

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

For Board of Trustees
Executive Committee

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Addressing enrollment from multiple angles

Strategic Advertising

Enrollment boosting

Academic Face



Strategic Advertising

Goal: increase enrollment and name recognition

Engaged ad agency

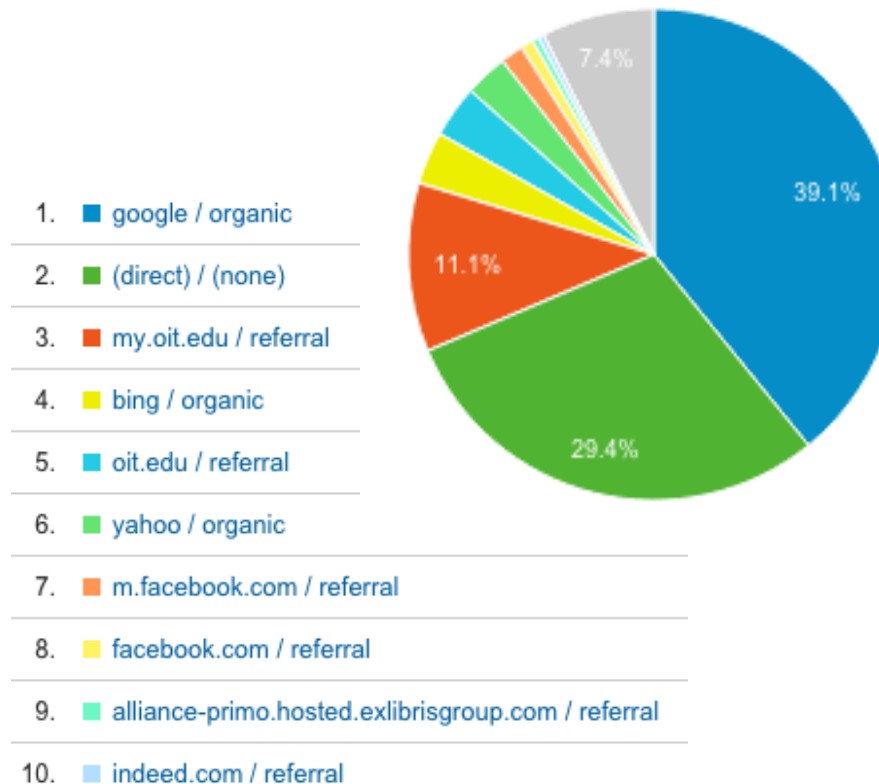
Used data, analytics to target, hone approaches, channels

Digital, terrestrial, retargeting, search engine optimization

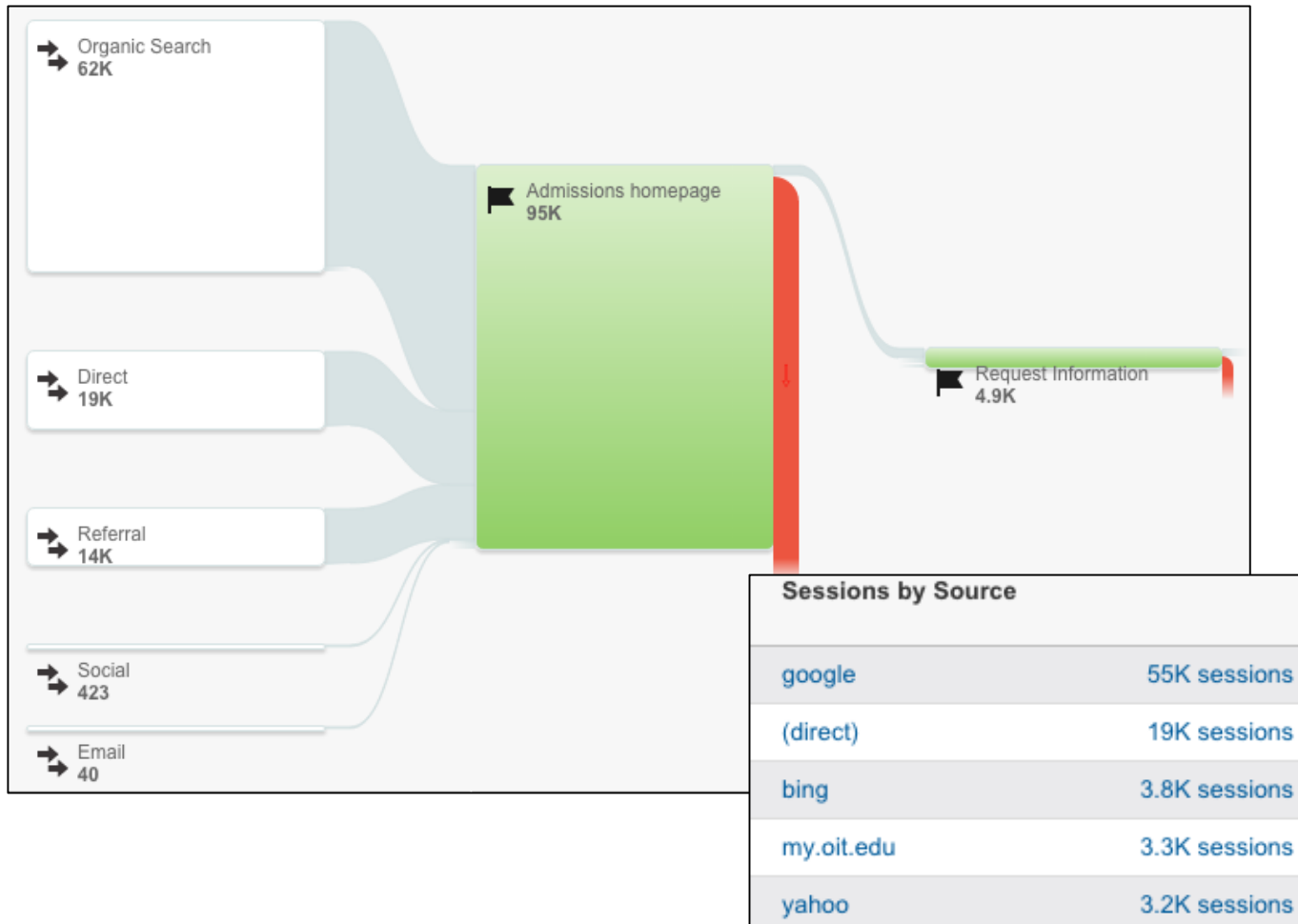


Website Traffic Sources/Medium

- 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



- 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 (PPC)
- SEO
- Social Media

- 1) Recruitment, Enrollment
- 2) Name recognition, reputation



Google

bing



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 make collateral more relevant 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 OPUs for 2016 Short Session: messaging, materials
- Increased media outreach
 - Examples: Academic programs in media; leadership meetings with media; faculty commentary pieces; reporter meetings

