

# Cabinet Roundtable - College Relations

## October 5, 2011

**ACTION ITEMS:** None

**DISCUSSION ITEMS:** None

### **INFORMATION:**

#### **WEBSITE REDESIGN - FIRST STEPS**

SunGard will be managing a redesign of the College's website, and will be on campus in the beginning of November to interview all College stakeholders. We will be distributing a questionnaire (developed by the experts at SunGard) to stakeholders next week. It asks questions about the "big picture" - what are the overarching goals of your department and how can the website better support them? - rather than getting mired in minutiae. The questionnaire must be returned to SunGard by October 16 and they will then tabulate the results. Then, on November 1-3, SunGard will be on campus to conduct interviews with small groups of stakeholders, who will have the opportunity to elaborate further on their website needs.

#### **MUG STARTS UP**

The Marketing Users Group is starting up, with meetings scheduled for the first Thursday of every month from 9-10am in the Student Life Center. Topics for October's meeting include dissemination of general information about the College website redesign project, deadlines for getting work through Design & Production with the new purchasing requirements, brainstorming about "holiday" programming, and some talk about all those Google calendars and how to find the event information you need.

#### **PREPARING FOR OPEN HOUSE**

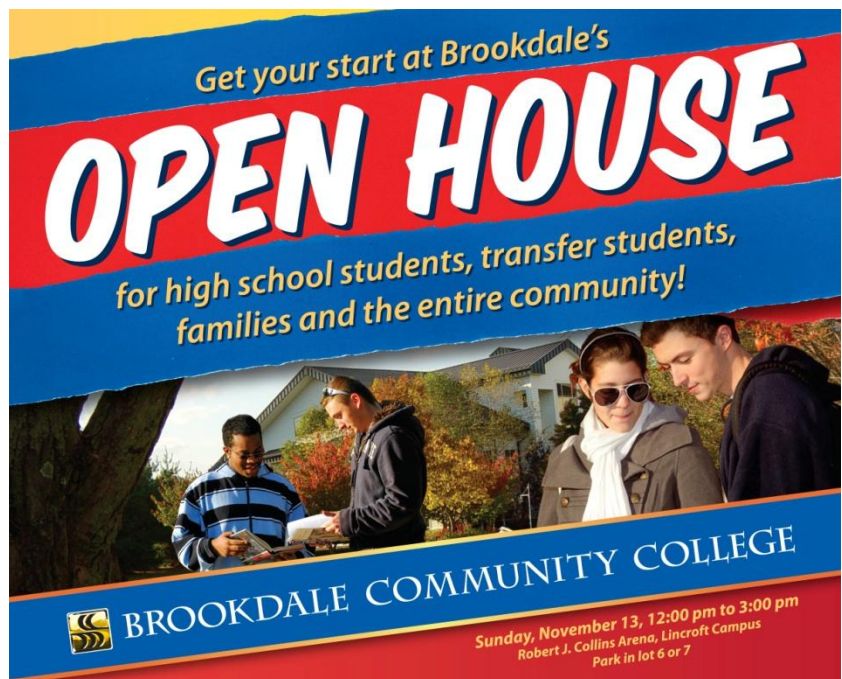
Brookdale's Open House will be held on Sunday, November 13, Noon - 3pm, and more 28,000 potential students will receive an invitation to attend.

The postcard will be mailed to Recruitment's targeted list of 6,300 prospective students and a list, purchased by College Relations, of 22,000+ Monmouth County homes that have children between ages of 13 and 18 residing there.

A QR code that leads to a dedicated landing page on our website is located on the back of the card and will help track the card's effectiveness.

Other ways we're getting the word out:

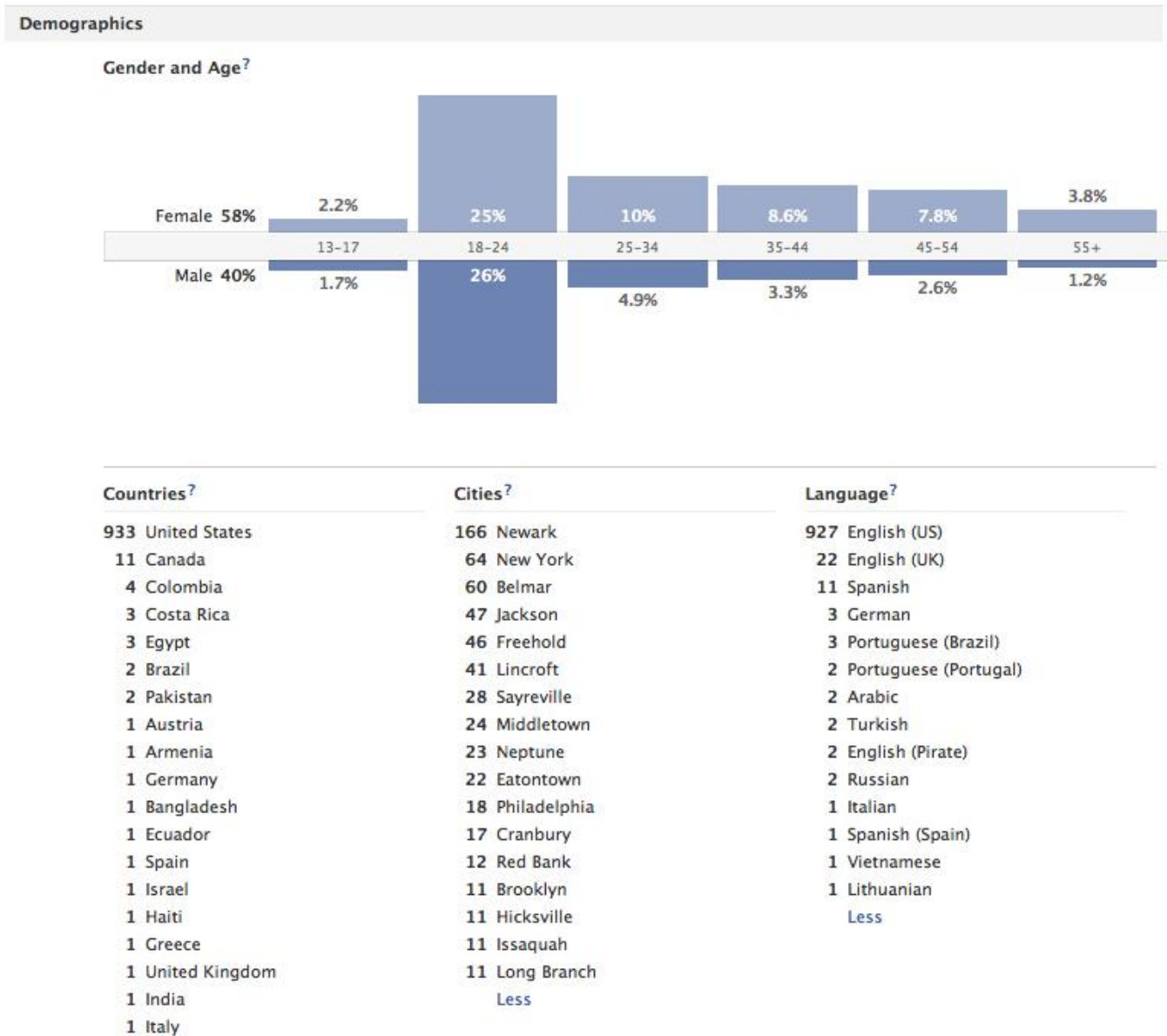
- An advertorial in seven Greater Media papers next week
- Four ads in seven Greater Media papers in the coming weeks
- An ad in the Asbury Park Press
- Internet marketing campaign
- Brookdale's website
- Facebook and Twitter



## FACEBOOK APPROACHES 1,000

As of Monday, October 3, we have 993 people who follow us on Facebook. In the month of September, our “Likes” were up 96% and our monthly active users were up 212%. Our posts were read 14,518 times (up 103%) and 52 people posted feedback, a 100% increase.

What do we know about them? Lots of them come from Newark! See this chart:



What do we write about, and what do they read? We regularly link to articles that feature Brookdale in the news, we post events, and talk about enrollment opportunities. Our top-read posts (and the number of impressions) are:

1. Brookdale Community College got a North New Jersey Health Professions Pathway grant! (1,144)
2. A Night with the Bard (1,041)
3. Brookdale is mobile ready! (1,028)
4. Tool Show and Sale (927)
5. WWII Voucher Days at the Scoll and Pen (901)
6. Monmouth County Job Fair (821)
7. Fall 11-Week Term starts October 4 (721)
8. Commiversity Open House (229)
9. An Evening with Leila Levinson (226)
10. Site Review: Nursing A.A.S. Degree (215)

## **COLLEGE RELATIONS and BTV WIN JASPER AWARDS COMPETITION**

College Relations and BTV are finalists in five categories of the Jersey Shore Public Relations Advertising Association (aka Jasper) awards competition! The type of award in each category (Gold or Silver) will be revealed at the awards dinner on Friday, October 14.

The winning entries are:

- 1) **OUTDOOR ADVERTISING**  
Transit (vehicle exterior or interior): Athletic Van Wrap, designed by Anthony LaGaipa.
- 2) **NEWSPAPER ADVERTISING**  
Half page or less, B/W, spot color, or full color: "I Got My Start at Brookdale" Newspaper Advertisement, designed by Kevin Cosme.
- 3) **PRINT MATERIAL**  
Annual Report; under \$8000 – Brookdale Community College Foundation Annual Report, designed by Barbara Peterson.
- 4) **TELEVISION/VIDEO**  
Education and/or Training Promo - Brookdale Design Department Promotional Video, produced, directed and edited by Jennifer Yannibelli.
- 5) **TELEVISION/VIDEO**  
TV Special Programming – Monmouth In Focus, produced, directed and edited by Lauren Concar.