BCC Marketing Plan & Recap

Richard Ginsberg/AVP for Communication & Marketing
BCC MARKETING INCLUDES:

- Paid Advertising
- Social Media both Organic & Paid
- Internal Communication Tools: including but not limited to:
  - Update, On Campus, Annual Report, Website,
- Press: Including CUNY, local and national media outlets
- Podcasts

~Please note: all marketing plans and campaigns are fluid and influenced by circumstances, events, and budgets.
CURRENT PAID ADVERTISING:

- Altice Cable TV Buy
- Paid Social Media

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ALTICE CABLE NETWORK ADVERTISING

Recognizing the dire need to bolster enrollment, we have reached out to the Altice Cable Network, and asked them for a cable advertising proposal.

Altice has a proprietary software program that evaluates both the geographic and demographic audience and provides the prospective advertiser with exactly what cable network channels they are watching and at what time and establishes an advertising schedule accordingly.

We created 3 scripts and storyboard campaigns that address general enrollment, online, distant learning opportunities as well as the plethora of wrap around the economic value of BCC and superior award winning faculty.

We anticipate being able to be on air starting June-Aug. Additionally, the 3 spots will be recorded in Spanish as well to run on Spanish speaking stations.
Apply for 2020 SUMMER SESSION at BRONX COMMUNITY COLLEGE ONLINE, ON TRACK.
WWW.BCC.CUNY.EDU/SUMMER
SOCIAL MEDIA PAID SUMMER ENROLLMENT
Budget - $7500  
Amount spent to date - $5,106.63  
Reach (Number of people who saw the ad) ~500,000  
Each person saw the ad approximately 3 times.  
Results:  
Leads/Events: 3001 pageviews  
Course finder – 598 views  
Homepage – 287 views  
Non-Degree & Visiting Student App – 241  
Visit our non-degree student info – 199  
Academic Advising – 87  
Registrar – 62  
Academics – 67  
External links, search or exits – 1446  
  Degreeworks – 284  
  CUNYfirst – 1098
Total Fall Enrollment Paid Social Media Budget

$10,500 June – August
CURRENT PAID ADVERTISING RECAP

- **Altice Cable Network: Media** buy to bolster Summer & Fall enrollment
  - Cost: $25,000 June-August

- **Paid Social Media:** to bolster Summer & Fall enrollment
  - Cost: $25,000 May-August
FUTURE PAID ADVERTISING

All Future Paid Advertising will be predicated on 2020 CUNY C&M budget
UPCOMING PAID INTERNAL/EXTERNAL COMMUNICATION TOOLS

- **BCC Fast Facts**: A snapshot of the economic, demographic, educational and profiles of our student population that helps to shape the understanding of our core population and dictate how we recruit, market and cater to existing and future students as well as Foundation and fundraising efforts.
  - **Fast Facts** is updated annually
  - **Fast Facts Expenditure**: Cost of Printing
FAST FACTS
UPCOMING PAID INTERNAL/EXTERNAL COMMUNICATION TOOLS

- **BCC Value**: This important marketing piece highlights the debt free economic value of a BCC education, enrollment & diversity statistics, student highlights and awards, faculty highlights, BCC advantages such as ASAP and wrap around services, and is used as a valuable recruiting and fundraising tool
  - **BCC Value** is updated annually
  - **BCC Value Expenditure**: Cost of printing
THE BCC VALUE

THE BCC VALUE
UPCOMING PAID INTERNAL/EXTERNAL COMMUNICATION TOOLS

- **Annual Report**: Our look back at the College’s precious year. The Annual Report is an important document used for both internal and external constituents, helps us with fundraising and to showcase the facts, figures and life at BCC

**Annual Report Expenditure**: Cost of printing
Our look back at the College’s previous year is always eagerly anticipated. The Annual Report is an important document used for both internal and external constituents and helps us with fundraising and to showcase the facts, figures and life at BCC. Last year’s theme of “BCC: A Community of Many Communities” was explored in sections on:
THE 2020 ANNUAL REPORT

We are currently working on the 2020 Annual Report which should be completed by December.

