

## **Town Meeting Breakout Session: Marketing - Outreach December 2015**

### **\*Target marketing to parents**

- Highlight pluses of LPC/community college
- Dispel myths
- Additional Visits to schools
- Address questions first
- Educate HS counselors about our programs, success rates
- Emphasize and campaign on transfer degrees

### **\*Implement actual MMAP (?) – *I think this is referring developing and implementing a long range marketing plan***

- Market accordingly

### **\*Host an LPC Open house**

### **\*Marketing starting at middle schools**

- Get faculty and ASLPC students involved in recruiting efforts
- Recruit from CSU'S or UC'S
  - All are moving to semester system
- Camp for kids
- Emphasize LPC as pathway to a 4-year

### **\*Create a fact sheet that emphasizes LPC and its successes in multiple languages**

- Open house

### **\*Emphasize cost savings of exploration, affordable exploration**

- Use real stories: student and faculty stories – \*alumni
- Spotlight faculty achievements

### **\*YouTube ad**