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

**Initiatives:** Working with the KC Marketing Team and the Enrollment Management Team the Marketing Department developed an overall theme for the College of “Succeed at KC”. This initiative is designed to highlight KC’s success as well as student success through KC. The theme was adapted to advertising and college printing projects and incorporated into additional marketing and publication pieces. To highlight the success of students, testimonials are being obtained to use in publications as well as company endorsements. Fact sheets were created to highlight to showcase job opportunities, as well as salary ranges for various careers. The sheets also highlighted KC’s lower tuition rate compared to four year colleges, as well as for-profit institutions such as Rankin or ITT Tech. These were used to meet these institutions head on in educational quality and student success.

Other initiatives developed through the close relationship with Enrollment Management include developing new communication initiatives including targeted emails 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.

**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.

**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.

**Trenton 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. Currently the office is working on the material for the Nashville Campaign. 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.

**Legislative Breakfast:** Marketing coordinated a meeting with area legislators to discuss legislative issues and their impact on KC.

**Trenton Bowling and Cinco de Mayo Fundraisers:** Worked with the Trenton Campaign Retail Committee to set up and promote these fundraisers for the Trenton Campaign.
**Enduring Freedom:** Coordinated the planning for the College’s 11th annual Veterans Day event.

**Season of Entertainment:** Working with the Season Committee to develop materials for the 2013/2014 Season of Entertainment.

**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.