph of a person's hands pointing at a laptop screen. The overall design is modern and professional, suggesting a focus on technology and business.

# Growing Brand Awareness and Evangelism

# Introducing the Dallas College Brand

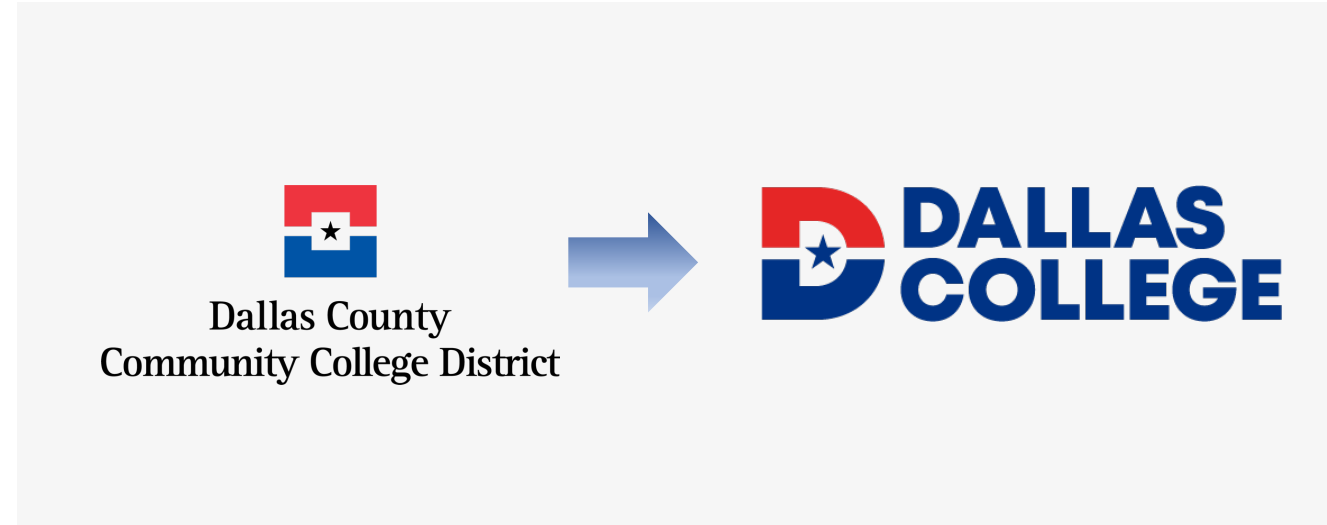
## The Challenge:

According to a 2019-20 Brand Awareness Study:

- DCCCD and College brands were confusing
- Old logos were dated
- Marketing messages were fragmented

## The Opportunity:

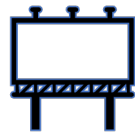
- Introduced **new Dallas College brand** on July 1, 2020
- From 8 campaigns to **1 cohesive Dallas College campaign**



## Target Audiences:



Current Students by Declining Zip Code



Opportunity Geographies (including South Dallas)



2020 Stop-outs



Prospective Students 23 and Younger



Adult Learners 24 and Up



# Ad Campaign Goals



**Brand awareness**



**Recruit new students**



**Retain current students**

# Campaign Results



Dallas College makes it possible to achieve your educational goals — whether that means getting your college degree or preparing for an in-demand job. How can we help you succeed?

[Apply to Dallas College](#)

## 163M+

Media impressions



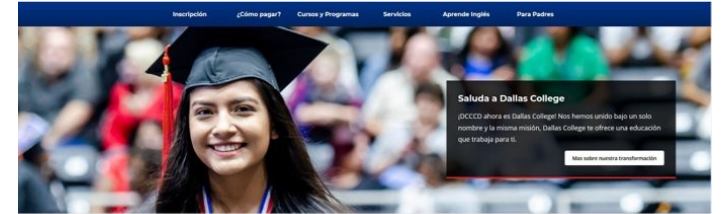
Let's face it: The college experience is a little different right now. So, it makes more sense than ever to start at a community college.

Explore college classes — and college student life — from the comfort and safety of home.

[Apply to Dallas College](#)

## \$2.5M+

Overall Spend



¡El futuro está en tus manos!

A sólo \$79 por hora acreditada (\$27 por materia) para los residentes del Condado de Dallas, Dallas College ofrece una de las mejores ofertas educativas. Si eres nuevo en el colegio, comienza el proceso de inscripción con tiempo. Deberás completar la solicitud de admisión, la orientación, el examen de admisión, y la asesoría.

