



ACCCA
Marketing Plan Outline
January 4, 2018
Draft #6

Executive Summary

The intent of the Association of California Community College Administrators (ACCCA) Marketing Communications Plan is to support the mission of the organization, its efforts in recruiting and retaining members, and enhance the image of the organization within the California community college system. The plan aims to integrate marketing and communications into the organization as a process and increase the visibility of ACCCA's brand, programs and benefits to the California community colleges, specifically to its administrators.

Goal 1: Revitalize the ACCCA Brand – Guided by research data, reinforce ACCCA's position as the premier organization for California community college administrators through messaging, collateral, and outreach activities.

Goal 2: Identify and Promote Member Benefits – Review member benefits and create print and digital collateral materials to promote the benefits as the primary reason to join ACCCA. Benefits should be intangible as well as tangible.

Goal 3: Recruit New and Lapsed Members – Support the ACCCA Recruitment Consultant with messaging and collateral to raise participation rates of administrators.

Goal 4: Retain Current Members - Enhance and align ACCCA resources and programming to meet the demands of current members – this includes enhanced communication with new marketing language.

Goal 5: Create Communication Plan – Strengthen and restructure external communication to members and non-members.

Goal 6: Enhance Annual Conference – Restructure promotional efforts and focus on conference enhancements while expanding communication.

Goal 7: Create Internal Processes – Establish and improve internal processes for ongoing research to guide marketing and communication efforts in the future.



Marketing Communications Plan

The following communication and marketing strategies will drive the outreach, while effectively supporting ACCCA’s strategic plan goals.

Audiences

Primary Audience

- Current members
- Lapsed members
- Potential members

Secondary Audience –Influencers

- California community college sister organizations and state agencies
- Faculty
- Classified staff

<u>Category</u>	<u>Timeline</u>	<u>Responsibility</u>
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GOAL 1: Revitalize the ACCCA Brand – Guided by research data, reinforce ACCCA’s position as the premier organization for California community college administrators through improved messaging, collateral, and outreach activities.

Tactic: Use data to identify specific attributes and repurpose them to create a new tagline that captures the essence and value of an ACCCA membership.	December 15	Marketing Team
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Tactic: Create a single “tone” and messaging; ensure personal, supportive tone with action and vibrancy.	February 15	Marketing Team
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Tactic: Create talking points to be used by the Board of Directors, staff, committees and consultants to support the soft rebrand; submit to Executive Director for approval process	February 15	Marketing Team
Tactic: Create and roll out new brand plan	February 1	Marketing Team
Tactic: Identify collateral needs - print and digital	February 1	Mark/Marketing Team
Tactic: Use member photos and testimonials in all collateral; need to identify and contact current members willing to participate; obtain their testimonials and photos	January 15/Ongoing	Jen/Patti
Tactic: Create collateral with refreshed brand and testimonials; identify writer, designer and timeline	February 1/Ongoing	Jen/Patti
 Goal 2: Identify and Promote Member Benefits – Review current member benefits and create print and digital collateral to promote benefits as the primary reason to join ACCCA. Benefits should be intangible as well as tangible.		
Tactic: Identify and promote benefits through clear, concise explanation including how they directly support the member; these should be tangible and intangible	June 15	Jen/Patti/Susan/Christel
Tactic: Annually identify how many members are using benefits	May 15/Ongoing	Susan/Christel/Patti
Tactic: Depending upon usage, decide efficacy of keeping specific benefits	July 1/Ongoing	Susan/Christel/Marketing Team
Tactic: Create promotion plan exclusively for benefits using member photos and testimonials; focus on intangibles in addition to tangibles; networking, learning, friendships	July 1	Marketing Team
Tactic: Work with member team to create <i>First Year Experience</i> for new	May 1	Susan/Member Group/Patti/Jen



members; identify key services that will benefit new members; develop curriculum; create and launch communication/marketing plan

Goal 3: Recruit New and Lapsed Members – Support the ACCCA Recruitment Consultant with messaging and collateral to raise participation rates of administrators.

