

Guam Community College Marketing Plan 2021-2026 Office of Communications & Promotions

Update: June 2023

Mission: Guam Community College is a leader in career and technical workforce development, providing the highest quality, student-centered education and job training for Micronesia.

Vision: Guam Community College will be the premier educational institution for providing globally recognized educational and workforce development programs.

The Guam Community College Strategic Marketing Plan aligns with the 6-year Institutional Strategic Masterplan (ISMP) for the College. Specifically, ISMP Goals 1 and 2, which showcase GCC's core values: Advancing workforce development and training and Foster 100% student success!

GCC'S TRANSFORMATION BLUEPRINT

GOAL 1: Advancing Workforce Development and Training

GOAL 2: Fostering 100% Student-Centered Success

For more than a decade, Guam Community College has stood as the standard for workforce development in the region.

ISMP 1: Advancing Workforce Development and Training

Government leaders, industry experts, educational partners, and trade organizations have long recognized GCC's specific and critical role in the development of our island's economy and community. At its inception, GCC's role was to strengthen vocational education in order to build a strong local workforce. That role has evolved and grown significantly over the past 45 years and has rapidly evolved over the past few years.

The marketing goal for Guam Community College is to inform the community of the training and educational resources developed by and available through Guam Community College and to

ISMP Goal 1: Advancing Workforce Development and Training

Leveraging Guam Community College's decades of success as the region's leader in workforce development, the College is positioned to respond to changes in the workforce needs of the island.

Expanding our partnerships and regularly updating our curriculum offerings and certifications is of paramount importance to meeting the training needs of our current and future workforce. Paying close attention to market trends and working closely with industry partners to fulfill their ever-changing labor force requirements ensures that our programs are aligned with the human capital demands of 21st century industries. This has a direct impact on the employability of our students once they complete either degree or certificate programs at GCC.

In addition, having technology-driven, innovative and comprehensive work experience/practicums will increase the career-readiness of our students. GCC aims to promote student participation at all levels— secondary, postsecondary and adult education - in these work experience opportunities, internships, practicums and apprenticeships. To ensure that the college provides programs that continue to boost student success in the economy, it will invest in long range, innovative and sustainable programs and training to support the local and regional workforce.

GCC is committed to anticipating the future and striving to stay ahead of the curve through cutting-edge strategies and relevant programming. As such, GCC hopes to establish a service reputation built on quality, innovation and trust in the region and internationally. It is GCC's intent to ensure that Industry partners and businesses recognize GCC as the leader in workforce development, where our students have the requisite knowledge and skills aligned with industry recognized standards. Our students must continually be equipped with the knowledge, technical skills and soft-skills that are vital to the labor market.

Objective 1.1 Respond to local and regional occupational needs

The Guam Community College Institutional Strategic Master Plan 2020-2026 takes GCC to new levels of engagement with regard to career and technical education and workforce development. The marketing goal of the ISMP, Visibility and Engagement, calls for the promotion of the Guam Community College brand to achieve regional, national, and international recognition

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Objective 1.2 Cultivate meaningful partnerships

At GCC we have a saying, "Community" is our middle name. In terms of the 2020-2026 ISMP, this means engagement with our local and regional community partners from the private, public and federal sectors. Close working relationships allow us to anticipate the job demand along a near to midterm trajectory, and to co-promote collaborative efforts to train a ready-workforce.

Guam Community College regularly and intentionally works closely with industry partners to design and develop training programs that meet specific industry workforce demands. Through both the apprenticeship program and Work-ready Boot Camps, GCC provides the necessary curriculum and training to meet industry standards. Marketing and outreach for recruitment is supported through the GCC Communications and Promotions office.

Additionally, in anticipation of GCC's 45th Anniversary, a unique logo has been designed for use throughout the year. The college will highlight "Then and Now" comparisons demonstrating the evolution of Guam Community College from a trades school to a thriving and relevant institution of higher learning. The promotion will utilize social media, print, radio, and television, to showcase the progress made as well as the critical role GCC played in training and re-training the workforce Post-COVID 19.

The afore-mentioned initiatives are intended to improve awareness of GCC on local, regional, national and international levels. The ISMP calls for specific performance metrics to be established to measure success in improving local, regional and international awareness of the "GCC brand."

ISMP Goal 2: Fostering 100% Student-Centered Success

Most important to GCC is student success. It reflects our commitment to our students from the start of their career and technical education, to their securing of a job, and to their development as lifelong learners. In order to continue to be a leader in career and technical workforce development, GCC must enhance the capacity of its employees and ensure that its curriculum and training programs are current and aligned with industry needs, standards, and practices.

Helping to secure our students on a success-trajectory from the moment they become a part of our Institution to their completion of an adult education diploma or its equivalency, a program, certificate or degree is critical to GCC's viability. Being able to provide essential support services through counseling, advisement, tutoring, mentoring or providing access to technology makes a major difference in whether or not a student persists and thrives.

