

Marketing/Communications/Public Affairs: Strategy Update 2016-18

For Oregon Tech Board of Trustees
Executive Committee



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Focusing support on key student engagement priorities

Targeting

- Recruitment and Enrollment

Engaging

- Retention and Graduation

Educating

- Recognition and

Addressing enrollment, recognition from multiple angles

Strategic Advertising

Enrollment boosting

Academic Face



Strategic Advertising Supports Enrollment, Recognition

Goal: increase conversions leading to enrollment and name recognition

Engaged ad agency expertise

Used data, analytics to target, hone approaches, channels

Digital, terrestrial, retargeting, search engine optimization

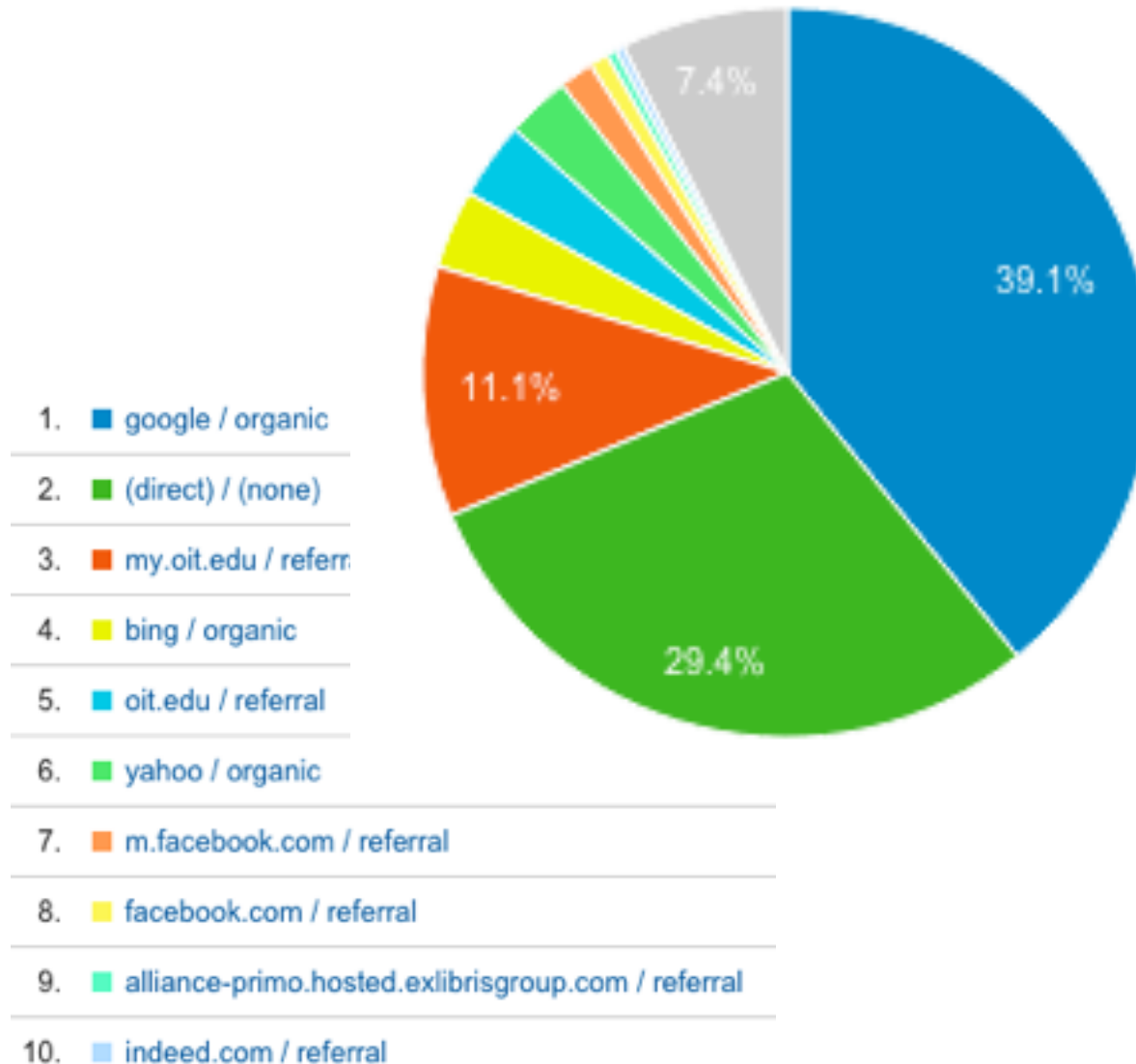
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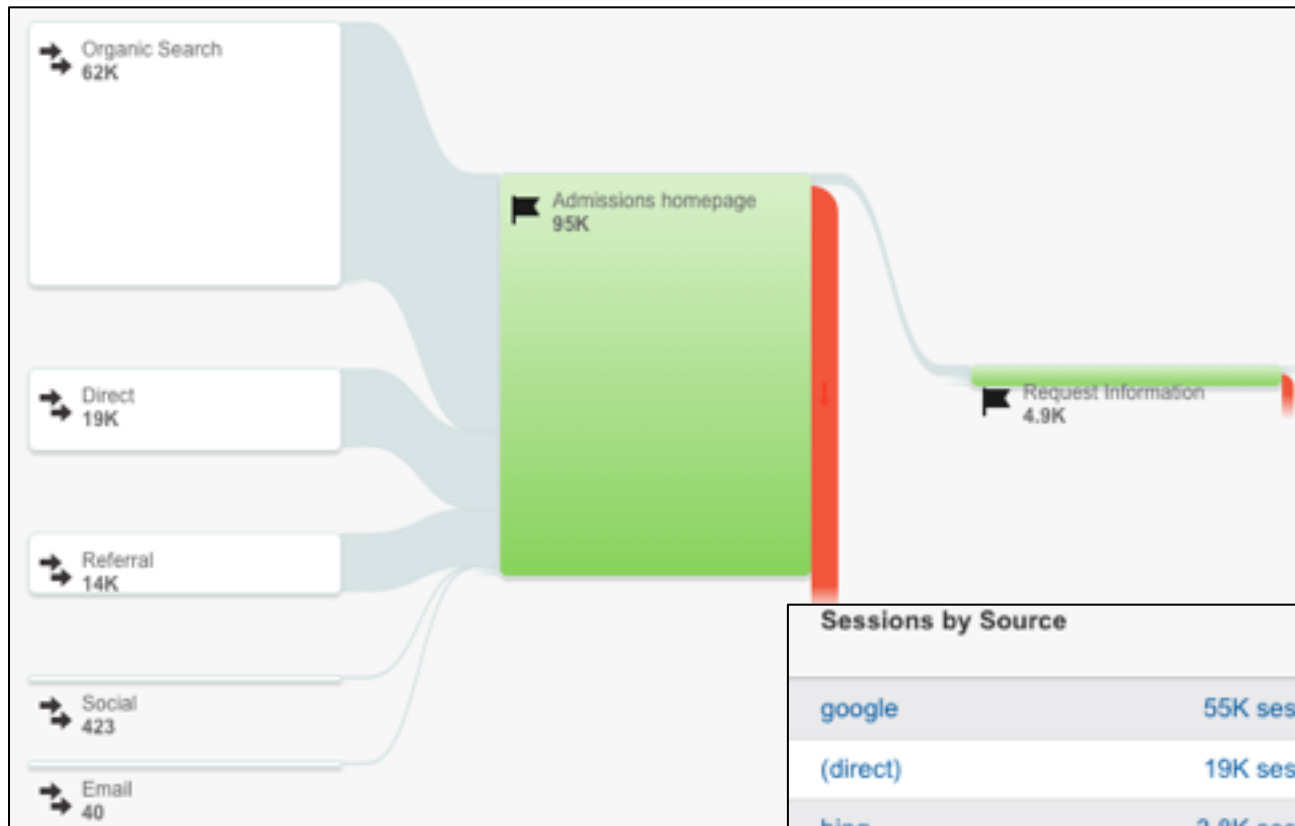


