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How would your college strategically use \$1 million to transform your brand-building efforts and why? *NOTE: All prompts should be answered and achievable in two years. Sell the strategy and back it up with data! Convey in a clear and concise manner with qualitative and quantitative data (i.e., survey data, engagement data from social media). Not looking for antidotal data*

The timing of this grant coincides perfectly with ASUN's 2022-2027 strategic plan completion (scheduled for June 2022). ASUN's revised vision is "Empowering Individuals. Advancing Communities."

Implementing a new vision to stakeholders takes a great number of resources and coordination among all areas of the college. As you can see from the plan listed below, ASUN is laser focused on being a leader in education in the Arkansas Delta by creating a consistent brand among all areas of the college.

A. Marketing

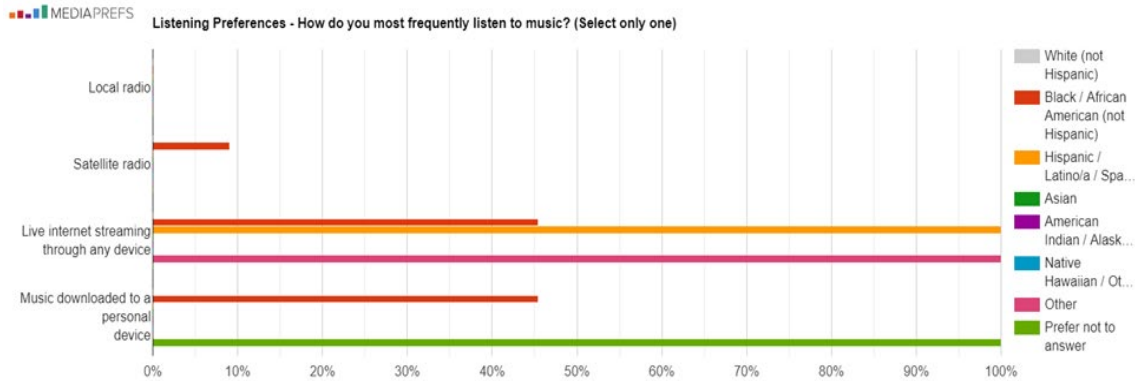
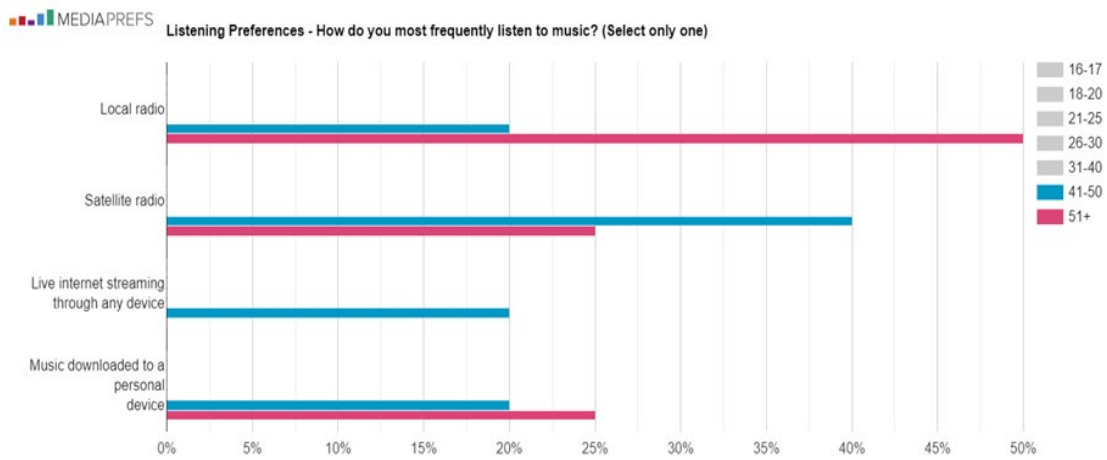
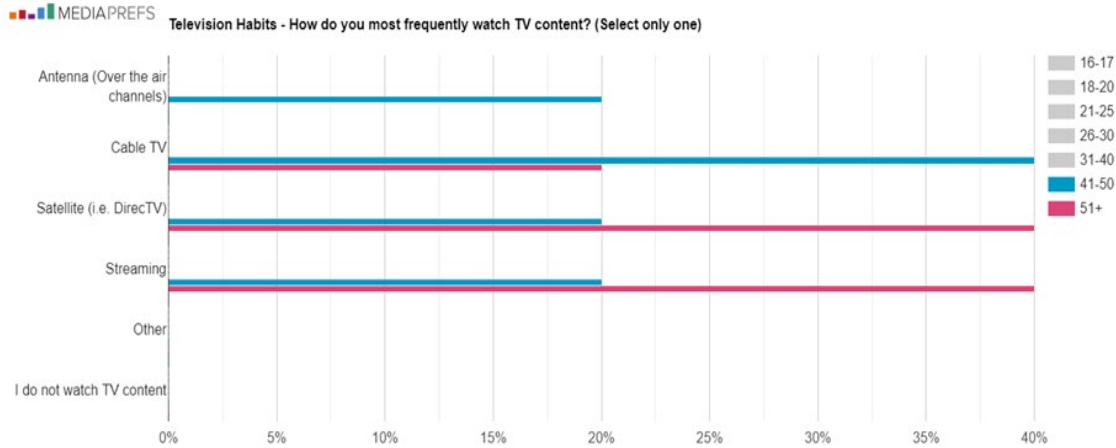
Year-Round advertising can be a costly adventure when targeting a non-traditional student. Non-traditional college student populations respond to a healthy mix of traditional and digital marketing tactics. As with most things, digital marketing is effective due to its ability to scale, specific audience targeting and engagement. However, traditional advertising provides unparalleled brand authority and awareness and can be broad or finely targeted.

Digital marketing is highly effective at reaching any/all target markets as Americans spend 6 hours and 31 minutes on the internet every day, according to BusinessFibre.co.uk. As our target audience continually increases screen time, we must utilize this medium to engage them and grow our brand awareness. Digital marketing allows us to target who we are looking for, not just based on location or gender, but based on their purchase behavior, known interests and recent site activity.

Traditional marketing for ASUN is more affordable due to our geographic location. Reaching the target audience can be achieved with three or four traditional channels. Most markets struggle to scale their traditional strategy due to market size, but ASUN's rural footprint provides cost containment for the institution.

Through surveys, ASUN has learned some of our student behaviors and media preferences. We plan to utilize this data to scale our efforts targeting non-traditional students and demographics. For example, ASUN students that are

41+ watch local TV and listen to traditional local radio channels. In contrast, non-white students consume live internet streaming or music downloaded to a personal device.



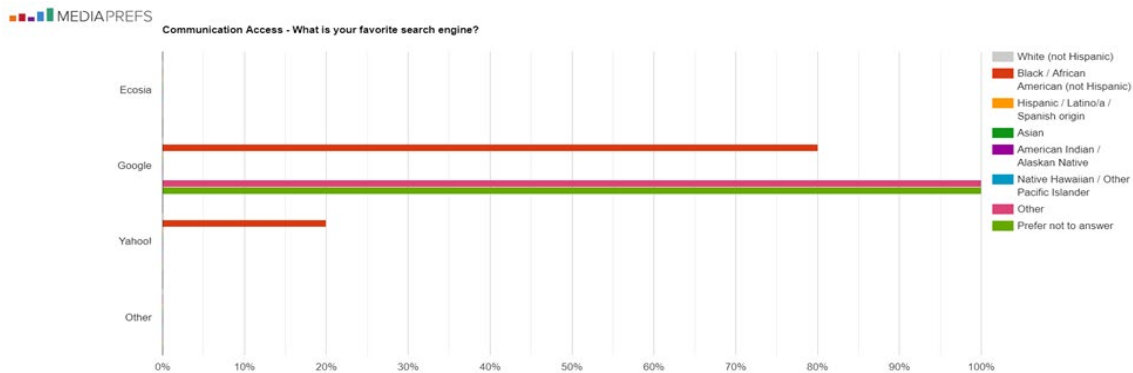
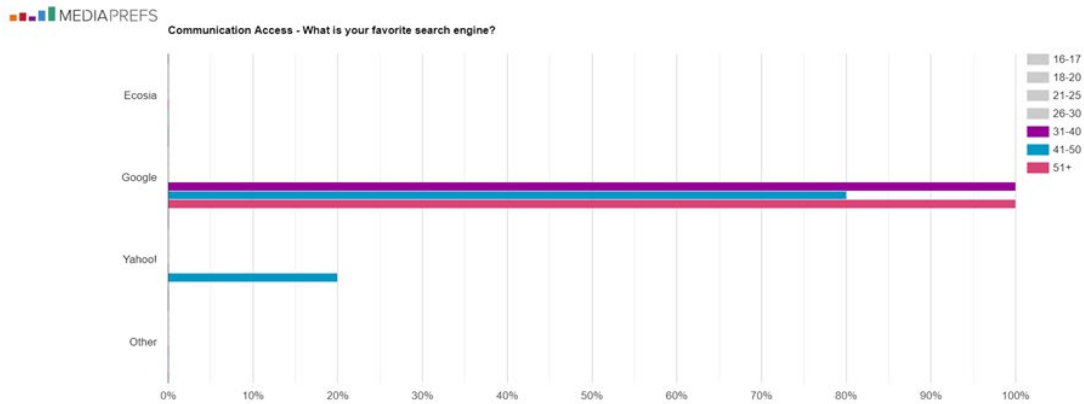
Strategy