The only cost for the Annual Report is printing.
PREVIOUS NO-COST EXTERNAL COMMUNICATION TOOLS:

- Organic Social Media
- Podcasts
PAST ORGANIC SOCIAL MEDIA – INSTAGRAM
PAST ORGANIC SOCIAL MEDIA - TWITTER
We have developed a social media campaign - The Power of Perseverance.

This campaign's purpose is to raise awareness of BCC's diverse supporters to create a positive message during the COVID-19 crisis and will run through to June.

All participants have been requested to provide a 45 second video clip shot introducing themselves and string they are participating in Bronx Community College’s The Power of Perseverance social media campaign. Followed by an upbeat message to our social media followers and their own.
The #PowerofPerseverance campaign is a celebration of the character of @BCCcuny students that gives them the strength and commitment to transform their lives. Watch and hear Bronx Borough President, @rubendiazjr's message. #BCCstrong #PowerofPerseverance #BronxStrong

The #PowerofPerseverance campaign is a celebration of the character of @BCCcuny students that gives them the strength to transform their lives. BCC alum & State Senate Majority leader @AndreaSCousins encourages our students to stay #BCCstrong #CUNYstrong Andrea Stewart-Cousins

The #PowerofPerseverance is a celebration of the character of @BCCcuny students that gives them the strength to transform their lives. @SenSchumer shares his faith in New Yorkers' ability to rally and get through adversity and still succeed. #BronxStrong #BCCstrong #CUNYstrong
FUTURE ORGANIC SOCIAL MEDIA

Organic Social Media is disseminated daily and predicated on BCC activities, events and news

Organic Social Media is a no cost communication initiative
THE VIEW FROM UNIVERSITY HEIGHTS – Past Episodes

The new podcast that presents the people, the programs and the experience of Bronx Community College. Conversations have included:

- President Thomas A Isekenegbe. The premiere episode featured the College president who shared everything from his personal story to his vision of BCC.

- Dr. Neal Phillip. The chairperson of the Department of Chemistry described leading students on scientific journeys to Australia, India and Majorca.

- Professor Jeffrey Wisotsky. The Media and Digital Film Production program director came with the first prize-winner at the last BCC Film and Video Festival.
Andres Christie - The program director of BCC’s uniquely comprehensive iteration of CUNY College Explorers joined the podcast with a student assistant.

Professor Gloria Rodriguez - The creator of Womxn Up! A Space to Resource looked back on its first year with BCC graduate Oyindamola Shoola.

Elizabeth Payamps - The head of Future Now with BCC student mentors in the program that puts young people in crisis back on track to education.
THE VIEW FROM UNIVERSITY HEIGHTS – FUTURE OPPORTUNITIES

Please feel free to contact us if you have a program or service that you would like featured for an upcoming episode.

The Podcasts are an no cost communication initiative
PREVIOUS NO-COST INTERNAL COMMUNICATION TOOLS:

- UPDATE
- ON CAMPUS
Our digital weekly newsletter features articles on recent and upcoming event and profiles of members and friends of the BCC community, in such sections as:
CRIMINAL JUSTICE PROGRAM’S Black History Month Celebration

Please join us for a tribute to African American leaders in the Criminal Justice profession. Help us to celebrate our distinguished honorees.

Tutors Conference

The BCC Tutors’ Alliance Club is hosting a second annual CUNY-wide tutors’ conference. This year’s theme is "Tutoring Centers as Communities of Practice."

Sponsored by the BCC Student Government, the BCC Tutors’ Alliance Club, The BCC Spoken Word Club, and Auxiliary Enterprises

INTERNATIONAL STUDENT SERVICES DAY

The Office of the Registrar is offering our international students an opportunity to receive information about F1 visa status, and to meet other students who may have questions and share concerns.
UPDATE NEWSLETTER: PAST EXAMPLES

MEDICAL LABORATORY TECH PROGRAM ONLINE TUTORING
The sudden switch from classroom to distance learning brought on by the COVID-19 pandemic has been a challenge for all instruction at Bronx Community College. This is particularly true of courses that include lessons taught in a laboratory setting.