Website Traffic Sources/ Medium

- In 2015 traffic sources were dominated by organic Google searches, which is common.
- While Facebook drove most referral traffic (second only to oit.edu sites) Bing and Yahoo are present in the top six traffic sources.
- Agency recommended that Oregon Tech advertise on both Google and Bing, among other channels, because of amount of traffic driven from both sites.



Sample: Admissions “Requests for Information” Conversion Path by Source



Sessions by Source	
google	55K sessions
(direct)	19K sessions
bing	3.8K sessions
my.oit.edu	3.3K sessions
yahoo	3.2K sessions

- This conversion path visualizes how traffic sources contribute to achieving website activity goals.
- The goal for this is for users to request information from the Admissions webpage.
- “Requests for Information” had a 4.65% conversion rate in 2015.



2016 Advertising Approach

- Display Advertising / Retargeting
- Event
- Print
- Radio
- Search Marketing
- SEO
- Social Media

1) Recruitment,
Enrollment

2) Name
recognition,
reputation



Reaching the destination...and staying

- Began website overhaul project, focus on academic pages
- Identifying priorities for academic segments
- Hiring new resource focused on academic sites and On-line website
- Under-going search engine optimization



“Audit” and Overhaul of Collateral

- Working with Admissions to improve relevance of collateral to today’s potential students
- More division by audience segment
- Content approach matches typical viewer behaviors
- New materials launch this summer, early fall



Advocacy and Institutional Profile

- Supported Government Relations advocacy and outreach for Oregon Tech and OPU for 2016 Short Session: messaging, materials
- Increased media outreach for recognition, reputation outcomes
 - Examples: Academic programs in media; leadership meetings with media; faculty commentary pieces; reporter meetings