[¡Aplicar ahora!](#)

## <2¢

Per impression

## 77,712

Website views of all ad landing pages

## 75,535

Visits to application page during ad campaign

## 3,226

Tell Me More email subscriptions to receive specific program info

# Impressions Breakdown



**19%**  
above plan

TV/Radio/Digital:  
51,516,000



**13**  
Busses/light rail cars

DART:  
2,884,440



**24**  
Billboards

Billboards  
102,000,000



**19%**  
Above year over  
year with no  
budget increase

Search/Display:  
6,877,000

# Optimized Campaign to Target Declining Zip Codes



In the final push of this campaign, we used enrollment zip code information to **identify 10 declining zip codes where we could shift budget** toward on a biweekly cadence.



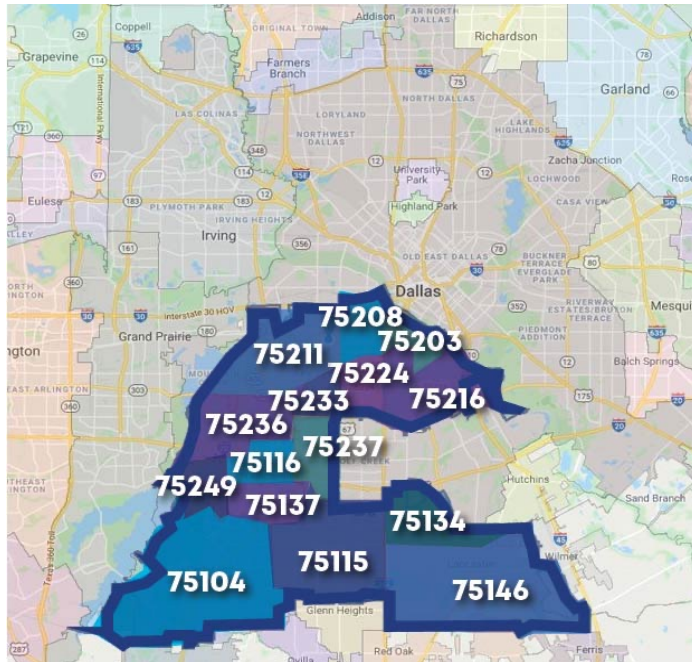
Each time, **zip codes improved enough to be elevated off the declining list.**



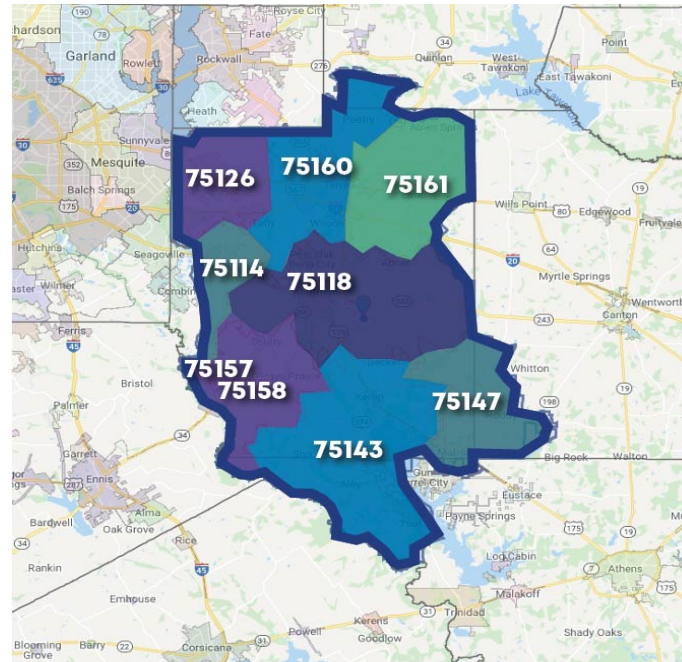
In one instance, **a zip code went from declining to growth in one week!**