Tactic: Identify number of managers/administrators in the system; create and implement process for identification of administrators; tap Regional Member Council

March 15/Ongoing

Mark/Susan/Christel

Tactic: Establish recruitment goals

November 30

Mark/Susan

Tactic: Identify conferences and meetings with target audiences for staff and Recruitment Consultant to exhibit; ask mentees, 101, 201 and board members to rotate shifts so there is always a member in the booth

March 15

Susan/Patti/Mark/Christel

Tactic: Send information packets to Human Resources Offices

April 15

Christel/Marketing Team

Tactic: Add faculty and staff on leadership track as secondary target audiences; consider adding one or two sessions at the conference targeting these groups; consider creating subscription webinar series on “how to become an administrator” for professional development

June 1

Susan

Goal 4: Retain Current Members - Enhance and align ACCCA resources and programming to meet the demands of current members – this includes enhanced communication with new marketing language.

Tactic: Using research data, create and implement a retention plan focusing on enhanced activities and communication to new members

March 15

Mark/Marketing Team

Tactic: For members vetted out of programs like Mentor, 101 and 201, identify alternative activities [i.e., MDC planning team or a project] in the context of the rejection letter to keep them engaged

March 15

Susan/Christel/Mark



Goal 5: Create Communication Plan – Strengthen and restructure external communication to members and potential members.

Tactic: Purchase Constant Contact subscription; create email and newsletter templates	February 1	Marketing Team
Tactic: Identify regions and member colleges – put on website and in promotional materials	March 1	ACCCA Team
Tactic: Create regional workshops and promotional materials and templates – identify writers, designers, distribution channels – add to editorial calendar	February 1	ACCCA/RegCouncil/Mkt
Tactic: Establish editorial calendar and content bank	January 15	Marketing Team
Tactic: Revise individual program marketing plans to integrate refreshed brand; integrate w/editorial calendar	March 1	Marketing Team
Tactic: Review professional development program selection and rejection letters to ensure they capture the rebranded, personal tone	Complete	Marketing Team
Tactic: Establish timeline and process for all association communication distribution – add to editorial calendar	February 1	Marketing Team
Tactic: Reinstitute newsletter in short-form digital format; begin with conference follow-up issue; note in editorial calendar; stories on agency collaboration; deliver via Constant Contact	March 1	Marketing Team

Goal 6: Enhance Annual Conference – Restructure promotional efforts and focus on conference enhancements while expanding communication.

Tactic: Create specific conference promotion plan leading with program changes based on research/member voices/Conference Planning team	January 15	Marketing/ConfPlanTeam
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Tactic: Through talking points and working with Recruitment Consultant, integrate promotion with outreach and show benefits of attendance	January 15	Marketing Team/Mark
Tactic: In all communications, position conference as leading professional development program in the system	January 15/Ongoing	Marketing Team/ConfPlanTeam
Tactic: Hold 101 and Mentor Program reunions to increase attendance going back five years	January 15/Ongoing	Conference Planning team
<u>Goal 7: Create Internal Processes</u> – Establish internal processes for ongoing research to guide marketing and communications.		
Tactic: Identify necessary data to assist with marketing on an on-going basis; consider annual interviews with members, lapsed members and non-members	April 1	Marketing Team
Tactic: With Regional Council, identify topics and dates for field Quick Polls – add to editorial calendar	Ongoing	ACCCA/Regional Council
Tactic: Create a plan for regular data review, identify necessary metrics and update communication plan as needed; identify needed data, collection methods, and timelines for collection	April 1	Marketing Team
Tactic: Manage mailing lists – review and enhance on weekly basis	March 1	ACCCA
Tactic: Develop process for onboarding new and lapsed members	April 1	ACCCA/Marketing Team
Tactic: Develop process for onboarding new volunteers like co-chairs, committee members, etc.	April 1	ACCCA