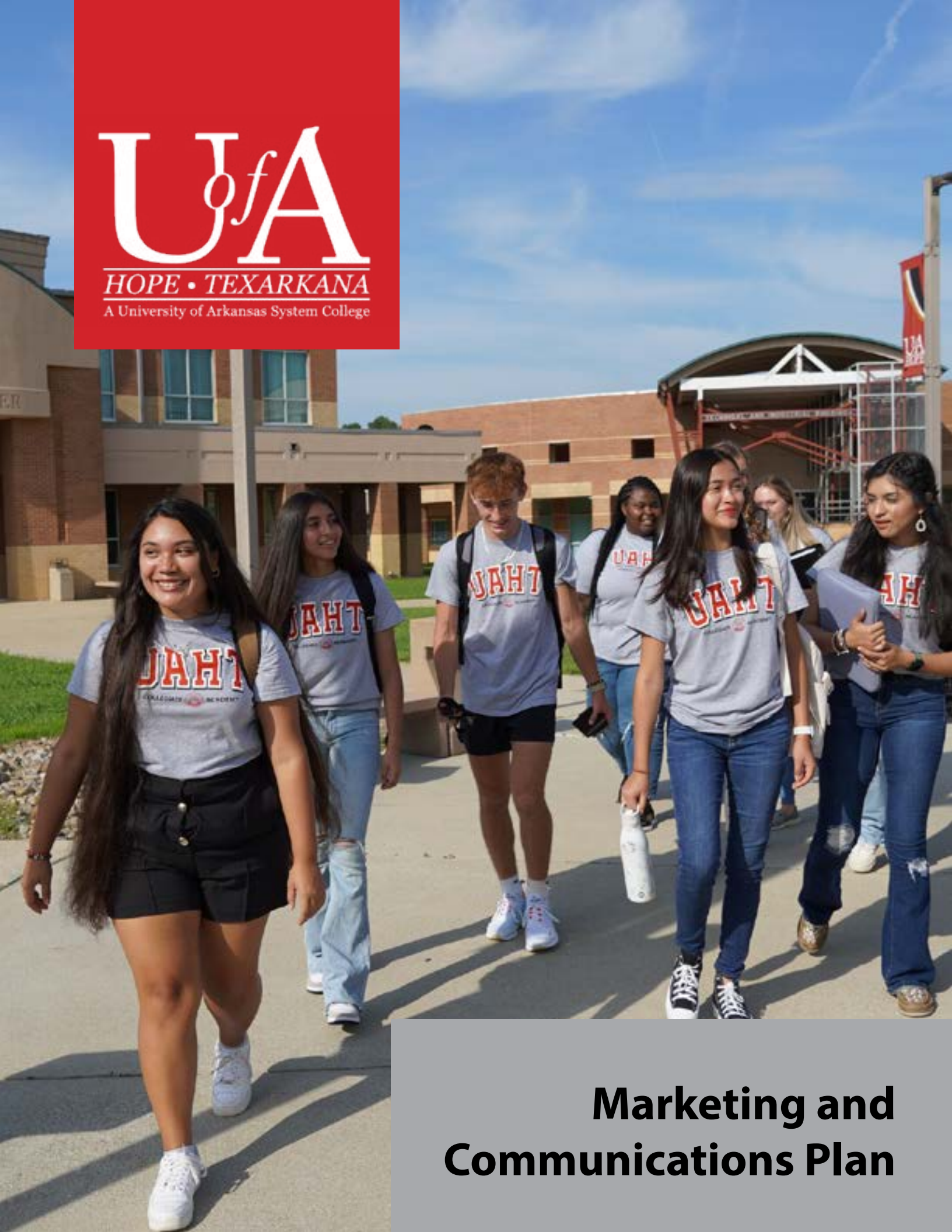


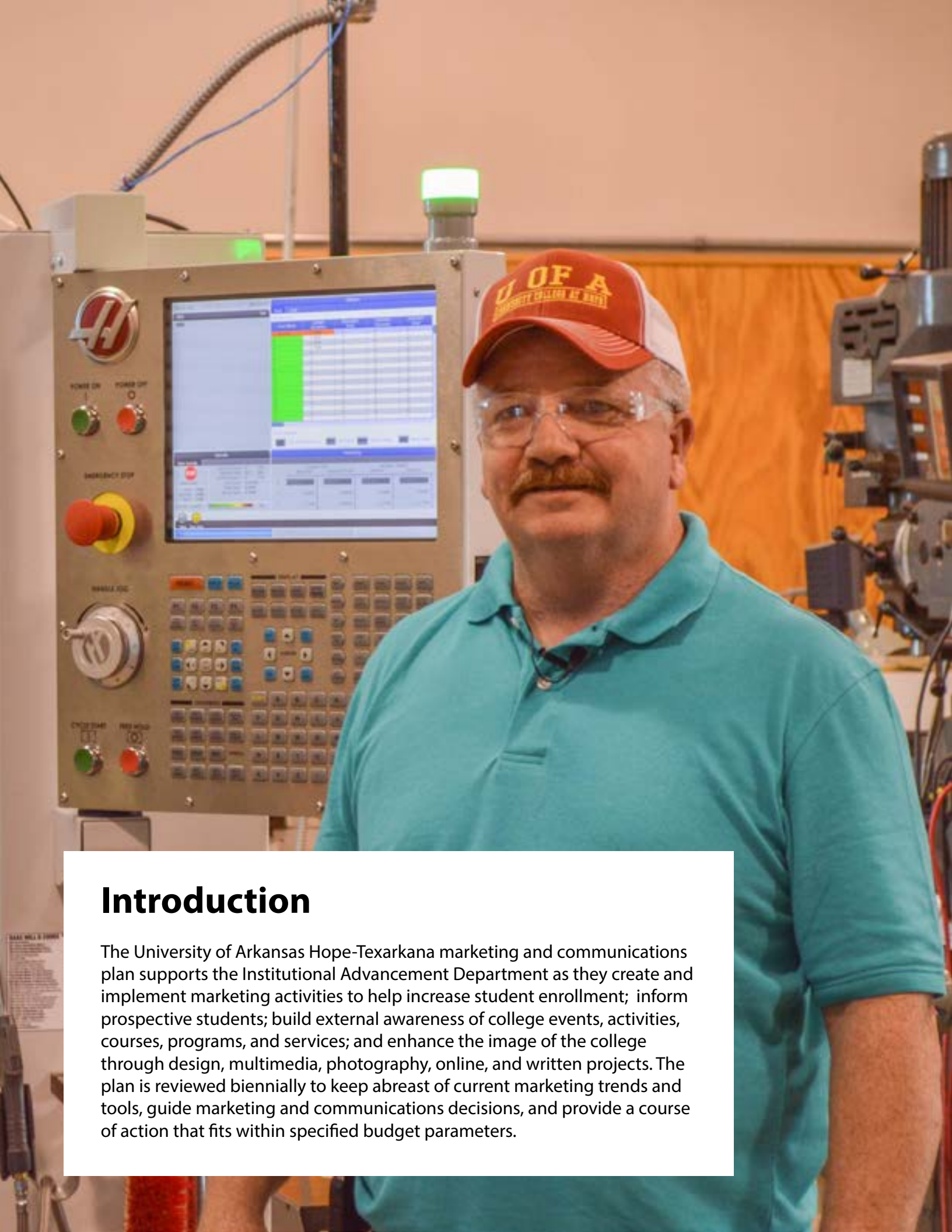
**UofA**  
*HOPE • TEXARKANA*  
A University of Arkansas System College



# Marketing and Communications Plan

# Contents

|    |   |
|----|---|
| 3  | Introduction  |
| 4  | Goals and Strategies                                |
| 11 | Primary Audiences                                   |
| 13 | Key Messages  |
| 15 | Media Methods                                       |
| 22 | Plan of Action                                      |
| 28 | Integration Tools                                   |
| 30 | Appendices  |
|    | Appendix 1: Strategic Enrollment Communication Plan |
|    | Appendix 2: Audiences                               |
|    | Appendix 3: Advertising Return On Investment        |



## Introduction

The University of Arkansas Hope-Texarkana marketing and communications plan supports the Institutional Advancement Department as they create and implement marketing activities to help increase student enrollment; inform prospective students; build external awareness of college events, activities, courses, programs, and services; and enhance the image of the college through design, multimedia, photography, online, and written projects. The plan is reviewed biennially to keep abreast of current marketing trends and tools, guide marketing and communications decisions, and provide a course of action that fits within specified budget parameters.

# **Goals and Strategies**

# GOAL 1

## Develop and implement marketing and communication activities to help increase student enrollment

### Strategies:

- 1.1** Identify appropriate traditional and non-traditional media vehicles to reach curriculum target market segments
- 1.2** Identify appropriate communication methods to market college programs, offerings, events, and activities
- 1.3** Identify appropriate traditional and non-traditional media vehicles to market continuing education, industry training, and workforce development
- 1.4** Collaborate with the Office of Enrollment Management (EM) to help generate leads and engage audiences along the EM funnel



# GOAL 2

**Promote brand identity to increase college awareness and establish UAHT's reputation as a higher education leader in the service area**

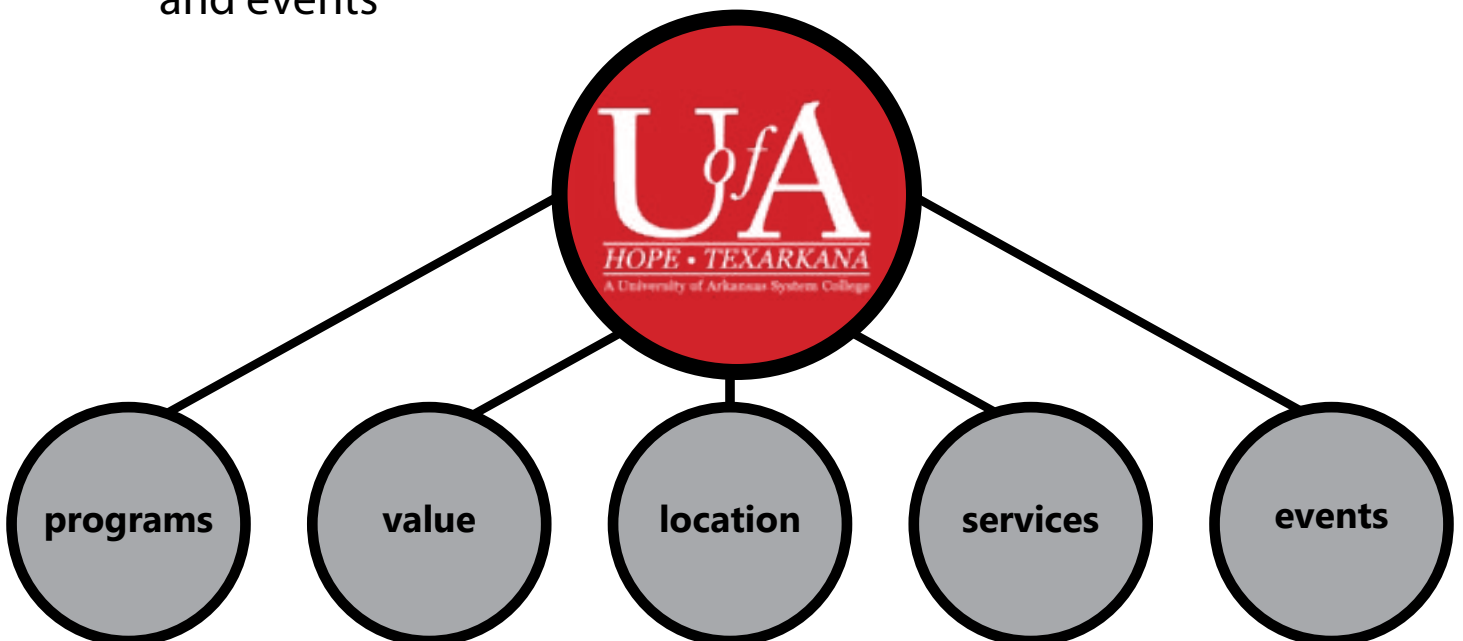
## **Strategies:**

**2.1** Strengthen the unified voice and visual identity of UAHT through consistent branding

**2.2** Evaluate collateral materials on a continual basis

**2.3** Develop and establish key messages to market the college

**2.4** Communicate effectively with external audiences (prospective students, parents, schools, donors, alumni, businesses, media, community-at-large) to build awareness of college programs, value, location, services, and events



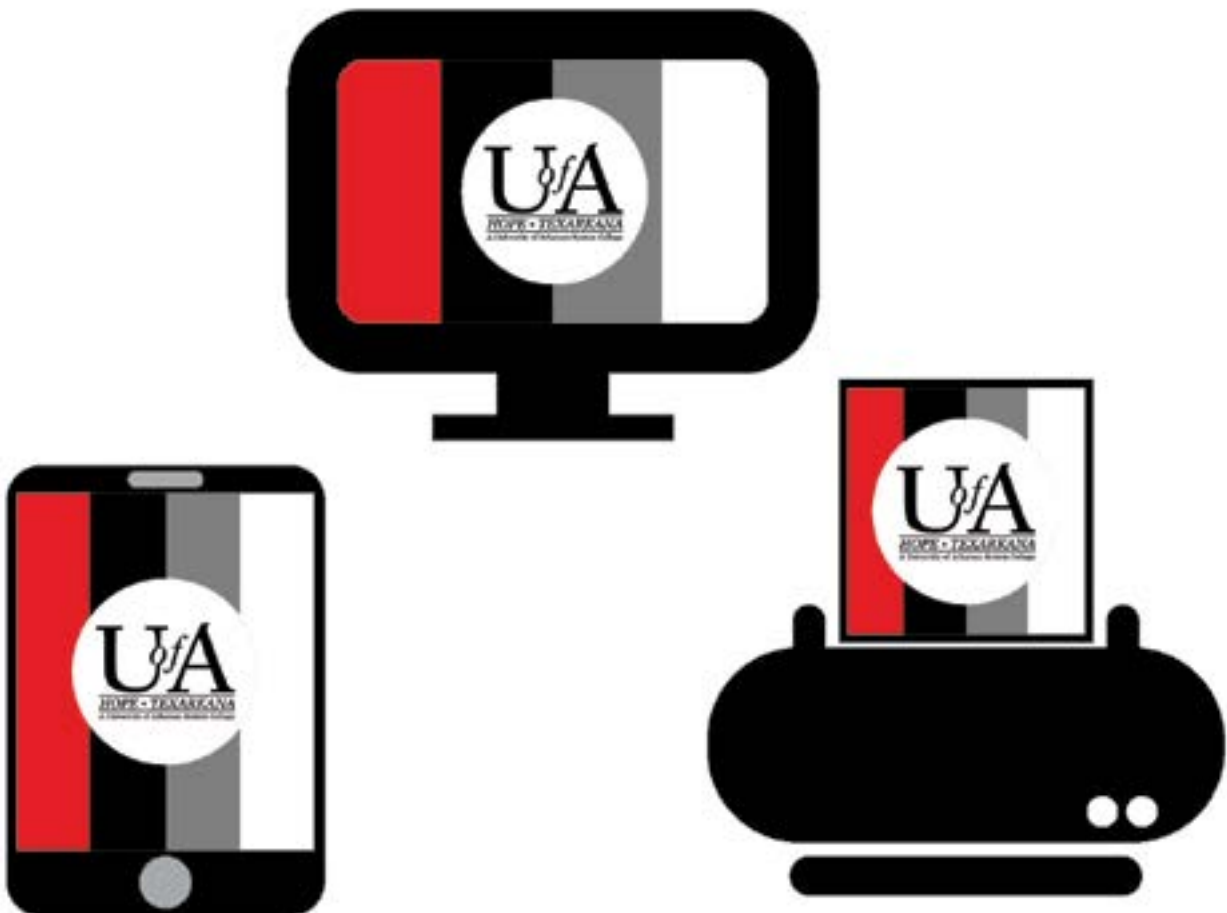
# GOAL 3

**Implement an integrated approach to marketing and communication across divisions, departments, and/or groups of the college**

## **Strategies:**

**3.1** Establish consistency of message between print and electronic media

**3.2** Integrate design elements between external and internal methods



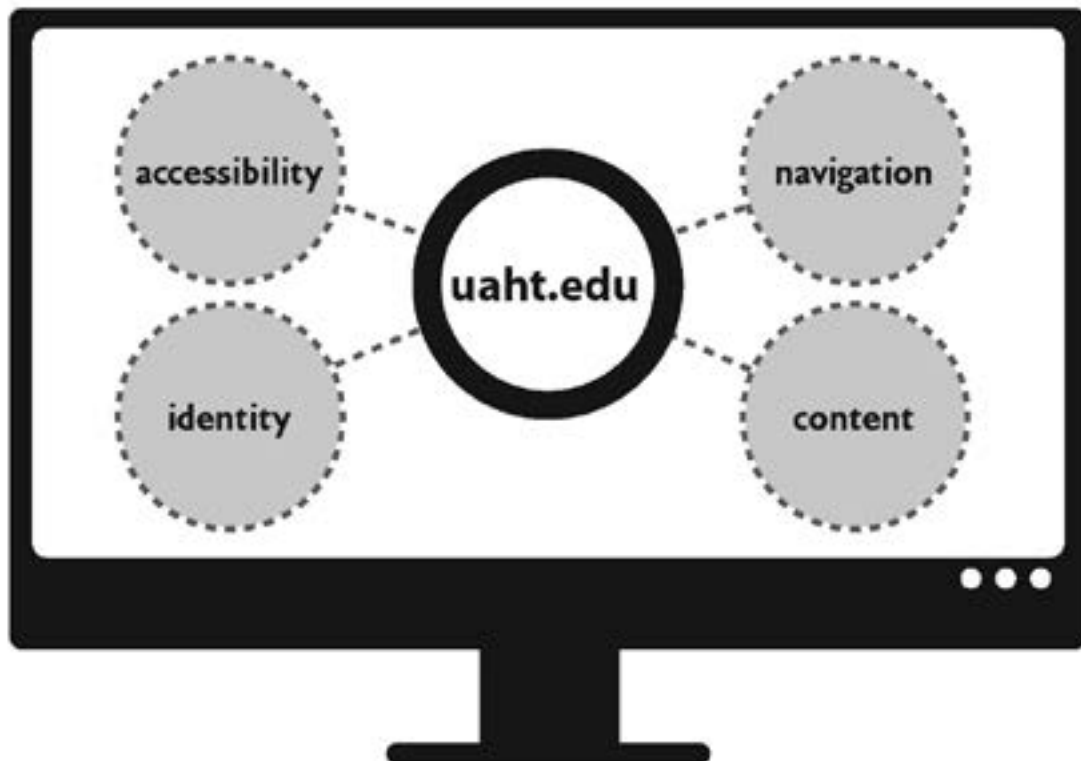
# GOAL 4

## Maintain an informative and user-friendly college website (www.uaht.edu)

### Strategies:

**4.1** Adopt best practices of third-party vendor (Modern Campus) for user needs, experiences, and usability

**4.2** Initiate a website redesign when needed based on user data, current design trends, and ability to function across multiple platforms if budget allows





# GOAL 5

## Maintain and/or increase the college social media presence and social media marketing

### Strategies:

- 5.1 Maintain and/or expand social media reach of the college through new and appropriate methods
- 5.2 Maintain and/or increase engagement with external audiences through social media platforms
- 5.3 Monitor and track social media through analytics dashboards

Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.\*

**66%**

**MEN**  
use social  
media sites

**78%**

**WOMEN**  
use social  
media sites

### 74% Of Parents Use Social Media Regularly

|                  | <i>Moms</i> | <i>Dads</i> |
|------------------|-------------|-------------|
| <i>Facebook</i>  | 81%         | 66%         |
| <i>YouTube</i>   | 31%         | 46%         |
| <i>Instagram</i> | 30%         | 19%         |

\*Source: Pew Research, <https://pewrsr.ch/3rEHYpG>  
<https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/>

# GOAL 6

## Evaluate the effectiveness of marketing and communication activities through data-driven research and monitoring methods

### Strategies:

- 6.1** Conduct research to support marketing and outreach decisions through data
- 6.2** Analyze data to support marketing and outreach decisions
- 6.3** Assess paid media buys through post-campaign analysis to the extent possible
- 6.4** Monitor and track news coverage of UAHT through online media monitoring via Google Alerts

What is the most important information to include in advertisements about UAHT?

252 responses



\*Source: Student Survey Spring 2022

# Primary Audiences

**Future Students**

**Local Organizations**

**Media**

**Alumni**

**Donors & Friends**

**Business & Industry**

**Board of Visitors**

**Foundation Board**

**Parents & Decision Makers**

**Government/Legislators**

**Community-At-Large**

**High School Students, Counselors, & Teachers**

College marketing communicators create, articulate, and promote messages indicating why individuals should become engaged with UAHT. These are the primary target audiences.

*List not necessarily in order of importance.*



**Key**

**Messages**

The messages below are applied to the college marketing and communication efforts to establish a unified voice for UAHT. Key attributes have been identified to guide the marketing messages:



### Key Selling Points

Free College | Affordable Tuition | Arkansas Transfer Achievement Scholarship  
Foundation Scholarships | In-Demand Programs | UA System Education  
Close To Home | Multiple Locations | Personal Attention | Book Rentals

The UAHT tagline used in conjunction with key messages is:  
***“Your Bridge to the Future”***

# Media Methods

**The college uses a variety of methods to market and communicate with primary and target audiences.**

## Advertising (paid)

### Television Spots

- KTBS 3 (ABC)
- KMSS Fox 33 (FOX)
- KTAL 6 (NBC)
- KSLA 12 (CBS)
- OTT/Texarkana Cable
- \*Rotate based on student survey.

### Radio Spots

- POWER 95.9
- KZHE Magnolia
- Spotify

### Online News Outlets

- TXXToday.com
- SWARK.Today
- HopePrescott.com

### Online/Mobile Advertising

- Precision Targeting Ads
- Website Re-targeting Ads
- Google Search Ads
- Geo-Targeting Ads

### Social Media Advertising

- YouTube
- Facebook
- Instagram
- Snapchat

### Magazine & Specialty Publications

- Four States Living
- Texarkana Magazine
- Crossroads Magazine
- Texarkana City Guide
- Hope-Hemp. County Relocation Guide
- Texarkana USA Chamber Guide
- Texarkana Football Magazine
- Texarkana Graduates Magazine
- Arkansas Next Pros
- Her Magazine

### Newspapers

- Cass County Journal Sun
- HopePrescott News
- Lafayette County Press

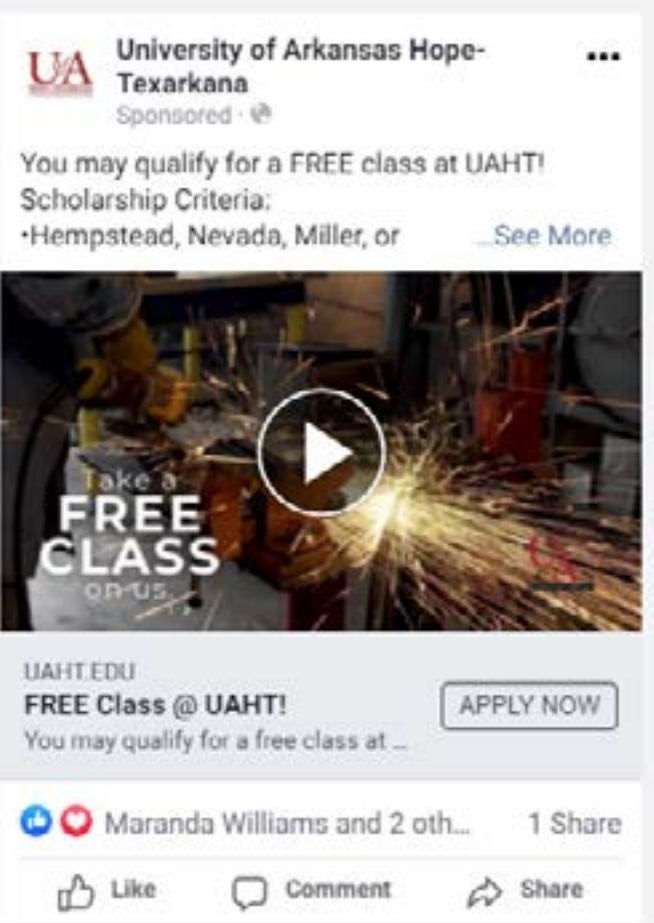



**YOUR BRIDGE TO THE FUTURE**

Over 120 Scholarships  
In-Demand Programs of Study  
\$20 Per Hour Textbook Rentals  
Most Affordable Tuition in Arkansas  
World-Class U of A System Education  
**Why wait? Get started TODAY!**

**U of A**  
HOPE • TEXARKANA

870-777-5722 | uaht.edu |    








**UA** University of Arkansas Hope-Texarkana  
Sponsored · 

You may qualify for a **FREE** class at UAHT!  
Scholarship Criteria:  
•Hempstead, Nevada, Miller, or [... See More](#)

**Take a FREE CLASS ON-US**

UAAHT.EDU  
**FREE Class @ UAHT!** [APPLY NOW](#)  
You may qualify for a free class at ...

  Maranda Williams and 2 oth... 1 Share

 Like  Comment  Share



## Advertising (paid)

### High Schools

Blevins High Banners  
Hope High Sports Posters & Tabs  
HPSD Pocket Folder Ads  
Hope High Booster Club Sponsor  
Spring Hill Football Tab & Banner  
Nevada High School Sports Poster  
Arkansas High Video Board Sponsor  
Prescott Football Broadcast Sponsor  
Prescott Booster Club Sponsor  
Sports Program Ads  
Yearbook Ads (ALL)  
Local Special Section Ads  
SCC Posters in High Schools  
T-shirts

### Sponsorships

Four States Fair Arena Chute Sponsor  
Prescott-Nevada County Golf Tournament  
Prescott Fall Festival & Trade Days  
Hope Watermelon Festival  
Hope Booster Club  
Prescott Booster Club  
Live United Texarkana Bowl Game  
United Way Gala  
United Way of Texarkana Bowl It Forward  
Texarkana USA Chamber Annual Banquet  
Bowie Heritage Festival  
Pitch It Texarkana  
Girl Power to the MAX CTE Event  
Hope Chamber Banquet  
Prescott Chamber Banquet  
SWARK Football Player of the Week  
TASD Razorback TV

### Promotional Items

### Campus Banners

### Direct Mail Postcards

### Special Campaigns As Needed

Check out our Trade & Industry Programs!

- Bladesmithing
- Diesel Technology
- General Technology
- HVAC
- Industrial Electricity
- Industrial Maintenance
- Power Technologies
- Welding

**UofA**  
HOPE • TEXARKANA  
A University of Arkansas System College  
uaht.edu 870.722.5722

SCAN ME

**Secondary Career & Technical Education Center**

**HIGHLIGHTS:**

- FREE college courses
- For high school juniors and seniors
- Hands-on experience
- Taught by college faculty

**EARN A CERTIFICATE IN:**

- Certified Nursing Assistant
- Emergency Medical Technician
- Heating, Ventilation, and Air Conditioning
- Industrial Maintenance
- Information Technology: Coding
- Medical Professions: General Health
- Welding: Basic & Construction

UA

FUNERAL SERVICES

Skip Ad

00:16

100% Accredited

www.uaht.edu/funeral-...

ENROLL N...

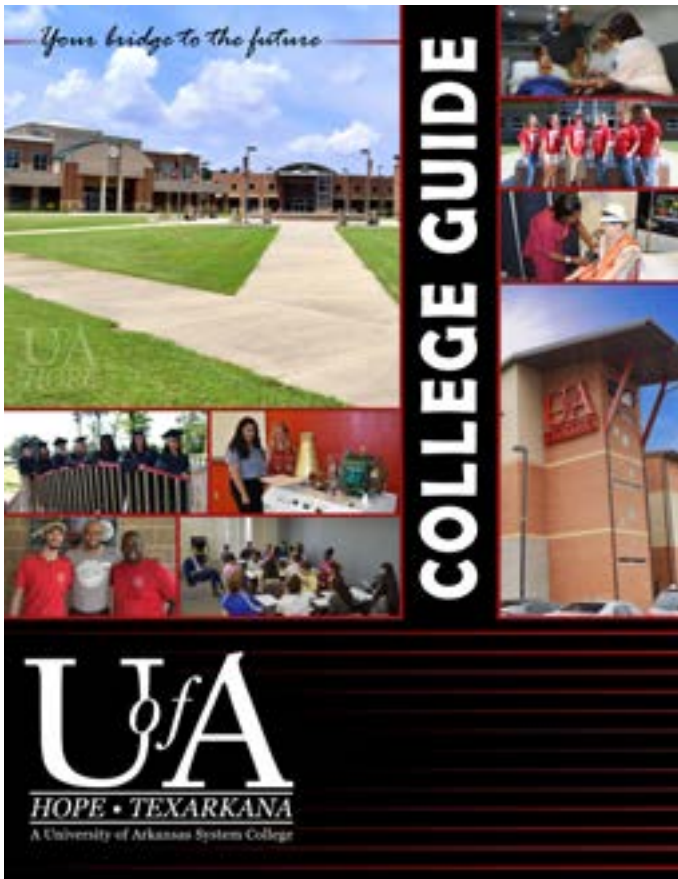


#1 Most affordable tuition in Arkansas!  
\$20 Cost of rental textbooks per credit hour!  
84% of students received financial aid in 2021-2022!  
Over 125 Foundation Annual & Endowed Scholarships!

870-777-5722

uaht.edu





## **Publications & Design**

**College Guide (Viewbook)**

**College Catalog**

**Program Spotlight Magazine**

**Graduation Program**

**Scholarship Ceremony Programs**

**Fast Facts (Iron Horse Cutout)**

**Parking Sticker**

**Secondary Career Center Brochure**

**Collegiate Academy Brochures**

**Maps**

**Postcards**

**Brochures/Flyers/Posters**

**Vehicle/Trailer Wraps**

**Banners**

**Invitations**

**Bookmarks**

**Photographs**

**All Advertising & Miscellaneous**



The marketing department works with departments across campus to produce designed material in a timely manner. We ask that you give at least two weeks notice for design work. All student organizations are responsible for their own design work and printing.

# Web & Electronic

## College Website

[www.uaht.edu](http://www.uaht.edu)

## Secondary Website

[www.chancellorsearch-uaht.info](http://www.chancellorsearch-uaht.info)

## Social Media

Facebook (@uahopetexarkana)

Instagram (@uahtironhorses)

YouTube (@uahopetexarkana)

Twitter (@uahopetexarkana)

Snapchat (@uahopetexarkana)

*\*Monitor all other departmental channels.*

## Iron Horse News Blog

[www.uaht.edu/iron-horse-news](http://www.uaht.edu/iron-horse-news)

## Video

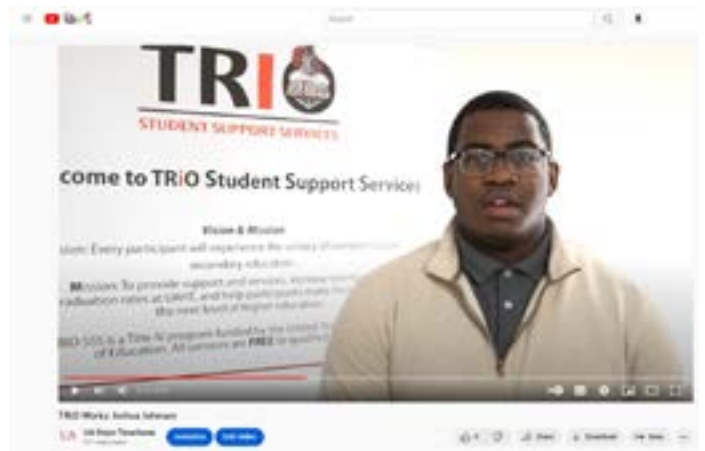
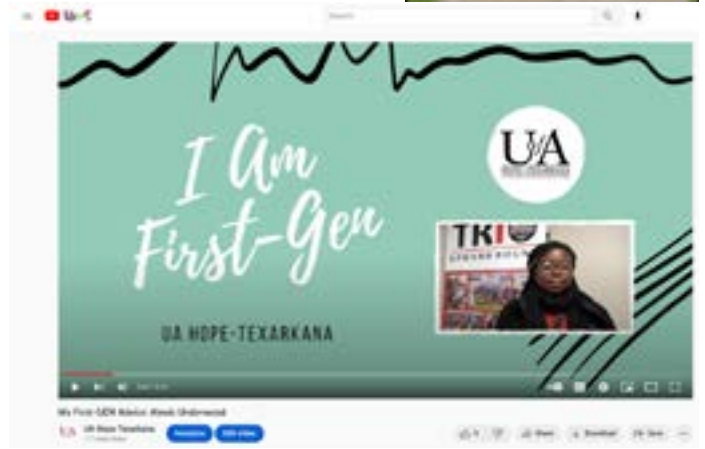
Testimonials

Instructional

Informational

Various Projects as Needed

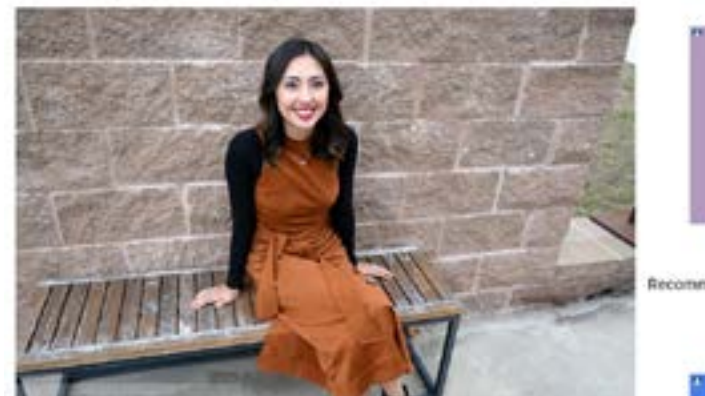
## Student Email





## UAHT Academic All-Star hopes to open southwest Ark

By Heather Wolf | August 23, 2022 at 10:00 a.m.



## Gladys Pedron Nursing Endowed Scholarship Established at UA Hope-Texarkana

By Fred Risher | November 9, 2022



## New Support for Hopeful Entrepreneurs: UA Hope-Texarkana Launches 'Start Smart, Grow Smart' Entrepreneurship Accelerator Program



# News & Public Affairs

- News Releases
- Feature Stories
- Success Stories
- Progress Editions
- Special Editions
- Awards & Recognitions
- Media Pitches
- Media Inquiries
- Medial Relations Efforts
- Graduations
- Ceremonies
- Special Events
- Announcements



# Media Distribution List

## Television

- KTAL 6 (NBC)
- KTBS 3 (ABC)
- KSLA 12 (CBS)
- KMSS 33 (FOX)



## Online News

- TXKToday.com
- Texarkana Gazette
- Texarkana FYI
- HopePrescott.com
- SWARK.Today
- Four States News
- Magnolia Banner News
- Arkansas Online



## Newspaper

- Texarkana Gazette
- HopePrescott News
- Lafayette County Press
- Atlanta Citizens Journal
- Cass County Now
- Nashville Leader
- Arkansas Democrat Gazette



## Radio

- Townsquare Media
- Southwest Arkansas Radio
- KZHE Magnolia
- KZRB New Boston



## Magazine

- Texarkana Magazine
- Four States Living
- Crossroads Magazine
- Her Magazine

## Miscellaneous

- Hope-Hempstead County Chamber
- Texarkana Chamber
- Prescott Nevada County Chamber
- AR-TX REDI
- Leadership Texarkana
- Representatives
- Board Members
- Arkansas Business



# **Plan of Action**

**Creative and design strategy,  
communications/public affairs  
strategy, web communication  
strategy, and social media strategy**

## Creative & Design Strategy

Design, photography, and color selection all contribute to the branding and visual identity standards of the college.

**Design:** Marketing materials adhere to a design that provides uniformity across materials and platforms. This consistency extends to print and electronic methods.

**Photography:** The college aims to capture lively, exciting and diverse photographs of UAHT students, events, activities, and locations. When appropriate, stock photography may be used to represent students and programs but is not preferred.

**Color palette:** A color palette of Cardinal Red, Apple Blossom, Quartz, Gray Squirrel, Spoofer's Stone, and Black Whetstone connects the creative strategy, visual identity, and official logo and mascot of UAHT. These six colors bring consistency to the brand. Other colors may be used depending on the project. See next page for color values.

**Fonts:** Times New Roman, Minion, Myriad Pro, and Arial are the approved fonts.



# APPROVED COLORS AND FONTS

**Cardinal Red**  
**#9D2235**

**PMS: 201 C**  
**CMYK: 0 | 100 | 63 | 31**  
**RGB: 157 | 34 | 53**

**Apple Blossom**  
**#FFFFFF**

**PMS: Opaque White**  
**CMYK: 0 | 0 | 0 | 0**  
**RGB: 255 | 255 | 255**

**Quartz**  
**#F2F2F4**

**PMS: 663 C**  
**CMYK: 5 | 6 | 0 | 0**  
**RGB: 242 | 242 | 242**

**Gray Squirrel**  
**#C7C8CA**

**PMS: 428 C**  
**CMYK: 21 | 13 | 8 | 0**  
**RGB: 199 | 200 | 202**

**Spooper's Stone**  
**#424242**

**PMS: 446 C**  
**CMYK: 71 | 53 | 55 | 53**  
**RGB: 66 | 66 | 66**

**Black Whetstone**  
**#000000**

**PMS: Black C**  
**CMYK: 65 | 66 | 68 | 82**  
**RGB: 28 | 21 | 17**

**Times New Roman**  
**Minion**

**Myriad Pro**  
**Arial**





## **Communications/Public Affairs Strategy**

The college has implemented a strategy to maintain, facilitate, and enhance communication about UAHT with external audiences. Components include:

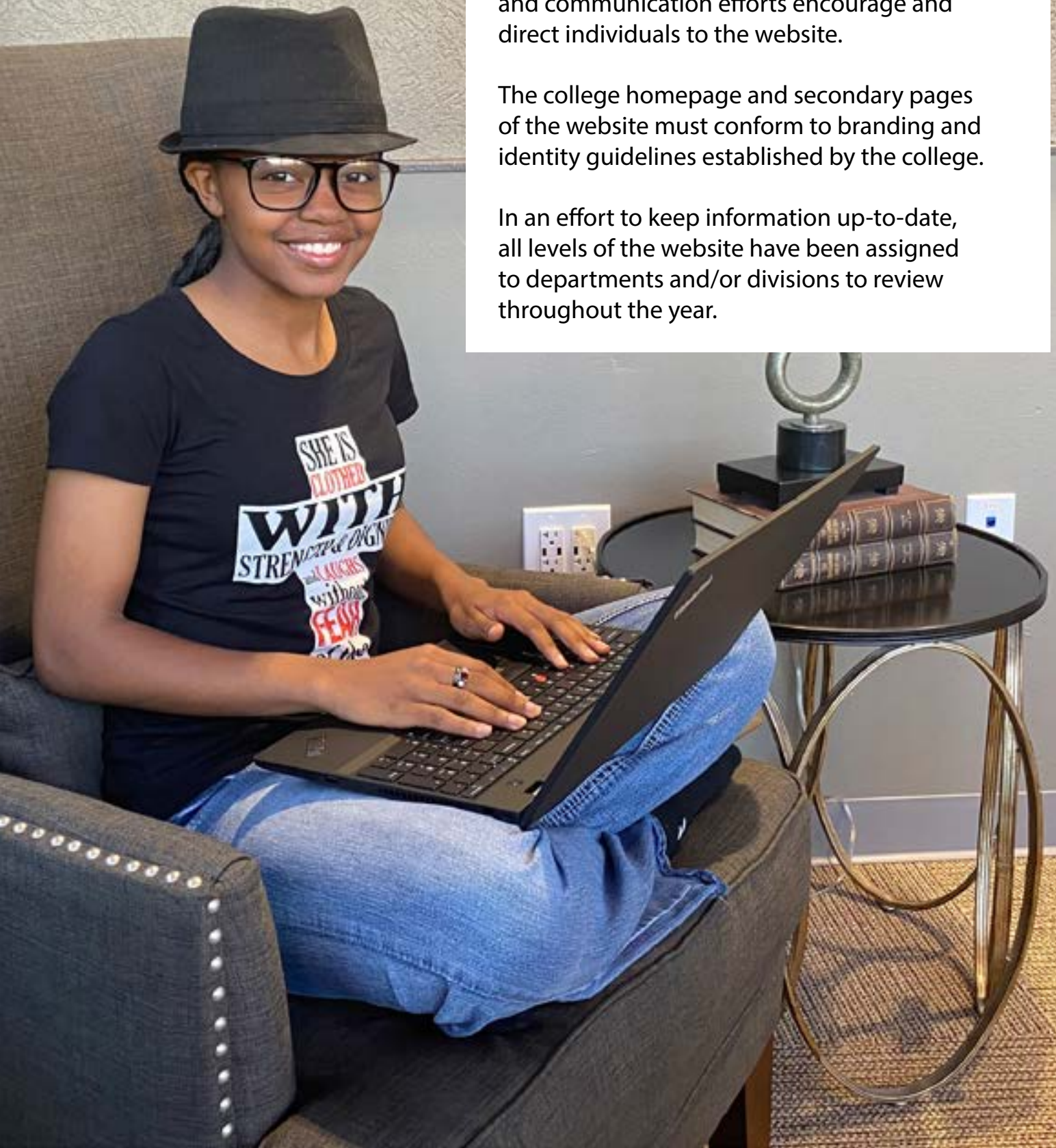
- Create and distribute news & events to local, state, and national media
- Generate features that highlight successful students, alumni, and staff
- Pitch stories to the media
- Respond to media inquiries for information, interviews, photographs, etc.
- Organize and execute news conferences
- Advise administration, faculty, and staff who are contacted by the media
- Identify and execute key media relations efforts

## Web Communication Strategy

The college website, [www.uaht.edu](http://www.uaht.edu), serves as the primary source of information for the college. Further, the website provides an important marketing tool, since most advertising and communication efforts encourage and direct individuals to the website.

The college homepage and secondary pages of the website must conform to branding and identity guidelines established by the college.

In an effort to keep information up-to-date, all levels of the website have been assigned to departments and/or divisions to review throughout the year.





## Social Media Strategy

The college uses the most current and relevant social media tools, including Facebook, YouTube, Twitter, and Instagram to communicate, interact, and engage with internal and external audiences.

The official UAHT social media sites are maintained and operated by the Office of Institutional Advancement. Departments and/or areas of the college interested in creating social media sites must be granted permission through the Institutional Advancement Department and provide the IA Department with administrator credentials.

# Integration Tools

In an effort to implement a cohesive brand across the college, a variety of tools have been created. These tools are accessible online, via SharePoint, or upon request for college faculty, staff, administrators, and students:

[Official Logos, Seal, Mascot, & Letterhead](#)

[Press Release Request Form](#)

[Web Change Request Form](#)

[Photography Request Form](#)

[Graphic Request Form](#)



# Appendices

# Appendix 1: Strategic Enrollment Communication Plan

The UAHT Office of Institutional Advancement seeks to aid the Office of Enrollment Management to move potential students from leads to enrolled students. This includes help generating leads through advertising with landing pages with information request forms and targeting groups at various points along the enrollment funnel.

## Goals:

- 1.) Create and send 'Call to Action' targeted communications to potential new students based on where they fall in the admissions/enrollment process funnel
- 2.) Determine what type of communication is best suited for each category in each funnel phase  
*Ex: postcards, emails, letters (or packets), text messages, & phone calls*
- 3.) Discuss responsibilities for sending each communication item as well as tracking and updating corresponding student information as students migrate through the funnel
- 4.) Estimated implementation time

For the full Strategic Enrollment Plan, contact the Office of Enrollment Management.

# Admissions Enrollment Funnel

**POTENTIAL STUDENT:** Any student identified as a 'lead' with potential to enroll. Leads can be collected by the following: College Fairs, High School Visits, Website Information Requests, Website Campus Tour Requests, & Email.  
**\*Call to Action:** (1) Submit a free application for admission on our website  
(2) Request a campus tour or set up a time to visit our campus(es) to meet with an EM Office member

**APPLICANT:** A student that has submitted an admissions application. There are 2 main types of applicants: (1) Returning students who require no additional admissions information {these students need to be checked for account holds prior to registration} (2) Students who need to submit all remaining admissions information prior to being admitted and registering  
**\*Call to Action (returning students):** (1) Advising and registration info  
**\*\*Call to Action (first time students):** (1) Submit all admission items (2) Request a campus tour or set up a time to visit our campus(es) to meet

**ADMITTED:** submitted all admission materials to enroll. **\*Call to Action:** (1) Opening registration date reminder (2) Make an appointment with Academic Advisor to register/enroll (3) Submit free application for foundation or institutional scholarships (4) Share your UAHT acceptance status with friends/family on social media

**ENROLLED:** registered for classes. **\*Call to Action:** (1) Attend Orientation (depending on the semester/term) (2) Send degree audit & fin. aid info (3) Don't forget ID card & park. pass (4) Campus login information

**CURRENT STUDENT: "Re-Enroll" Campaign**

For the full Strategic Enrollment Plan, contact the Office of Enrollment Management.



## Admissions Enrollment Funnel Actions

| EVENT  | STATUS               | COMMUNICATION  | METHOD                           |
|--|----------------------|--|----------------------------------|
| College Fair   | Inquiry              | College Guide, Program Guide, Iron Horse Handout   | Handout                          |
| Classroom Visit  | Inquiry              | College Guide, Program Guide, Iron Horse Handout   | Handout                          |
| Financial Aid Night  | Inquiry<br>Applicant | Follow up communication based on contacts from FA  | Email                            |
| 'Thanks for your Interest'   | Inquiry              | A "Nice to Meet You" follow up for fairs or classroom visits (Application & Campus Tour) | Email                            |
| Information Request  | Inquiry              | Links to:<br>Application, Tuition Calculator, Specific Program Information               | Email<br>(unless requested mail) |
| Tour Request   | Inquiry              | Confirmation Date & Campus Map   | Email                            |
| Application  | Applicant            | "What's Next" Graphic, Important Dates/Deadlines   | Email<br>SV Text (follow up)     |
| Application (Acceptance)   | Applicant            | Official Acceptance Letter (printed from Poise)  | Mail                             |
| Application (Business Office Hold)   | Admitted             | Links to: "Make Online Payment" & Contact C.L.   | Email                            |
| Application (Admitted/Readmitted)  | Admitted             | Links to:<br>PAC Contact & Student Login   | Email<br>SV Text (follow up)     |
| Registration   | Admitted<br>Enrolled | Registration Call to Action  | Email<br>SV Text (follow up)     |
| Scholarship Eligibility  | Admitted             | Application for Institutional Scholarship  | Mail<br>Email (follow up)        |
| Concurrent Students  | Admitted             | Personalized Folder with Degree Plan/Audit   | Handout                          |
| Foundation Scholarships  | Admitted<br>Enrolled | Application link for Foundation Scholarships   | Email<br>SV Text (follow up)     |
| New Student Orientation  | Enrolled             | Link to register for NSO & Parking Sticker/ID Reminder                                   | Mail<br>Email (follow up)        |
| Counselor Follow Up  | <Counselors>         | Individualized data for applicants from each school                                      | Email                            |
| <p>All communications are tracked via the Enrollment Management Master Spreadsheet (by date of communication) and are continually revised and reviewed for follow up. *This plan does not currently include social media correspondence.</p> |                      |  |                                  |

For the full Strategic Enrollment Plan, contact the Office of Enrollment Management.

# Appendix 2: Audiences

In accordance with Goal 1 on page 5, the Office of Institutional Advancement seeks to develop and implement marketing and communication activities to help increase student enrollment.

## Service Area

Advertising is in the UAHT service area. Basically a 65-mile radius of Fulton, Arkansas.

## Nontraditional and Parents

- Ages 24-33 and 34-65
- Newspaper, Radio, Social Media, Magazines, TV, Online News, Display, Website Re-Targeting, Email, Look-a-Like Audience Targeting, High School Program Ads at Games, Hooten's Arkansas Football Magazine, Football Game Broadcast Sponsor
- Depending on the campaign we get more granular with targeting (e.g., no bachelor's degree, household incomes, behaviors, etc.)
- Key selling points: Cost (tuition, Arkansas Transfer Achievement Scholarship, UCan, Grants, etc.), Location, Programs, Jobs

## Traditional

- Ages 18-23
- Social Media, Spotify, Magazines, Streaming TV, Online News, Display, Website Re-Targeting, Look-a-Like Audience Targeting, High School Program Ads, Geofencing, Football Game Broadcast Sponsor
- Key selling points: Cost (tuition, Arkansas Transfer Achievement Scholarship, UCan [ages 22+], Grants, etc.), Location, Programs, Jobs

## High School/Concurrent

- Ages 13-17 (age target is below concurrent age on purpose)
- Social Media, Spotify, Yearbook, Streaming TV, High School Program Ads, Posters in Schools, Video boards in schools, Career Center Postcards, Arkansas Next Pros, Texarkana High School Football Magazine, Hooten's Arkansas Football Magazine, Football Game Broadcast Sponsor, T-shirts to Seniors
- Key selling points: Cost, Get Ahead, Earn Credentials, Location, