Kaskaskia College Office of Marketing
Accomplishments
2013

Major projects and events coordinated, or assisted by the KC Marketing Department:

Initiatives: Worked with the Dean of Student Success Offices to develop and distribute new videos highlighting students and faculty about why they choose Kaskaskia College. Videos featured former students such as Tron Young, Robyn Matthews and Angela Berry, as well as faculty member Josh Woods. Programs highlighted were Cosmetology, Welding, and Auto Collision Technology. These videos were displayed on the KC Facebook page and are available on the KC website through a Youtube© channel. Work has also started on videos to highlight the Culinary Arts program and the Greenville Education Center.

These videos were also collected for display on DVD’s and have been presented to the YMCA in Vandalia to run on their television screens in the “Y”. Also working with the movie theater in Greenville to run the videos prior to the movie starting.

The Marketing Department also worked closely with the Dean of Career and Technical Education to closely market several new programs which started the Fall Semester. Billboards have been purchased promoting the Aeronautical Science Degree, and the HVAC and Culinary Programs.

Marketing has also worked with Student Services to utilize more direct marketing such as through email marketing, highlighting both online enrollment opportunities as well specific programs such Diagnostic Medical Sonography. These were a targeted marketing effort which we were able to trace some success and are now working to develop a better way to gauge that success. Marketing also worked with Scott Air Force Base to promote the College through the base’s newcomer’s guide. The guide is sent to each man and woman who is taking a job or assignment at the base about opportunities they can take advantage of while working at Scott.

Facebook Advertising: Marketing developed an early strategy to try and advertise on Facebook that would reach users in the five-county region. The strategy didn’t succeed the way it was intended, but provided marketing with ideas to try alternate methods for future advertising efforts. The office also helped programs such as HVAC develop their own Facebook page to better communicate with the public and with their students.

Fact Sheets: The Marketing department developed a new KC at a Glance marketing piece that highlighted important facts about the college that can be used in presentation materials or to highlight to potential students.

Nashville Campaign: Marketing has assisted the campaign through the development of campaign materials, and a video as well as conducted several presentations to community organizations as part of the campaign committee. The marketing office also worked with several other departments in fund raising visits, selected photo opportunities and in collecting resolutions of support from local government agencies and businesses to use in additional presentations.

Superintendent Breakfast: Marketing coordinated the fall breakfast meeting on the Main Campus for grade and high school superintendents.

Enduring Freedom: Coordinated the planning for the College’s 12th annual Veterans Day event.
Veterans Tribute: Marketing has worked with the Veterans Tribute committee to highlight the Tribute, as well as a variety of fundraising activities.

Season of Entertainment: Working with the Season Committee to develop materials for the 2013/2014 Season of Entertainment that kicked off in the Fall of 2013.

Parades: The Marketing Department coordinated with different departments to construct a float that was featured in the following parades: The Clinton County Fair Parade in Carlyle, the Centralia 4th of July Parade, The Trentonfest Parade, The Little Egypt Festival Parade in Salem, and the Centralia and Vandalia Halloween Parades.