GOALS & OBJECTIVES

Grow Enrollment of Full-Time Equivalent Students:
- **Immediate**: Fall 2015 Enrollment
- **Longer term**: Part of 5-year plan, investment and building results

Advertising Goals to Increase:
- **Awareness and understanding** of PCC offerings and enrollment opportunities
- **Interest and desire** to enroll
- **Inquiries and contact** with qualified potential students

Marketing Goals to Increase (across all channels):
- **Consistency**
- **Focus**: Target market, message, methods
- **Timeframe**: Year-round marketing
- **Reach**
- **Frequency**
Advertising ➔ Sales Progression

**INTEREST - DESIRE - CONTACT**

**INFORMATIONAL**
- Advertising
- Public Relations
- Social Media
- Outreach - Recruiters
- Direct Contact - Student Services
- Enrollment - Classes

**EXPERIENTIAL**

*POINT OF SALE*
PRIMARY TARGET MARKETS

Full-Time Equivalent Students

Demographics
• Millennials: 16 – 25
• Generation X: 26 – 39
• Ethnicity: Hispanics/Latinos
• Traditionally Underserved

Profiles
• 4-year Academic
• First Generation College
• Career Training
• Current Students
PAID MEDIA

2014 & 2015 March - August

- EXPERIENTIAL
- OUTDOOR
- DIGITAL
- RADIO
- PRINT
- TV

MARCH | APRIL | MAY | JUNE | JULY | AUGUST

2014 | 2015
DIGITAL

Advertising

- Website ads affiliated with targeted content
- YouTube
- Facebook
- Pandora
- Mobile
EXPERIENTIAL

Kiosks in High Schools
### BUDGET FOR CAMPAIGN

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiosks:</td>
<td>$20,000</td>
</tr>
<tr>
<td>Outdoor:</td>
<td>$109,500</td>
</tr>
<tr>
<td>Digital:</td>
<td>$98,500</td>
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<tr>
<td>Radio:</td>
<td>$57,700</td>
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<tr>
<td>Print:</td>
<td>$18,500</td>
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<tr>
<td>TV:</td>
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<tr>
<td>Services:</td>
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<tr>
<td>Misc./Contingency</td>
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</tbody>
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**TOTAL:** $434,700
QUESTIONS?