



Bronx Community College MARKETING PLAN FY 2025-2026

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AVP for Communications and Marketing







The Mission Statement for our current strategic plan states that **“BCC prepares, inspires and empowers our richly diverse student body with a quality educational experience that facilitates social mobility, lifelong learning and engaged citizenship.”** This along with the plans Guiding Principles of **Accountability, Communication, Empowerment, Equity, Integrity and Respect** are the foundation that help drive all of our communication and marketing efforts.



TARGET AUDIENCE

We touch plenty of lives through our work, our outreach and our reputation. But there are several groups our message needs to reach.

PRIMARY AUDIENCE: Adults Age 18-34

Current & Future Students

Residents of the Bronx and surrounding boroughs, self-made, first-time, often first-in-family, seeking a qualification to begin a career or start a four-year degree

First Time Students

Residents of the Bronx and surrounding boroughs, language learners, non-graduates, first-in-family post-secondary students, seeking to improve study, language and knowledge skills

Adult Learners

Residents of the Bronx and surrounding boroughs

Language learners, non-graduates, first-in-family post-secondary students

Employed, retired or engaged in family matters

Seeking to improve study, language and knowledge skills or new careers

Non-Degree Students

Residents of the Bronx, and surrounding boroughs

Employed, retired or engaged in family matters

Seeking to take a class for personal interest, certification completion or career purposes

Pre-College programs such as TRIO, College Now and Future Now to name a few

All target audiences need to know:

- Who we are and what we offer
- See our wide-range of enriching programs
- Our rigorously hands-on, real-world learning
- A diverse, inclusive and empowering campus community
- Our driven faculty and engaged staff
- The inspiring outcomes of our students

MARKETING STRATEGY

The marketing mix of elements of BCC's strategic marketing program are detailed below. All of these elements will help tell BCC's unique story, increase its reputation, brand awareness and ultimately increase enrollment and help with student satisfaction. It is important to note that the ultimate execution of any or all of these strategies will be dictated and prioritized by budget.



Key questions to guide Our marketing and measurement

What are our specific objectives for marketing investment and how will BCC connect the investments to incremental enrollment?

How effective is BCC in converting marketing investments into webpage visits and ultimately enrollment?

What are appropriate targets for improving enrollment?

Which initiatives will get BCC to meet its enrollment goals?

How do we differentiate ourselves from other colleges?

What is a good mix of marketing mediums to track for marketing campaigns?

Email Metrics

Event Metrics

Social Media Metrics

Communications Metrics

Website Online Ad Metrics

Direct Mail Metrics

GENERAL AND TARGETED MARKETING INITIATIVES

Objectives

- Increase brand awareness overall in New York City and the surrounding regions
- Build up the reputation of the academic and Workforce Development programs offered at BCC
- Promote new programs and new resources now available at BCC
- Promote the Bronx's multi-faceted community rich in culture and history

Suggested Mediums

- Direct mail collateral
- Billboards, and mass transit ads, cable TV, radio, print advertising
- Email marketing
- Digital banner advertising
- Social media paid and organic
- Recruitment Brochure
- Brochure with fast facts and student profiles
- Website updates
- On and off campus events promoting BCC and its offerings
- Press releases
- Engage current faculty and executive staff in on and off campus speaker conferences and roundtable discussions
- Faculty involved in new research studies, city and local program initiatives, publish works, articles, etc.

INCREASE SCHOOL SPIRIT & PRIDE/ IMPROVE CURRENT STUDENT SATISFACTION & RETENTION

Objectives

- Increase the current students' feeling of brand loyalty
- Develop students, faculty and staff spirit
- Create a welcoming "new student campus experience" their first year to ensure they continue and maintain enrollment
- Bring the BCC community together (students, staff and faculty, and the Bronx community civic and business leaders)

Suggestions for targeted marketing

- Direct mail collateral
- Campus events on a regular basis
- Revive BCC's Mascot or freshen the mascot image
- New student campus spirit welcoming package
- Email marketing
- Social media
- Campus Signage

EXECUTION OF THE MARKETING STRATEGY

Printed Recruitment Brochure

An updated and redesigned recruitment brochure to introduce the new BCC brand and offerings to the community is essential. Despite the demand in digital advertising, a unique and well designed printed view book is still a great way to tell a story, containing eye-catching photos, and valuable content. Facts and figures ranging from placement rates at senior colleges, faculty/student ratio and career outcomes.)

Digital Recruitment Brochure

Similar to the print view book as mentioned above, but this one should be formatted so that it can be sent via email and also used on mobile devices during recruitment outreach.

Direct Mail Collateral

Develop direct mail templates that are creatively unique, eye catching and able to be utilized for a variety of campaigns and initiatives throughout the year. Again, these pieces are great for increasing brand awareness, program initiatives and event attendance. These print materials can also be used during recruitment events, college fairs, open houses, guidance counselor offices, etc. They can be such items as recruitment booklets, mini-brochures and post cards.

Print Advertising

Print ads should be engaging and rooted in strategy. The format of these templates should be flexible so that they can appear in magazines, brochures, commuter train stations, NYC Subway and billboards in high-traffic areas or wherever mediums we target.