# Opportunity Geographies

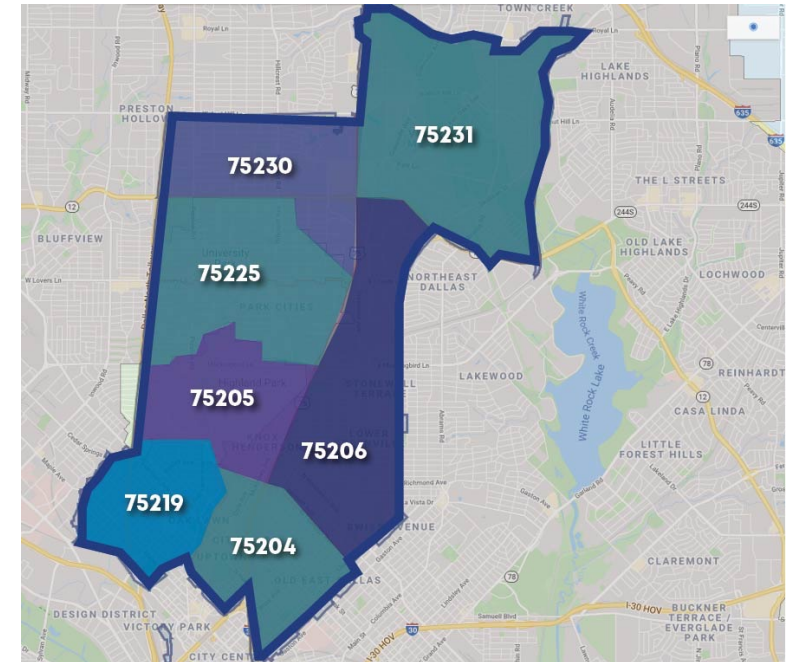
## 1) South Dallas



## 2) Kaufman County



## 3) University First



**Targeted specific zip codes where we've: 1) had lower than desired enrollment; 2) had higher-than-expected enrollment; or 3) where there may be an untapped market.**

# Growing Awareness Through Social Media

## Dallas College Social Media Engagement Outperforms Other Higher Ed Institutions



**3x**

Higher Facebook student engagement rate (likes, shares, comments) vs. Higher Ed average



**4x**

Higher Twitter student engagement vs. Higher Ed average



**1.3x**

Higher Instagram student engagement vs. Higher Ed average

## The Past Six Months

**301K**

Fans

**5M**

Impressions

**3K**

Comments



"...The two **most influential years** of my life so far. Graduating undergrad next week - **still not as cool** as my community college grad."

- @tz589816 (TikTok Follower)

The background features a dark blue field with various sizes of white gear icons. On the right side, there is a grayscale photograph of a person's hands pointing at a laptop screen. A large white diagonal shape cuts across the top right corner.

# Supporting Enrollment, Retention and Engagement

# Collaboration with Student Success Fuels Engagement and Retention

The partnership between Student Success and Marketing has led to more streamlined, responsive communications to close services gaps and quickly address student needs.

## Current/Continuing Students: Specific Population Campaign

- **CARES Tuition Aid** extended the tuition payment deadline, offering \$260 toward tuition from HEERF funds for students with balances
- Targeted **6,600 students with an unpaid balance** via text and email to promote the program. numbers represent students with an unpaid balance.

### Result:



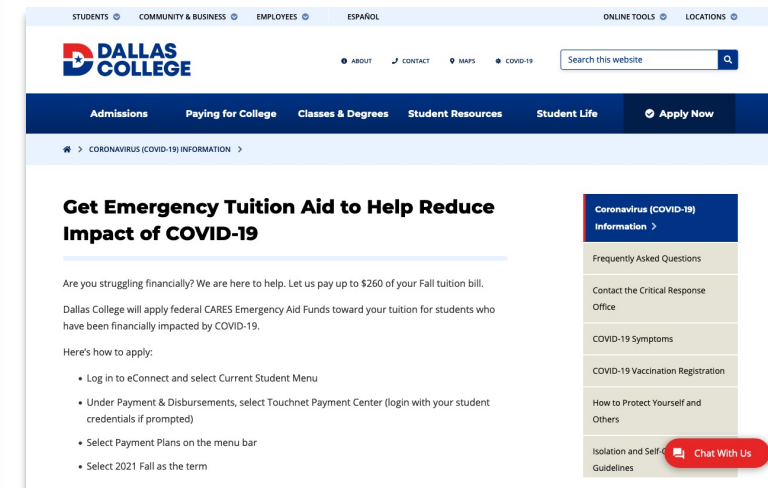
6,600 → 360  
In one week

Hi! It's JT w/ Dallas College. Today is the deadline to pay your tuition. Do you need help paying your bill? Good news! We can pay \$260 toward your bill with CARES Act funds if you've been hurt financially by COVID-19. You'll need to set up a pay plan by midnight to get the tuition subsidy and avoid being dropped from your Fall classes. View the steps to apply @



Get Emergency Tuition Aid to Help Reduce Impact of COVID-19

dallascollege.edu





# Collaboration Fuels Enrollment and Retention

## Current/Continuing Students: Specific Population Campaign

Hi! It's JT from Dallas College. We'd love to see you back for the Fall semester but understand that you are juggling a lot of responsibilities. Please let us know how we can help. We have both college and community resources that can assist with child care, housing, mental health, clothing, food, transportation and finances. Learn more at <http://dallascollege.edu/studentcaretxt> or call our care coordinators at 214-tel:2148605800

### Empathy Campaign:

- Text message campaign to **30,000 female students** from Fall 2020 through Spring 2021 not enrolled
- Offered support without a hard **push for re-enrollment**. Will target them again to enroll in second eight-week term.

