

# COLLEGE OF THE SEQUOIAS

**DISTRICT MARKETING**  
**2019-2020**

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**COS Marketing & Public Information**  
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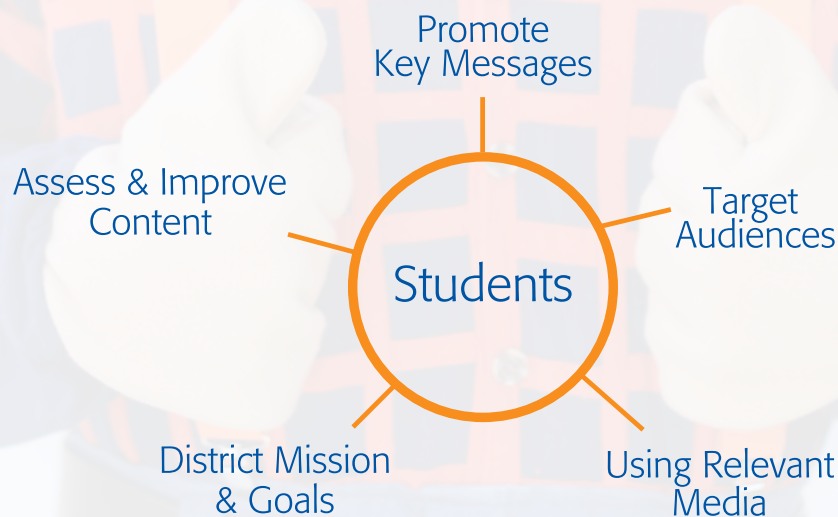
# College of the Sequoias District Marketing Plan 2019-2020

The COS Marketing & Public Information Office is responsible for the District's image and brand management, strategic marketing and official external communications. The Marketing Office promotes public awareness of the many opportunities for success offered by COS and work under the direction of the District Superintendent/President. The District's marketing goals are informed by the District's 2018-2021 Strategic Plan and Mission Statement.

## Sustainable Growth

Marketing & Public Information is monitoring District use of the foundational practices and resources put in place over the last two years, providing quality control as needed. Considerable attention was paid to ensuring the sustainability of these elements.

## Keeping Students at the Center





## Key Messages

- COS is the First Step to Success.
- COS can be your First Choice on the way to a Four Year degree or Vocational Certification.
- 97% of students surveyed state COS meets or exceeds their expectations.

## Target Audiences

- The broad spectrum of current and potential students.
- Those who influence current and potential students (parents, peers, & community constituents).
- Those who contribute to the success of the District (alumni, business partners).

## Relevant Media

- Creating original photo and video content of COS student, staff, and faculty experiences.
- Use paid media and advertising strategically.
- Build support base of earned media.

## District Mission & Goals

- A well-designed and comprehensive website is the ultimate resource for our audience.
- Informed staff, faculty and others are the best advocates for the District.
- An infrastructure of informational materials supports the website, advocates and more.

## Assess and Improve

- Use data and analytics to evaluate marketing success and redirect where needed.
- Adjust Key Messages, Target Audiences, Media and Goals accordingly.

## 2019-2020 Accomplishments

- Community Report on the District upgraded to magazine, adding seven feature articles.
- New student centered website launched in March 2019.
- Manage and oversee content, photos, and editing for new District website.
- Conducted large group and individualized training for the new COS website
- Internal and external campaign for new website launch
- Fielded internal promotional campaign for Marketing Office including Marketing & Help Desk Requests.
- Completed 700 marketing and content requests
- Created 70 promotional videos featuring student stories and District wide activities.
- Maintained Social Media guidelines to social content contributors.
- Issued 36 press releases or media advisories.
- Gained 2,000+ new followers across @COSGiant, @COSHanford, @COSTulare social media accounts.
- Consistent social media posting multiple times a day Monday through Friday.
- Manage circulation of 5 television commercials
- Accessible marketing tools available for the District including an original photography library, graphic design tool with drag and drop features, and large formatted printing through copy and mail.
- Created a stock photo library featuring original photography of every District program, service, and department.
- Manage general email blast content to students through Regroup.
- Participate in AB705 Task Force and promotional campaign through Regroup email blasts and video content.
- Management of AB705 webpage
- Giant Days revamp with Welcome Center; including shirt design, backdrop selfie stations, and table cloth redesign.
- Created and launched Registration Video Series
- Continued building IGTV
- Launched Reels
- Partnership with COS Bookstore for product redesign.



# Marketing & Content Help Desk System

Consultation with  
Marketing Office

Help Desk ticket  
submitted

Creation of project to  
specifications.

Proof sent to requestor  
for approval.

Requestor certifies project  
is ready for release.