Exploring options to decrease the amount of time it takes for students to complete their program of study/training and to increase completion rates is also a priority. It is GCC's intention to offer flexible opportunities and innovative strategies to meet students' needs while continuing to provide quality education and job training.

To alleviate some of the barriers that students experience, GCC will enhance and strengthen its wraparound services to ensure that all students become aware of and take advantage of opportunities available to them which can clearly optimize their chances of success.

In order to achieve this monumental goal, two specific marketing initiatives are included in the ISMP:

Objective 2.2 Implement innovative strategies and practice flexibility in meeting student needs

GCC has deployed a robust social media and digital media presence since 2019. Content of social media initially mirrored the traditional media content and release times. Our digital strategy has evolved since then to create greater engagement with our students and more social interaction within the community.

Utilize print, radio, and television advertising and PSAs, as well as the College's social media presence, to showcase, through produced and live advertisements and videos, the College's facilities, real time classroom action, student testimonials, technology-equipped classrooms and state-of-the-art student center and learning resources center.

Objective 2.3 Integrate and enhance wraparound services

Supporting our students at various levels of their daily lives enhances the quality of their GCC experience and their capacity to achieve and exceed. Acceptance and inclusion will be a central departure point for all marketing and communication messages aimed at our students. Promoting support services for enrollment, registration, financial assistance, emotional and mental well-being, and individuality will ensure that every person feels welcomed and accepted as part of the GCC community.

GCC's Office of Communications and Promotions will take a forward role in developing messaging and events that promote Diversity, Equity and Inclusion for each and every individual who seeks to attend GCC. This has already started with the E2 and E3 symposiums.

GCC is a diverse campus community with faculty, administrators, staff, and students coming from different ethnic backgrounds of the neighboring islands of Micronesia, and the countries of the Philippines, Korea, China, Japan, and the Chamorro people of Guam and the Northern Marianas, as well as differing orientations and beliefs. The ISMP calls for GCC to set aside a day to honor and celebrate its diversity. This is done each semester during the College's Fall and Spring festivals.

Events and promotional campaigns will be coordinated to improve awareness of GCC on local, regional, national and international levels. The ISMP calls for specific performance metrics to be established to measure success in improving local, regional and international awareness of the "GCC brand."

Marketing Plan 2020-2026

In order to meet the objectives outlined in the ISMP goal of Advancing Workforce Development and Training, the following dynamic marketing and promotions plan has been developed to highlight GCC's impact on our community and to tie the GCC brand to essential workforce development training and education through its postsecondary programs, secondary (high school CTE) programs and Continuing Education & Workforce Development (CEWD) offerings on local, regional, national and international levels.

Initiative 1: Individualize Program Slogans.

- *Each program slogan will be updated to reflect its value to the individual, industry and island community*
- *Develop short marketing videos (:15, :30, 1-2 minutes in length) to be distributed via GCC social media channels, showcasing the College's facilities, real time classroom action, student testimonials, technology-equipped classrooms, GCC graduates practicing their trades in real careers.*

1. Enhanced Social Media Design
2. DEI Campaign
3. MPA grand opening
4. GCC Leadership Lunch/Dinner
5. Wine & Whiskey
6. Liberation Parade Float
7. Labor Day Picnic
8. Par Excellence Golf Tournament
9. FHB/GCC John Lee 5K
10. Foundation Brunch

Initiative 2: Create a Mobile-first environment

Mobile-First Web Site Design and Bid

Keeping pace with technology and the ubiquitous nature of mobile devices, GCC will transition its digital presence to a more mobile-first environment. The current generation of College enrollees are from this mobile-first generation, whose first and primary means of communication is through a mobile device and app-driven.

Performance metrics: Timeline of new mobile-first web site development that accommodates ease-of-use on mobile devices to perform the maximum amount of engagements with the College on these devices, including register, enroll, ; web site analytics on number of visits once new site is launched. Note: Due to delay in acquisition of new web site, OCP has contracted current web site host/maintenance company to make minimal color/logo changes to current web site to coincide with new logo launch in February, 2017.

Initiative 3: Enhance image of College through social media

Marketing Video

OCP will continually produce, or have produced, marketing videos showcasing the College's facilities, programs and students. Videos will be in various formats, from longer form (10-20 min), and social media formats (15sec-30sec).

Marketing Tools:

Web site

Development and implementation of a mobile-friendly website that allows students to easily navigate all GCC services on their mobile devices. This website will be the third-iteration of the gcc.edu website, and bring the services and information our students need to them in the environment with which they are most familiar.

Performance metric: Analytics on number of visitors to main web site page, program pages, etc.

Media

Budget constraints have prevented the OCP from running full-on local media campaigns and special events at the College; however, OCP is meeting this challenge by “boosting” posts on Facebook (boosts act as paid advertisements), and through stronger focus on social media. Still, advertising campaigns will include:

- Print/Radio/TV advertisements
- Social Media
- Free media air time

Individual media campaigns will target fall and spring registrations, and will focus primarily student success stories as a marketing tool to promote education and training at GCC as a means to better employment opportunities and a more advanced workforce.