Email Marketing

Email marketing campaigns help BCC on a consistent basis and often times are more flexible, timely and adaptable so that you are not reinventing the wheel every time. Email marketing also allows for more consistency since it is less expensive than print and can also be very targeted and more easily measured regarding ROI.

Outdoor Advertising

America is on the move, spending more time in transit and less time in the home therefore our mobile society makes outdoor advertising an important and effective means of getting messages in front of people's eyes. Billboards and mass transit ads are an effective way to generate BCC's name and brand recognition with traveling consumers.

First Year Students & Campus Spirit

School spirit is a big aspect of a student's life while on campus and it can mean feeling connected to other students, building camaraderie, joining clubs and activities, as well as keeping in touch with alumni. In essence, it is crucial in building relationships with everyone connected to BCC. It also helps in connecting the staff and faculty to the college's mission and values promised to the students. Having campus spirit means taking pride in the school you have chosen to attend. In many cases, it makes the difference between attending a school and being a part of your school.

We can set the tone for all new and current students by providing them with social media welcome programs, creating banners to place around campus, develop programming to engage the students and get them excited attending BCC.

This will create a positive environment for the whole campus because we know that school connection goes far beyond the years attended.

Digital Media

Digital marketing is a powerful tool that amplifies our marketing efforts. It is important to include and integrate many digital sources in your plan such as an engaging and user-friendly website, mobile app, social media marketing, SEO tactics, paid marketing, lead generation, re-targeting, and online reputation management.

On & Off Campus Events

In today's world, event marketing is an opportunity for marketers to engage the consumer on a very personal level. Therefore, marketers need to seize these moments to build relationships, generate goodwill, and most importantly, earn the trust of prospective buyers. The modern prospective student wants more than a college sales pitch when evaluating schools and making a decision. They want to be engaged, know that they will be part of a community, receive a quality education and further their career goals. These on and off-campus events help spread awareness of BCC, the variety of offerings and its quality of programs. Events help prospective students see the faculty speaking on a relevant topic, discussing industry specific issues and trends. In addition, on-campus events bring prospects to the BCC campus to see its beautiful green campus, historical architecture and experience the serene like setting for themselves. Both on and off-campus events aid the branding efforts by adding trust, loyalty and authority to the BCC brand. Together, this helps change the perception of the college, the Bronx community and ultimately helps make BCC a choice for students and not a place of "last resort".

Press Releases and Press Coverage

There is an important role to be played by press releases. They are by all intents and purposes news announcements that disseminate information to the press and to be discovered by people looking for information on that topic or company. Press releases are a great tool for social media marketing as they provide a solid foundation for brand awareness and general marketing campaigns. No longer does a college have to go through a long process of contacting journalists who act as gatekeepers, press releases can simply be posted on social media outlets, as well as the college website. Press releases can include images, videos that means that the college can be more engaging in its press releases. An online press release can go viral once people start sharing it over social media networks, thereby creating a buzz that was never possible with traditional print releases. They can also be very useful for website SEO strategies.

Faculty Involvement In On & Off Campus Events

The faculty can play a vital role in college recruitment efforts by not only appearing at events as mentioned above, but also in participating in research grant opportunities, journal writing and publishing, award entry, and community activities. This helps spread awareness of BCC's premier faculty, its programs and builds brand trust and authority. Faculty involvement can be one on one engagement with prospective students, building community relationships, appearing as an authority on particular topics, and bringing more resources to BCC.

FALL PAID SOCIAL MEDIA ADS



BRONX
COMMUNITY
COLLEGE

Great programs lead
to well paying jobs


WWW.BCC.CUNY.EDU/APPLY



BRONX
COMMUNITY
COLLEGE

Great programs lead
to well paying jobs



WWW.BCC.CUNY.EDU/APPLY



BRONX COMMUNITY COLLEGE

Redefine What's Possible



WWW.BCC.CUNY.EDU/APPLY



BRONX COMMUNITY COLLEGE

**Redefine
What's Possible**


WWW.BCC.CUNY.EDU/APPLY



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WWW.BCC.CUNY.EDU/APPLY



BRONX COMMUNITY COLLEGE

Redefine What's Possible



Facebook and Instagram Analytics

Summer/Fall General Recruitment

Dec 4, 2024 – Jan 18, 2025

	Fall-25 Gen Total	Fall 24 - Gen 5/1/25-6/21/25
CLICKS	18,298	9,612
RESULTS	17,144	7,579
SPEND	\$9,999.07	\$9,496.85
CPC	\$.55	\$.99

Total REACH (Estimated) - 281,534

3 Top Next Page Visit from Ad:

/Home page/
 /admission-financial-aid/admissions/
 /academics/

Summer/Fall General Recruitment

May 9, 2024 – June 20, 2024

	Fall-25 Adult Total	Fall 24 - Gen 5/1/25-6/21/25
CLICKS	22,743	7,815
RESULTS	21,377	6,215
SPEND	\$9,999.98	\$9,495.30
CPC	\$.44	\$1.22

Total REACH (Estimated) - 258,047

Click-thrus to CUNY Apply page: 2,845

Apply Now Landing Page Interaction (not campaign filtered)