KIDS COMIC CON 14TH ANNUAL EVENT ON FACEBOOK LIVE
Kids Comic Con (KCC), the annual children’s outreach program, is celebrating its 14th year — and we are going LIVE!!! Past KCC events held on the BCC campus have seen scores of illustrators, writers, publishing companies, BCC staff, students and volunteer enthusiasts touch the hearts and imaginations of more than 10,000 children and teens.

HISTORY DEPARTMENT FACULTY PUBLICATIONS
Dr. Kate Culkin, Professor, has a new article out in The New England Quarterly, published by MIT.

Dr. Raquel Otheguy, Assistant Professor, has a new article published in the journal Cuban Studies, published by the University of Pittsburgh.
Our monthly digital newsletter features articles on recent and upcoming event and profiles of members and friends of the BCC community, in such sections as:
PAST EXAMPLES: ON CAMPUS – COVERAGE OF CAMPUS LIFE, PERSONALITIES & EVENTS

- An interview with BCC Chief Librarian Michael Miller
- The 2019 Distinguished Alumni
- “Lunch with Leaders” events with City Council Member Vanessa L. Gibson, CUNY Chancellor James B. Milliken, BCC’s Chief Diversity Officer Jessenia Paoli, etc.
- BCC’s First and Second Annual Domestic Violence Awareness Walks
- The Alumni Trailblazer lecture series included Arthur Antin and Balmatee Baldassie
- And many more
PAST EXAMPLES:
ON CAMPUS -
BRONX BEAT

- New York City Comptroller Scott Stringer
- Bronx Borough President Ruben Diaz Jr.
- Bronx Night Market creator Marco Shalma
- James Rausse, Bronx Borough Director of Planning & Development
- Council Member Diana Ayala
ON CAMPUS always thanks BCC’s friends in government and business by listing their contributions. Among the many so noted have been

• The U.S. Department of Education,
• The National Science Foundation and
• The Carroll and Milton Petrie Foundation.
• NASA
• Empire Blue Cross Blue Shield
• Bank of NY Mellon
• The Lincoln Fund
• Capitol One
• The City University of New York
• The Pinkerton Foundation
FUTURE UPDATE & ON CAMPUS:

UPDATE & On Campus e-newsletters will be disseminated weekly/monthly and predicated on BCC activities, events and news.

These are no cost communication initiatives.
The profile of BCC has been raised by stories in local and national media.

- The New York Daily News
- The New York Times
- The Times of India
- The Bronx Times
WEEKLY BRONXNET TALKSHOW APPEARANCES

- Bronx Delegates Pichardo & Fernandez
- VP Delgado
- Provost Rapalo
- Additional program specific opportunities
- Future Programs include:
  - President Isekenegbe discussing the importance of ASAP
PRESS COVERAGE - BROADCAST

The profile of BCC has been raised by stories in local and national media.

- Distinguished BCC Alumnus and former Surgeon General Dr. Richard Carmona appeared on MSNBC

- NY-1 covered BCC’s morale boosting “You Will Survive” video
CUNY-TV interviewed BCC History Professor and United Nations consultant Dr. Ahmed Reid and Samuel G. White, architect and Co-Chair of the “Save Gould Memorial Library Advisory Board.

BCC’s upcoming events are posted to the CUNY Events Calendar and promoted in the CUNY Briefs newsletter:

- the conference on Community College Excellence
- the annual Open House NY Weekend
- our recent virtual events like the Step Program Virtual Dance Party and the Womxn Up! Meditation/Journaling Workshop
FUTURE PRESS COVERAGE:

- Our strong relationship with BronxNet has opened opportunities for faculty members to appear on their weekly Open Talk Show with host Daren Jamie to discuss any programs, course offerings or major events at BCC.

- Future Press Coverage is predicated on BCC activities, events and news.
ANY QUESTIONS?