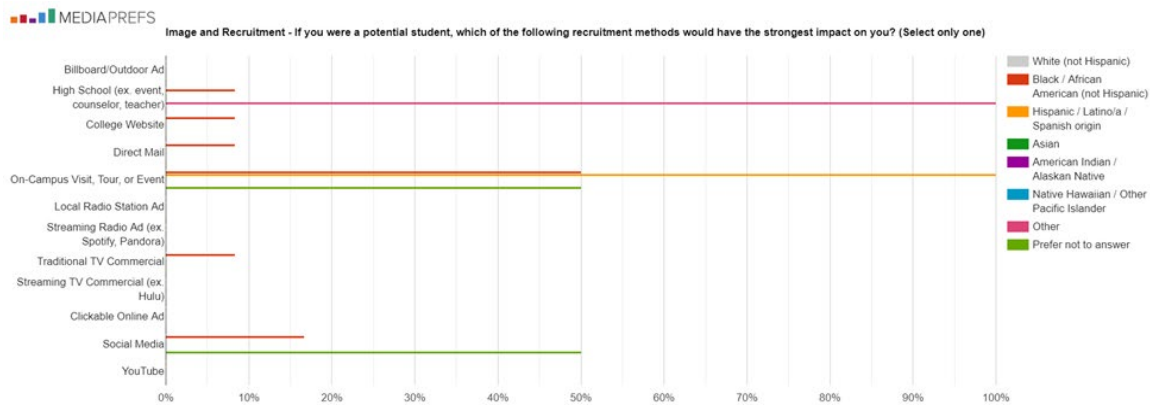
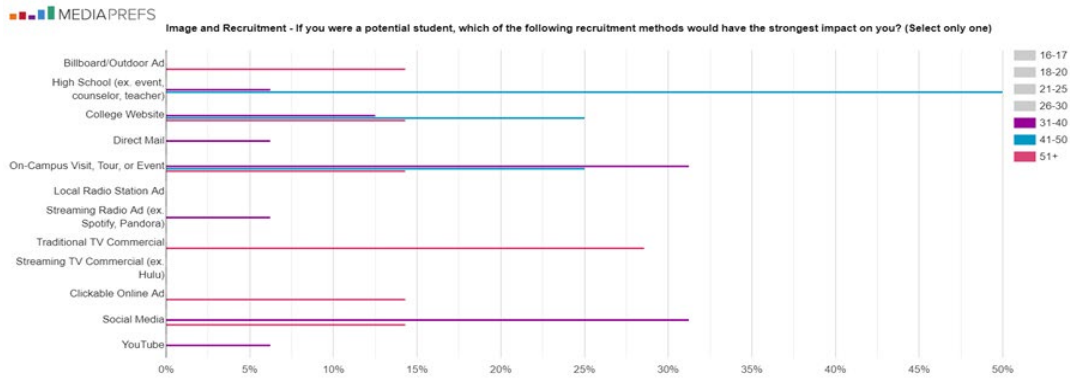
We will begin by commissioning a team to conduct a brand awareness survey to benchmark our brand awareness. By allocating money for the survey, we know our brand awareness baseline and can measure the impact of the two-year marketing campaign. We estimate the surveys to cost \$25,000 at the beginning of the year and \$25,000 at the end of the campaign.

ASUN will utilize \$260,000 each year to increase brand awareness in our market. Being in a smaller market, ASUN achieves market penetration quickly, but this strategy will increase our frequency to generate top-of-mind awareness of the ASU-Newport brand.

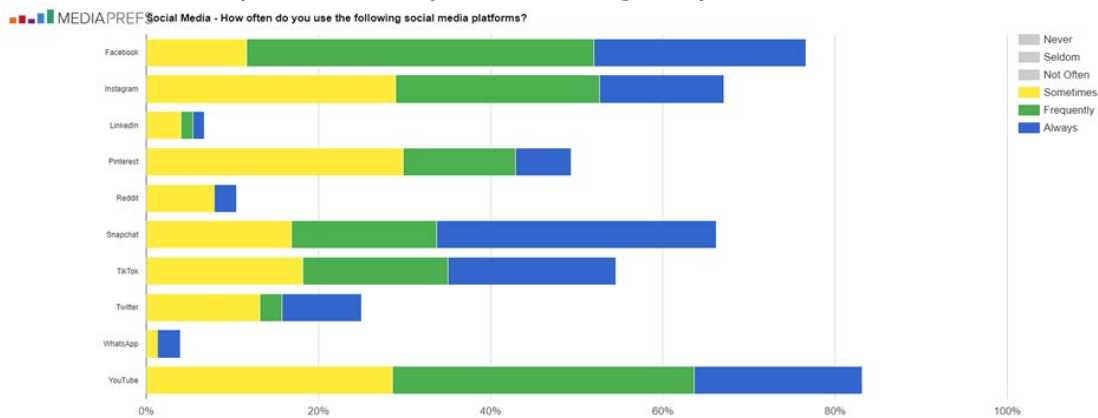
Tactics

Digital Marketing tactics will include Google Ads, audience targeting (behavioral, geographical), YouTube, streaming radio, streaming TV, Facebook, Instagram and TikTok. Traditional tactics will focus on television, radio and billboard. Using ASUN's existing non-traditional student population, we create a "lookalike audience" for digital targeting on crucial platforms.

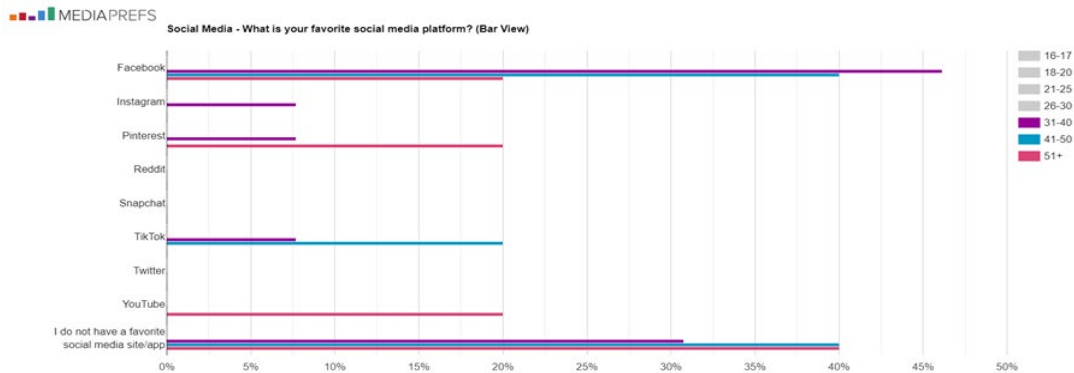




To ensure we are targeting the correct social channels, we must engage our audience on the platforms they consume regularly.



YouTube, Facebook and Instagram are the top social platforms for all



Budget: \$260,000 per year

a. Staffing:

Strategy: Increase relationships between prospective students and their families

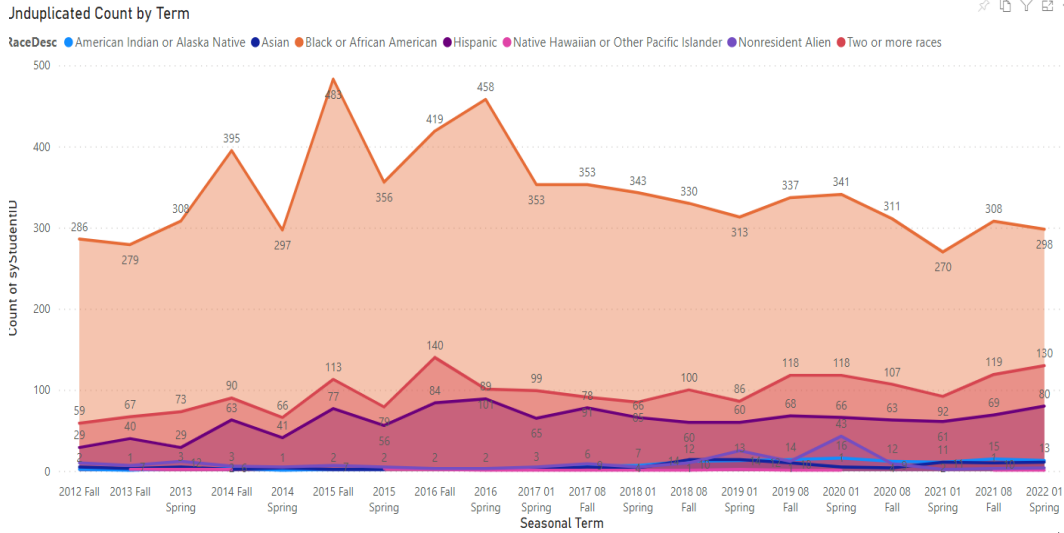
Action: Hiring one Enrollment Management Specialist/ Non-Traditional Recruiter

Purpose: ASUN to establish a permanent presence in the Jonesboro and Marked Tree communities. The EMSR would be responsible for creating and cultivating relationships with high schools and industry partners. Through the cultivation of relationships with external partners, ASUN will become the leader of technical training in the Arkansas Delta.

Action: Hiring one Marketing Communications Specialist

Purpose: Increasing ASUN’s Marketing budget will require an additional marketing team member to manage the additional media buys and analytics assessment of the additional marketing initiatives. The employee will also interface with enrollment management initiatives and advise best practices for communication and engagement through the CRM.

Data: As you can see from the Minority Enrollment Chart below (Fall 2012-Spring 2022), about one-quarter of ASUN’s students are a minority. With two additional staff members focused on recruiting minority students, this should help ASUN close the equity gap.



Budget: \$105,000 (\$50,000 EMSR/ \$55,000 Marketing Communications Specialist)

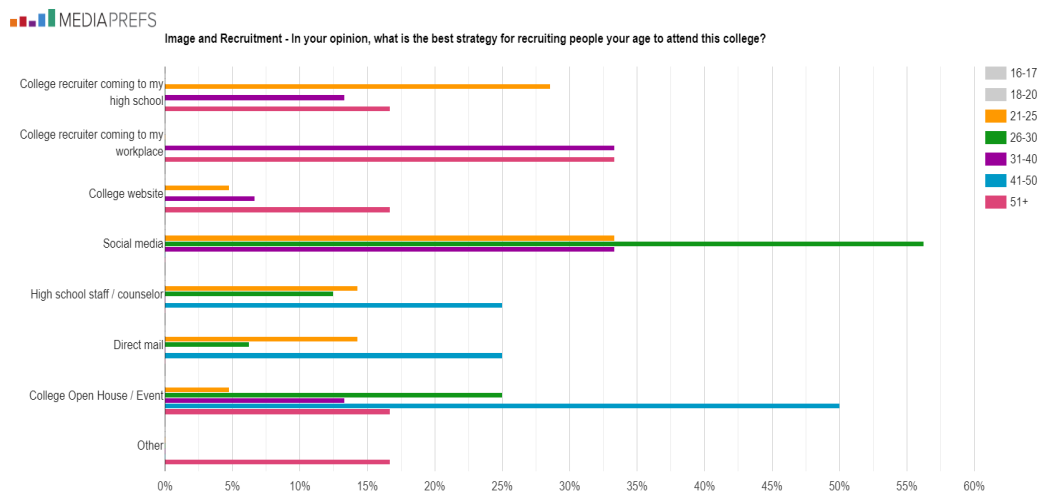
b. Campus events:

Strategy: Increase enrollment of adult and underserved students

Action: Hosting on-campus events to showcase high-demand training offerings

Purpose: Advertising messages bring students to campus. Hosting on-campus events to further the ASUN brand is a must to highlight the great educational opportunities in each of the communities.

Data: As you can see from the Fall 2021 chart below on media preferences, many potential students ages 21-51 prefer on-campus



recruiting events.

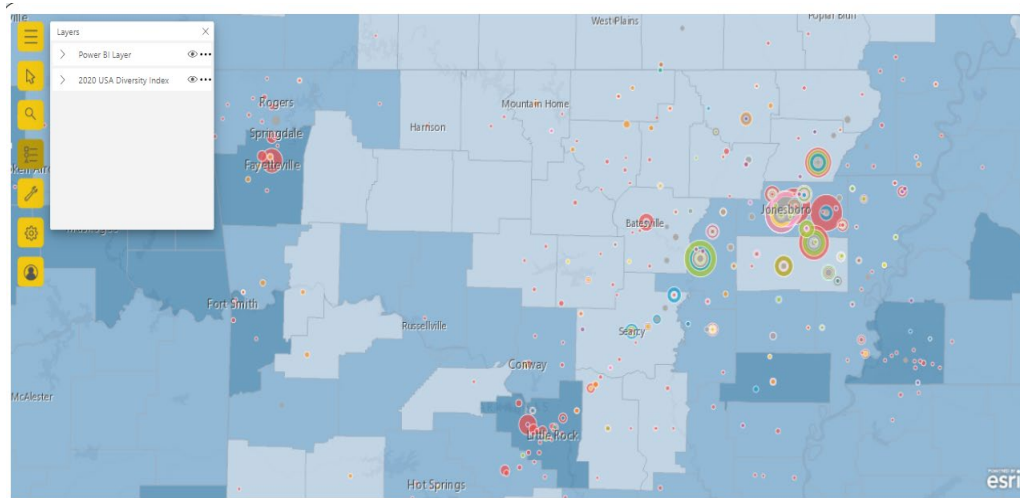
Budget: \$50, 000 (Hosting on-campus recruitment events)

c. Workforce and community partnerships:

Strategy: Increase the number of workforce and community partners for

each community

Action: ASUN strives to be the go-to partner for workforce and community partnerships. Purpose: This is evident in the current draft of ASUN's new strategic plan. It is critical that ASUN spreads the message of being a responsive partner who can meet the needs of any partner.



Budget: \$30,000 per year (Funds to assist with credit and non-credit training)

d. Enrollment management:

Strategy: Increase ASUN's ability to make data-supported decisions as it relates to meeting enrollment goals

Action: Acquire task management software to manage the goals and activities of the strategic enrollment management plan.

Purpose: Manage and track strategic enrollment management efforts in one place

Data: At this point, there is not a good way to track all the metrics associated with the enrollment management plan. It is critical to be able to track the efforts so that it is evident that ASUN regularly evaluates data and goals in the assessment, planning, and budgeting processes as required by the Higher Learning Commission.

Budget: \$50,000 per year (funds to acquire software to manage enrollment planning)

e. Other

Strategy: Acquire customer relationship management software to manage communication workflows to students and partners

Purpose: Expand ASUN's capacity using technology and utilize the capabilities of a CRM to target underrepresented and adult student populations

Data:

Budget: \$35,000 per year (funds to acquire software to engage existing and potential students through effective communications)

ASUN's Vision for Utilizing the Million Dollars			
Category	Budget	Strategy	Evaluation Metric (KPI)
Marketing	\$530,000 (\$265,000 per year)	Increase Brand Awareness	Marketing Engagement Data
Staffing	\$ 210,000 (\$105,000 per year)	Increase relationships among prospective students and their families	Student Recruitment and Retention Rates
Campus Events	\$30,000 (\$15,000 per year)	Increase enrollment of adult and underserved students	Number of events hosted on campus
Workforce and Community Partners	\$60,000 (\$30,000 per year)	Increase the number of workforce and community partners for each community	Number of new and returning partners
Enrollment Management	\$100,00 (\$50,000 per year)	Increase ASUN's ability to make data-supported decisions as it relates to meeting enrollment goals	Graduation/Completion Rates Retention Rates Persistence Rates Application to Admission Ratio
Other	\$70,000 (\$35,000 per year)	Acquire customer relationship management software to manage communication workflows to students and partners	Application to Admission Ratio