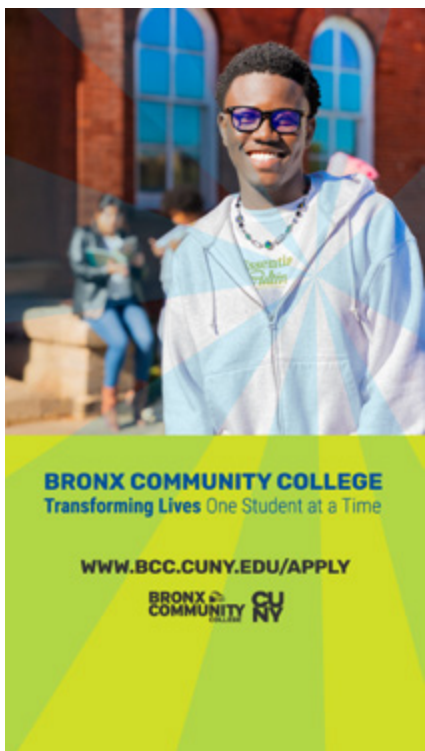
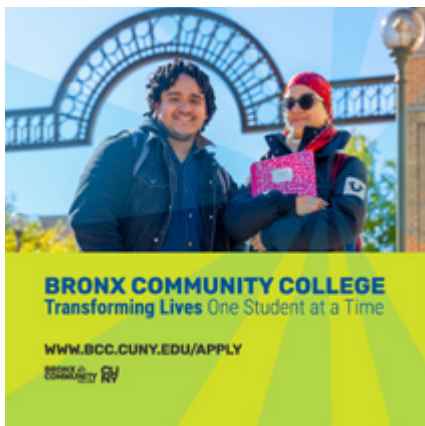
Event	Fall - 25	Fall -24
Apply (text link in body copy)	1,795	
CUNY Apply (button in green bar)	1,050	1132
RSVP (Has since been removed by EM staff)	0	6
Contact (text link in body copy)	279	
contact2 (button in green bar)	42	
rsvp2 (button in green bar)	62	
Admissions (Has since been removed by EM staff)	0	
VC	47	
Status (text link in body copy)	94	1
Email (link in green bar)	41	

3 Top Next Page Visit from Ad:

/Home page/
 /academics/academic-calendar/
 /online-degree-program/

SPRING PAID SOCIAL MEDIA ADS

General Enrollment



Facebook and Instagram Analytics

Spring Enrollment

Dec 4, 2024 – Jan 18, 2025

	SP-25 Total	SP 24 - Gen 1/1/24-1/25/24	SP 24 -Adult 1/1/24-1/25/24
REACH	371, 299	12,401	40,7016
CLICKS	13,307	3,686	9,271
SPEND	\$10,000.02	\$9,971.12	\$9,975.09
CPC	.75	\$3.38	\$1.32

***Note:** In 2024 BCC used a CUNY service (CollegeApp) to provide extremely targeted META customer lists. Narrow, targeted audiences come at a higher per click cost. When the contract was up, our next campaigns allowed us to broaden the target, lower the Cost Per Click and get similar results for half the money

Click-thrus to CUNY Apply page: 3,129

Apply Now Landing Page Interaction (not campaign filtered)

Event	TOTAL	FB-SP24
Apply (text link in body copy)	2,095	
CUNY Apply (button in green bar)	1,034	693
RSVP (Has since been removed by EM staff)	102	6
Contact (text link in body copy)	352	
contact2 (button in green bar)	55	
rsvp2 (button in green bar)	61	
Admissions (Has since been removed by EM staff)	3	
VC	56	
Status (text link in body copy)	77	1
Email (link in green bar)	20	

3 Top Next Page Visit from Ad Landing Page:

/Home page/

/admissions/

/academics/

BCC Website Analytics

Feb 1, 2025 – May 31, 2025

204,474 users, 114,861 from organic search

Most popular pages visited:

1	/	557,750 (24.55%)
2	/faculty-staff/	70,572 (3.11%)
3	/admission-financial-aid/admissions/on-the-spot-admission/	68,797 (3.03%)
4	/academics/	65,837 (2.9%)
5	/academics/academic-programs/	57,456 (2.53%)
6	/e-mail/	46,999 (2.07%)
7	/library/	41,477 (1.83%)
8	/admission-financial-aid/	41,325 (1.82%)
9	/academics/ctlit/classroom-management-techniques-and-tips/	38,914 (1.71%)
10	/students/	38,839 (1.71%)
11	/academics/academic-calendar/	36,477 (1.61%)
12	/online-degree-program/	31,484 (1.39%)
13	/directories/	28,930 (1.27%)
14	/continuing-education/	27,986 (1.23%)
15	/academics/academic-departments/nursing-and-allied-health-sciences-department/degree-certificate-courses/radiologic-technology/	26,042 (1.15%)
16	/admission-financial-aid/financial-aid/federal-work-study-program/	25,114 (1.11%)

