

Marketing/Communications/Public Affairs: End of Year Update... ...and a Look Ahead

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Purposeful Shifts in 2014-15



Reactive
to
Proactive



One-off
to
Strategic



Public
Affairs
Growth



Enrollment Focus in Marketing

Admissions

Advertising

Academic Depts

Access Points



IGNITED
Oregon **TECH**

Why consider Oregon Tech for your education?

- Our hands-on learning approach, with lab and field work, prepares students for job success on Day 1.
- Oregon Tech faculty work in their respective fields and they maintain professional connections.
- Our graduates enjoy an almost 90% success rate (employed or continuing education).
- New graduates earn an average starting salary of about \$56,000 per year.
- We offer a quality education with small class sizes and a low student to faculty ratio.
- Campuses in Klamath Falls and Wilsonville, Oregon

Degrees in: Engineering | Engineering Technology
Health Sciences | Information Technology
and Management

The graphic is a diamond-shaped collage with a blue and yellow color scheme. It features the Oregon Tech owl logo, a student in a lab, a fountain, and a student in a classroom. The text is arranged in a clean, modern layout.

Recognition Gaining Traction

Earned media
increasing



Advertising payoffs

Some good news in college rankings

By Richard Read
The Oregonian/OregonLive
The Oregon Institute of Technology tied for first place among Western public regional colleges in U.S. News & World Report's closely watched but controversial annual rankings published Wednesday.

Oregon Tech also moved up three notches to No. 5 among public and private Western regional colleges, which are liberal-arts schools that focus almost entirely on undergraduates, drawing many of their students from surrounding states. The University of Portland tied with California's Chapman University to rank seventh among Western regional universities, schools that offer both undergraduate and master's degrees and likewise attract many students



The Oregon Institute of Technology in Wilsonville tied for first place among Western public regional colleges in U.S. News & World Report's annual rankings.

U.S. News statement said. Portland State innovations include a four-year degree guarantee, an Urban Honors College expansion and health and science programs in a new Collaborative Life Sciences Building in Portland's South Waterfront

ranking. Oregon inched up from 106 to 101. Oregon State also rose three points, from 138 to 135. Portland State remained stuck somewhere in the second tier, below the 150 ranked universities. While Williams and Arment

to fill out U.S. News forms to enter the rankings. But Reed was rated anyway, tying for 93 with five other schools including Vermont's Bennington College, Linfield College, in McMinnville, tied with four other

- Top 10 universities**
1. Princeton University
 2. Harvard University
 3. Yale University
 4. Columbia University, tie
 4. Stanford University, tie
 4. University of Chicago, tie
 7. Massachusetts Institute of Technology
 8. Duke University
 9. University of Pennsylvania
 10. California Institute of Technology
- U.S. News & World Report
Best Colleges 2016

Rankings attention



Advertising Evaluation: in progress

Sample of a few evaluation points:

- During 6-month period of advertising efforts (Jan 1, 2015 - Jun 30, 2015), website traffic from New Users increased by **28%** vs. previous six months (Jul 1, 2014 - Dec 31, 2014)
- **Pandora** - During advertising timeframe, New User visits from selected geographic areas increased by **18%** vs. previous period. Google Analytics reported users visiting landing page from Seattle, Portland, Vancouver, Medford, Yakima, San Francisco, Houston, Kennewick, Eugene, and Greenville (SC).
- **iHeartMedia (Portland)** - During the advertising timeframe, New User visits from Portland, OR geographic area increased by **15%** vs. previous period.
- Will analyze **Fall 2015 enrollment** data (available @ 4th week) to see results and triangulate this with web analytics and target markets.
- **2015-16 advertising decisions** informed by evaluation, Admissions target markets, Academic Plan

An advertisement for Oregon Tech in Wilsonville. The graphic features a blue and yellow color scheme. At the top, it says "Oregon TECH" in white text on a blue background. Below that, it says "Don't miss your next stop!" in white text on a blue background. The main text is in black and white, with some key points highlighted in yellow. The background of the graphic shows a modern building and a curved orange path leading to a lake. The text includes: "Connect to Oregon Tech in Wilsonville", "We partner with all Portland-area community colleges so you can earn your bachelor's degree through:", "Dual enrollment at your community college and Oregon Institute of Technology", "Reverse Transfer: finish your associates degree while earning a bachelor's", "An Oregon Transfer degree or easy credit transfer to Oregon Tech", "Earn an in-demand, high value degree in Engineering, Technology, Healthcare or other applied bachelor's and master's degrees.", "Our graduates enjoy \$54,000 average starting salaries, with 90% employed or in graduate school within six months of graduation.", "Public, affordable, hands-on learning.", "www.oit.edu/nextstop", "Hands-on education for real-world achievement.", "Contact us today wilsonville@oit.edu 503-821-1250", and "27500 SW Parkway Ave, Wilsonville, OR".

Oregon TECH

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- **Reverse Transfer:** finish your associates degree while earning a bachelor's
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27500 SW Parkway Ave, Wilsonville, OR

An equal-opportunity institution

Addressing the basics: turning leads into (permanent) enrollments

Website

Collateral

Messaging



Name Equity: a whole body experience

Skin

Bloodstream

Body

Oregon **TECH**



Approaching name equity: a holistic experience

Audit

Adjust

Implement



2015-16: Building on Progress

- Website Overhaul
- Year 2 of strategic advertising plan & roll out
- Continue to operationalize communications across campus
- Support academic depts. and administrative units (e.g., financial aid, housing) with outreach needs
- Increase media outreach and earned media stories
- Explore use of external resources for name equity, messaging work
- Help CC and HS programs with pipeline work

Oregon **TECH**
Board of Trustees