### Result:



**25,482**  
Students  
texted



**13%**  
Enrolled for  
Fall 2021

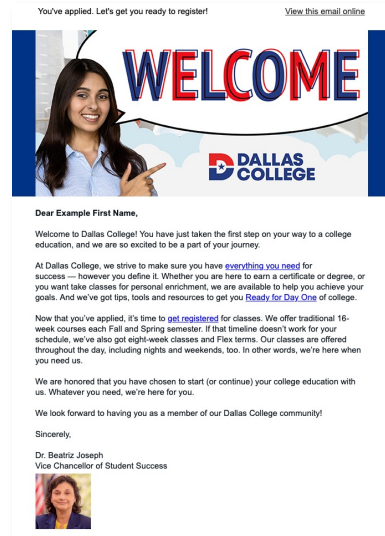
## New Students: Welcome Kit & Preview Day

- **Preview Day** offered an introduction to campus for ~1,000 new students.
- Each student received a **Welcome Kit** with a letter from Dr. Joseph, information about support services, a T-shirt, pennant and poster.



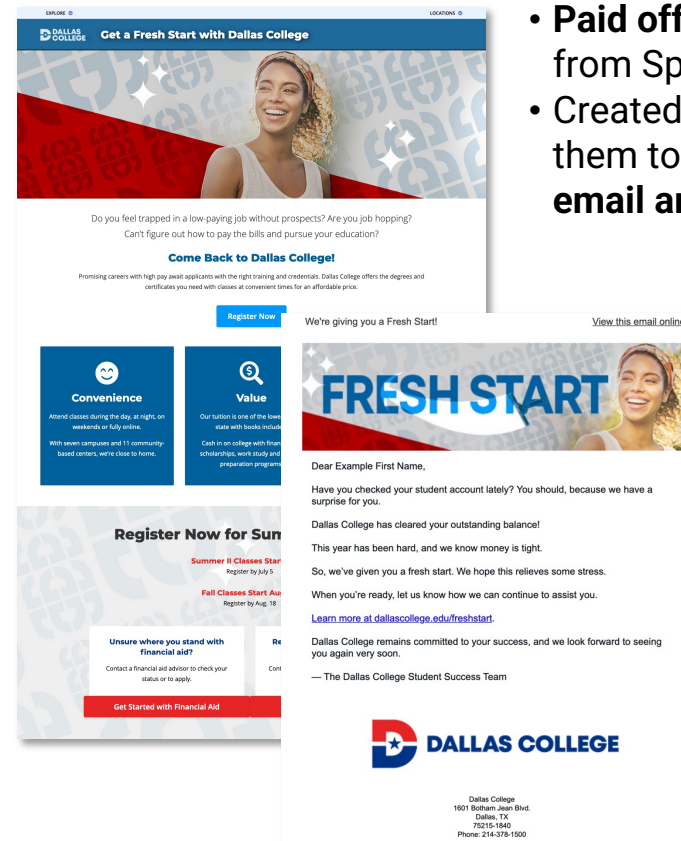
# Guiding Students Through the Enrollment Funnel

## New Applicants Automated, Targeted Salesforce Emails



- **Welcome Letter:** personalized greeting from Dr. Joseph with next steps
- **Missing Items Letter:** personalized to show which documents & steps needed to register
- **Registration Ready:** email alerting applicants they are ready to register, handing them off from Admissions to Success Coaches

## Returning Students Fresh Start Campaign



- **Paid off past due balances** for students from Spring 2020 to Spring 2021
- Created a **landing page** to encouraged them to return to school, **promoted via email and text messages.**

### Result:



**13,769**  
Total students  
benefitted



**25%**  
Enrolled for  
Fall 2021

# Partnering With Schools to Grow High-Demand Programs

## School of Education



- Promoted the new bachelor's degree from April to August with a **mix of marketing tools**.
- Used paid ads, social media, targeted emails, press releases, newsletters and text messages.

### Result:



**2,500+**

Program applications received through Apply Texas since April 2021



**720 seats**

Total headcount across the 5 upper-level courses



**450+**

Students on spring waitlist

## School of Manufacturing & Technology



- **Featured auto body technology** in the Fall enrollment campaign including TV, print and media interviews.
- Created a program landing pages and promoted with **targeted digital advertising** and social media social ads with Informato.

### Result:



**26.5 %**

Enrollment Growth  
Fall 2020 – Fall 2021

Because of marketing, our enrollment has doubled – not quite full but better.  
– Carlos Ojeda  
Auto body technology faculty



The background features a dark blue field with various sizes of gear icons. A prominent white diagonal stripe runs from the top right towards the bottom left, bisecting the page. On the right side, a grayscale photograph shows a person's hands pointing at a laptop screen, with another person's hand visible in the background.

# THANK YOU