Organic Social Media Analytics

BCC APP | Sep 1, 2024 – May 31, 2025

4,190 downloads

1,609 Registrations

33k Messages, 9,327 Posts, 16k Comments

Highlights

From Sep 8 – 15 App was opened around 57,850 times

From Sep 8 – 15 App was downloaded 259 with 151 registrations

From Jan 26 – Feb 2 App was downloaded 359 with 175 registrations

From Feb 7 – 14 App was opened around 36,936 times

From Feb 7 – 14 App was downloaded 199 with 107 registrations

Downloads & Registrations:



Total App Opens:



Organic Social Media Analytics

Facebook

17.9k Followers

Reached 382.3K, with 4.6K content interactions, and 29.6k link clicks



Reach breakdown

Sep 1, 2024 - May 31, 2025

Total

782,386

From organic

110,915

From ads

688,980

Instagram

5.5k Followers

Reached 81.4k, with 7.5k content interactions, and 2.1k link clicks



Reach breakdown

Sep 1, 2024 - May 31, 2025

Total

81,437

From organic

23,906

From ads

57,315

Twitter

3,421 followers

Organic Social Media Analytics

LinkedIn

Total Followers: 28,925

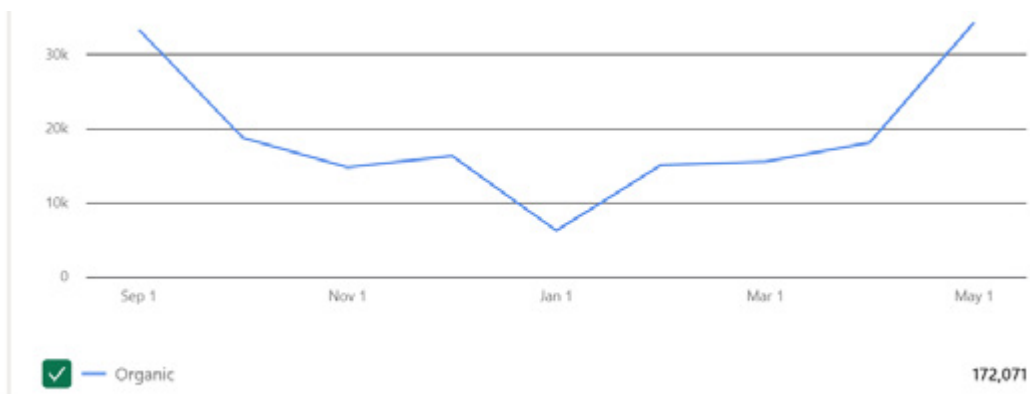
433 New followers in the last 30 days

618 search appearances in the last week

Reached 90,134 people

Highlights 9/1/2024 - 1/31/2025

2,160 Reactions, 102 Comments, 41 Reposts



NEW YORK CITY BUS ADVERTISING




Our Bus advertising campaigns generally include 50 King size bus ads for a 4-week period that run throughout all of the Bronx and upper Manhattan. We are usually bonused 10 additional buses, and they may stay up an additional 2-3 weeks depending on inventory.

Results:

Our campaigns each yield a minimum of 6.8mm impressions over the 4-week contracted period.