Secondary programs will be marketed through traditional and social media promotion in conjunction with the Reach for College Program and the information provided by the Vocational Guidance Counselors in the five public high schools.

Free airtime is taken advantage of whenever possible. The OCP schedules and will continue to schedule guest appearances for College personnel on local radio talk shows prior to a newsworthy event or new program launch. Occasionally, the OCP assistant director is asked to host a talk radio show segment, which provides GCC with four hours of free radio airtime to promote College programs and events.

Performance metrics: Number of Google hits mentioning GCC; number of times GCC appears in print, or on radio or TV; number of times GCC guest-hosts radio shows, number of times GCC calls in to radio shows.

Media releases

OCP issues media releases to local news outlets at a rate of approximately five releases per month, often times more, depending on College or program events or student successes. Releases will continue to highlight postsecondary, secondary, and CE events, programs, grant funding, new equipment and various other newsworthy items surrounding the college. (Media post the releases on their web sites. Information is then picked up by international web sites. The College’s image has been strengthened by this electronic dissemination of information.)

Performance metrics: Number of media releases issued monthly; number of Google hits; and number of news articles in print, on TV, radio, or website that releases generate.

Social media: Facebook, Twitter, LinkedIn, YouTube, Instagram, TikTok, WhatsApp

Social media use by all students, alumni, and friends of GCC has consistently increased since the launch of the social media channels in conjunction with the launch of the new web site in 2012. Today, social media represent the highest media for engaging students. Postings serve to create a conversation with constituents about GCC events or happenings, and to (on Facebook) answers students' questions about various issues such as financial aid and registration. GCC videos and commercials produced by the college or production companies are uploaded onto College's YouTube account and linked to the web site and the College's other social media pages whenever possible. All of the social media sites provide analytics as to increase in users, number of visits, etc. OCP will continue to use social media as an extremely important marketing and communications tool for the College.

Performance metrics: Number of, and increase in, likes, followers, retweets, favorites, LinkedIn followers due to postings. Number of positive comments generated on social media about GCC.

Surveys

OCP will continue to use surveys conducted by the Office of Continuing Education & Workforce Development to monitor satisfaction of businesses with the program, courses offered, performance of students/employees. OCP will use testimonials from satisfied managers, owners, and supervisors in print/radio/TV ads for registration and promotion of College events.

Performance metrics: Number of survey respondents; results of surveys; testimonials used in ads and annual report.

Focus Groups

OCP will formulate occasional focus groups (or survey occasional classes) to obtain feedback about student satisfaction at GCC. Focus groups have proven valuable during the development phase of the new logo and with regard to transformation of internal procedures that affect student services. These focus groups can be in the form of "brown bag lunches" at the Student Center, speaking with various classes, or working with classes to promote student projects. Discussion will include students' and community perceptions of GCC, the methods through which they receive information about the college, and how information dissemination and public perception of the College can be improved. Absent a formal scientific survey (currently cost-prohibitive), these efforts can serve as valuable sources of input from the primary target regarding the College's marketing efforts.

Performance metrics: Number of people who attend focus groups; number of times focus groups meet (goal is one per semester).

Students/Graduates

OCP will continue to use student and graduate testimonials about the quality of education at GCC and how it helped graduates to become gainfully employed. Testimonials are being used in radio, TV, print, and social media ads. Brief testimonials are also included in the College's annual report.

Performance metric: Number of students and/or graduates used in ad campaigns; highlighted in annual report.

Business Partnerships

OCP will continue to partner with businesses enrolled in GCC Apprenticeship and Work Experience programs, and connect with other businesses that partner with various GCC programs. OCP will continue to promote these businesses in radio and print ads that highlight the partnership and the particular business' satisfaction with the GCC program. Will also highlight business partnerships in the annual report, and continue to send notifications to media whenever new businesses enter the apprenticeship program.

Performance metric: Number businesses used in ad campaigns; highlighted in annual report.

Marketing to Alumni

OCP will work with Office of Development and Alumni Relations (DAR) to market special events hosted by the College. Marketing will consist of paid advertisements (within budget constraints), announcements on web site and social media pages, e-vites distributed to alumni and various stakeholders, and scheduling of free appearances on radio and TV talk shows.

Performance metric: Number of alumni events advertised in media or on Facebook or through other media channels, number of actual attendees at events/number of tickets purchased for events.

Summary

The GCC Marketing Plan 2021-2026 incorporates the College's Institutional Strategic Master Plan 2020-2026 marketing goals in order to elevate GCC to new levels of engagement with regard to career and technical education and workforce development, on local, regional, national and international levels. The various components of the Marketing Plan are designed to highlight and promote GCC programs, technology, facilities, and most importantly, student/graduate successes.

This plan is dynamic, and designed to promote the GCC brand locally and regionally as a means for people to become "sustainable," by helping them to gain education and skills in order to be competitive in Guam's increasingly technological and global workforce. It is also designed to promote GCC as a career and technical education partner, providing, as the GCC mission states, "the highest quality, student-centered education and job training for Micronesia.

Biba GCC!