NEW YORK CITY BUS ADVERTISING

Fall 2025 Recruitment Ads




BRONX COMMUNITY COLLEGE
Redefine What's Possible

WWW.BCC.CUNY.EDU/APPLY



BRONX COMMUNITY COLLEGE
Redefine What's Possible

WWW.BCC.CUNY.EDU/APPLY



BRONX COMMUNITY COLLEGE
Redefine What's Possible

WWW.BCC.CUNY.EDU/APPLY



108" High

BRONX COMMUNITY COLLEGE
Redefine What's Possible

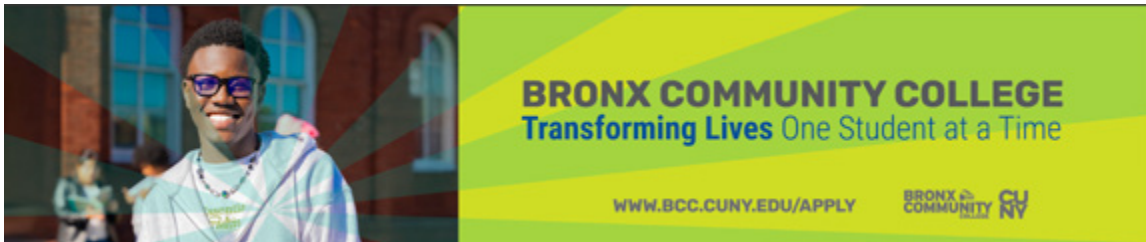
WWW.BCC.CUNY.EDU/APPLY



198" Wide

NEW YORK CITY BUS ADVERTISING

Spring 2025 Recruitment Ads



NEW YORK CITY BUS ADVERTISING

Fall 2024 Recruitment Ads

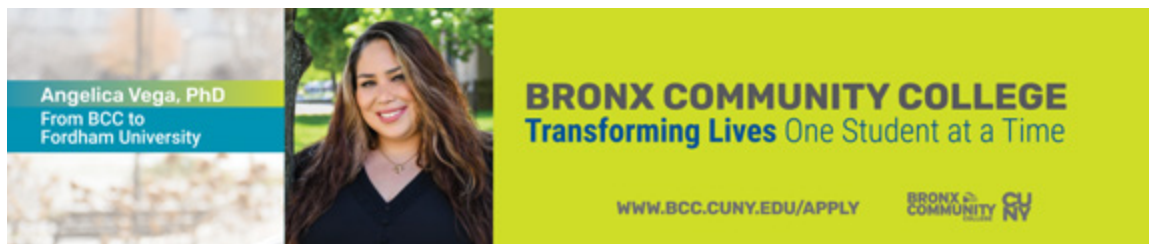


Rhaida Maldonado, MSW
From BCC to Adelphi University

BRONX COMMUNITY COLLEGE
Transforming Lives One Student at a Time


WWW.BCC.CUNY.EDU/APPLY 

This advertisement features a portrait of Rhaida Maldonado, MSW, on the left. She is wearing a green t-shirt with the text 'Get PSYCH' and a black blazer. The background of the ad is a vibrant lime green. The text is arranged in a clean, modern layout, with the college name and slogan prominently displayed in the center.



Angelica Vega, PhD
From BCC to Fordham University

BRONX COMMUNITY COLLEGE
Transforming Lives One Student at a Time

WWW.BCC.CUNY.EDU/APPLY 

This advertisement features a portrait of Angelica Vega, PhD, on the left. She has long brown hair and is wearing a black top. The background of the ad is a vibrant lime green. The text is arranged in a clean, modern layout, with the college name and slogan prominently displayed in the center.



Cierra McGruder, MSW
From BCC to Columbia University

BRONX COMMUNITY COLLEGE
Transforming Lives One Student at a Time

WWW.BCC.CUNY.EDU/APPLY 

This advertisement features a portrait of Cierra McGruder, MSW, on the left. She is wearing a black top with orange abstract patterns. The background of the ad is a vibrant lime green. The text is arranged in a clean, modern layout, with the college name and slogan prominently displayed in the center.



July 2024 | Fall Signage

YANKEE STADIUM 14'X48' BILLBOARD

E. 161st Street E/O River Avenue F
under the 4 train subway station



ALTICE CABLE NETWORK ADVERTISING



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, at what time and then establishes an advertising schedule accordingly.

We created campaigns that address General Enrollment, Adult Learner/Online Degrees as well as our Our ASAP program.

The 3 spots ran in both English and Spanish.

TV ADS | FALL ENROLLMENT



General Enrollment

General Enrollment (Spanish)

Adult Learner/Online Degree

Adult Learner/Online Degree (Spanish)

ASAP

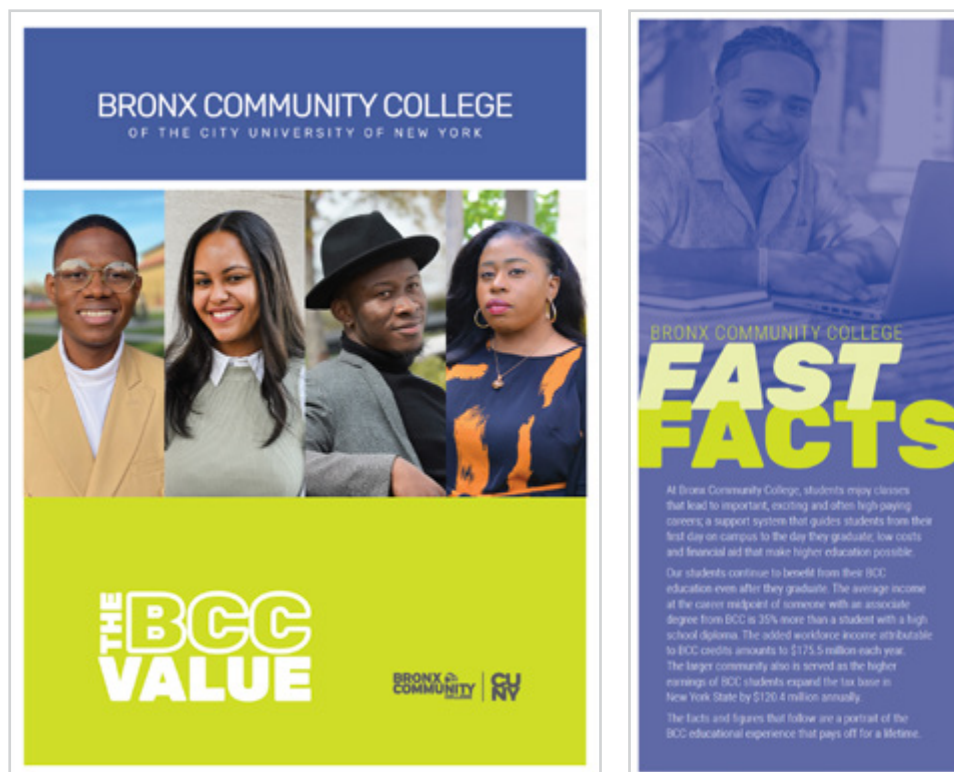
ASAP (Spanish)

EXTERNAL COMMUNICATION TOOLS



- **The BCC Value**
- **Annual Report**
- **Recruitment Brochure**
- **Readmit & Registration Direct Mail**

EXTERNAL COMMUNICATION TOOLS



The BCC Value and Fast Facts

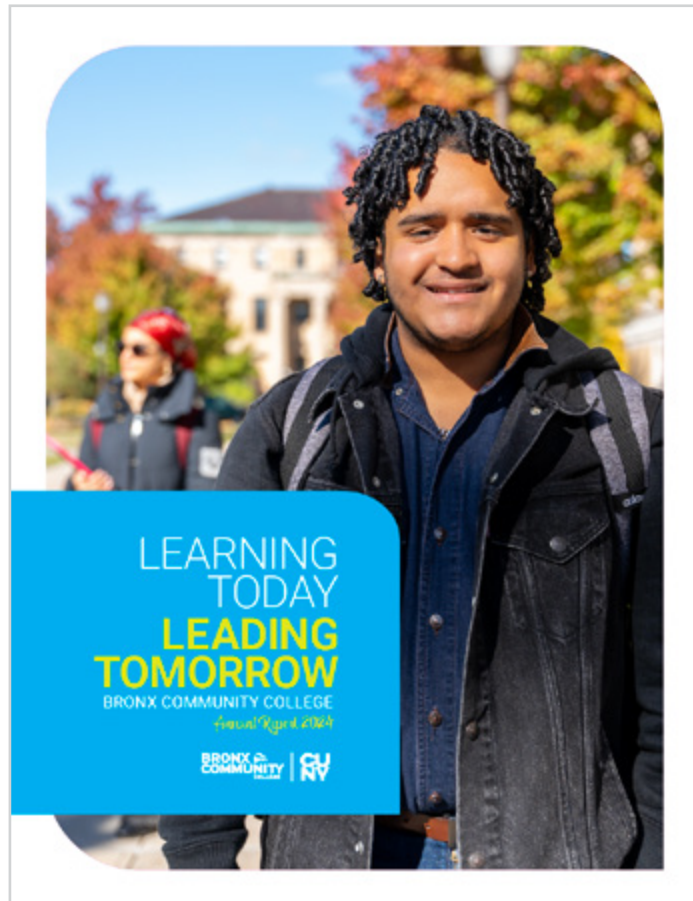
These important marketing pieces highlight the debt free economic value of a BCC education, enrollment & diversity statistics, student highlights and awards, faculty highlights, BCC advantages such as ASAP and wrap around service, and is used as a valuable recruiting and fundraising tool.

The BCC Value is updated annually.

[Click here to see The BCC Value](#)

[Click here to see Fast Facts](#)

EXTERNAL COMMUNICATION TOOLS



Annual Report

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.

[View the 2024 Annual Report here.](#)

EXTERNAL COMMUNICATION TOOLS

BRONX COMMUNITY COLLEGE

**Transforming Lives
One Student at a Time**

ACADEMIC PROGRAMS

Accounting
Animal Care and Management CERTIFICATE
Assistant of Children with Special Needs CERTIFICATE*
Automotive Technician CERTIFICATE
Biotechnology
Business Administration
Computer Science
Criminal Justice*
Cybersecurity and Networking*
Cybersecurity and Networking CERTIFICATE*
Dietetics and Nutrition Science
Digital Design*
Early Childhood Assistant CERTIFICATE*
Education*
Electronic Engineering Technology
Engineering Science
English*
Exercise Science and Kinesiology
Human Services

Liberal Arts and Sciences
Math
Music
Nursing
Paralegal and Legal Studies
Public Health*
Therapeutic Recreation

THE CAMPUS

The 45 acres and 35 buildings of BCC create a rich college environment the equal of any in the country. Right now, take a virtual tour of the campus here:
www.bcc.cuny.edu/admission-financial-aid/visit-us

BRONX COMMUNITY COLLEGE CUNY
 255 University Avenue
 Bronx, NY 10453
 929-334-4771
admission@bcc.cuny.edu

Scan this QR code to apply today, or visit:
www.bcc.cuny.edu/apply

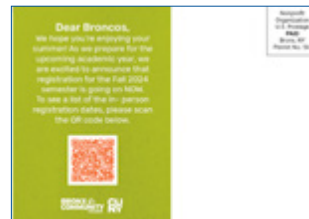
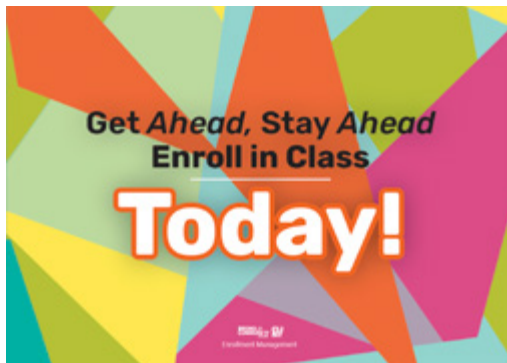
Recruitment Brochure

In words, graphics and telling statistics, BCC: Transforming Lives One Student at a Time makes the case for attending Bronx Community College to prospective students. Topics covered include our academic and certificate programs, financial aid, student support services and ASAP. Placed throughout are photographs of our best advertising, our students.

[Click here to see The BCC Recruitment Brochure](#)

EXTERNAL COMMUNICATION TOOLS

Readmit & Registration Direct Mail



NO-COST COMMUNICATION TOOLS



- **Media Interviews**
- **Organic Social Media**
- **BCC Mobile App**
- **Update Newsletter**

NO-COST COMMUNICATION TOOLS

Media Interviews



[Interview with the Director of BCC's Medical Laboratory Technician Program, Dr. Diane P. Banks](#)



[Interview with Director of On-line Learning, Jordi Getman – Feb 7, 2024](#)

[Interview with the Registrar, Karen Thomas – Jan 17, 2024](#)

[Interview with Deputy Chair of Health, Physical Education, and Recreation Department, Stacia Reader – Dec 13, 2023](#)

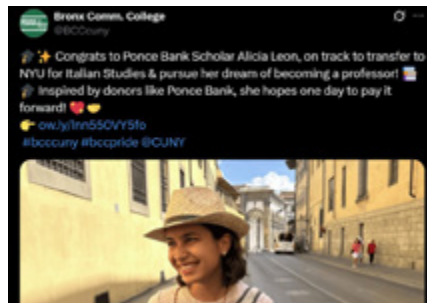
[Interview with Coordinator of the Veterans and Military Resources Office, John Rosa – Nov 22, 2023](#)

[Interview with Disability Services Director, Maria J Pantoja – Oct 25, 2023](#)

NO-COST COMMUNICATION TOOLS

Organic Social Media

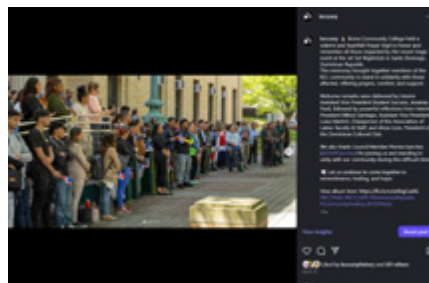
Instagram/Facebook



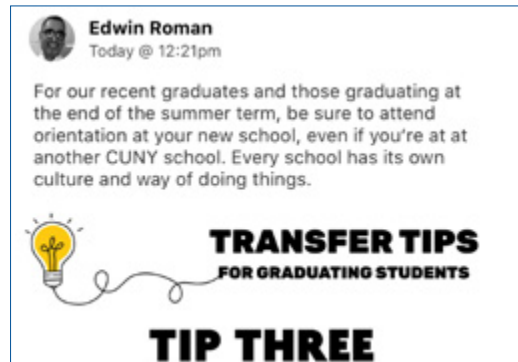
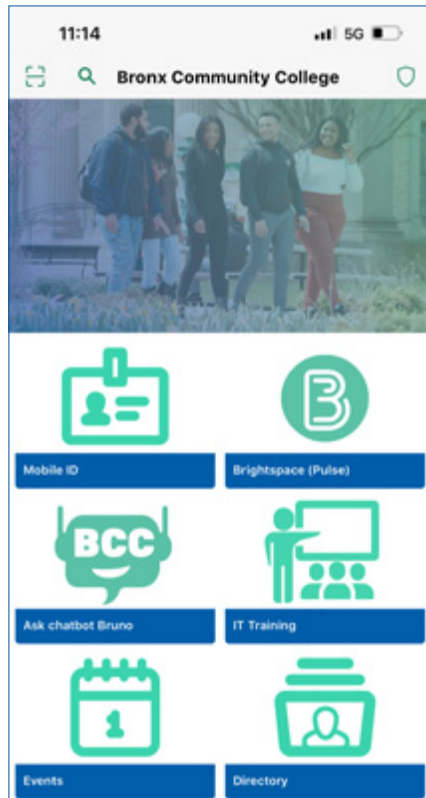
LinkedIn



X (formerly Twitter)



NO-COST COMMUNICATION TOOLS



BCC Mobile App

Our app is a convenient way to stay connected with what's happening at BCC. It is designed to cater to the needs of each user and offer a way to find and do the things that matter most to them. The Mobile App keeps students connected 24/7 with their classmates, courses, campus updates, events, college maps, social media and much more all in one place. It is an essential internal communication and retention tool.

NO-COST COMMUNICATION TOOLS

Update Newsletter

Our digital newsletter features articles on recent and upcoming event and profiles of members and friends of the BCC community, in such sections as:



Congratulations to BCC for Winning the 2025 CUNY Community College Baseball Championship

The baseball team captured the 2025 City University of New York Community College Championship against all odds...

[Read More](#)



BRONX COMMUNITY COLLEGE HOSTED 47th ANNUAL "RUN THE BRONX" ON SATURDAY, MAY 3

Bronx Community College (BCC) hosted the 47th Annual Roscoe C. Brown Jr. 10K and 5K Runs, as well as a two-Mile Walk, otherwise known as "Run the Bronx," on Saturday, May 3 with nearly 2,000 participants convening from the Bronx Borough...

[Read More](#)



Men's Basketball Coaching Duo Shows Players How to Care Beyond the Court

Drawing on his experience serving in the military, BCC Assistant Men's Basketball Coach Andre Scott makes it a practice for his players to run around the track in cadence during summer conditioning...

[Read More](#)

[05/19/2025 - The Latest BCC UPDATE NEWSLETTER - May, 2025](#)

[05/07/2025 - Run the Bronx 2025 Highlights! - Special Edition of UPDATE](#)

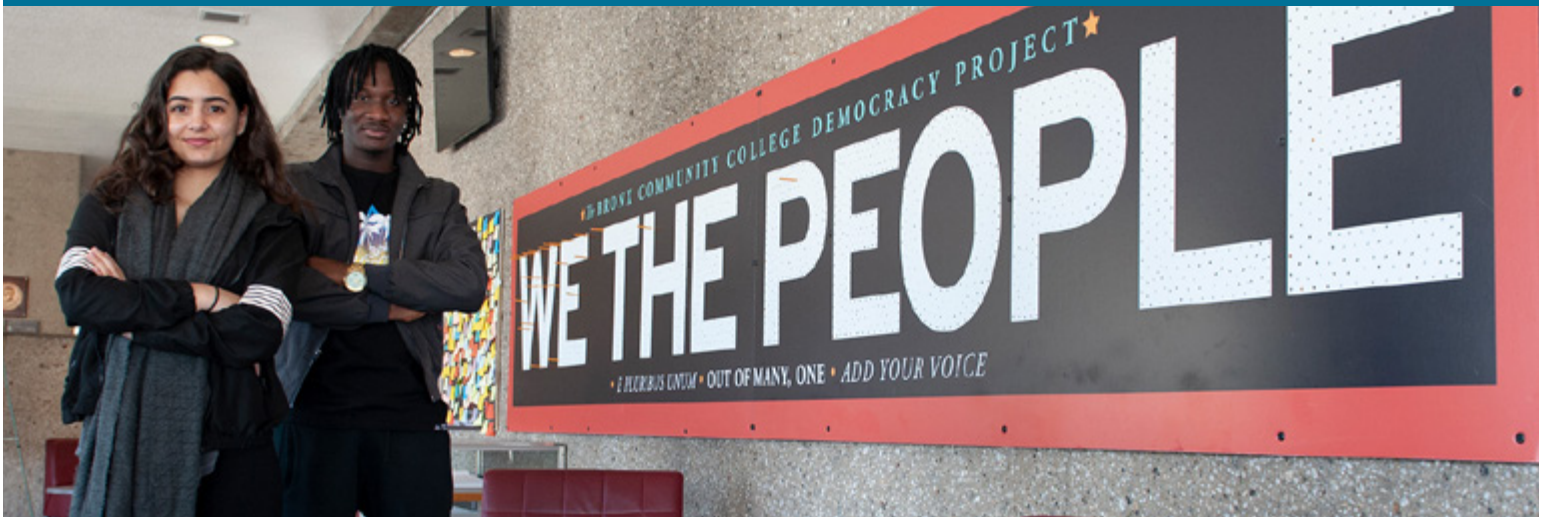
[04/02/2025 - The Latest UPDATE Newsletter - April, 2025](#)

[02/20/2025 - The Latest BCC UPDATE NEWSLETTER - February, 2025](#)

[12/18/2024 - The Latest BCC UPDATE NEWSLETTER - December, 2024](#)

[10/03/2024 - The Latest BCC UPDATE - October, 2024](#)

CAMPUS SIGNAGE



- Printed ads on Hall of Fame and University Avenue entrances
- Clocktower banner
- Retractable banners in high traffic buildings
- Campus light pole banners, etc.

CAMPUS SIGNAGE

BCC FOUNDATION SCHOLARSHIPS

APPLY NOW

You should receive additional aid to cover expenses beyond tuition and food.

To view the application, visit the BCC website at www.bcc.cuny.edu.
The award is \$2,000 per year, available for up to 30 weeks of the academic year.
For more information, contact scholarship@bcc.cuny.edu or call 718.299.5207.

Bronx Community College

CLIP CUNY LANGUAGE IMMERSION PROGRAM

THE ENGLISH YOU NEED FOR COLLEGE

Loew Hall [LO] 336
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Bronx Community College CUNY

RUN THE BRONX

47th Annual
Roscoe C. Brown, Jr.
10K • 5K RUN & 2-MILE WALK

SATURDAY MAY 3 2025

Run for Fun, Fitness & Health

Register Now!

Redefine What's Possible

Bronx Community College

Redefine What's Possible

Super Mario

Redefine What's Possible

CAMPUS SIGNAGE

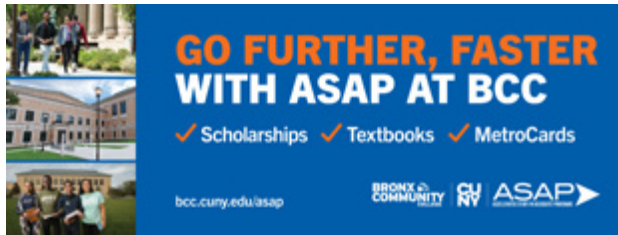
**BRONX
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Transforming Lives
One Student at a Time



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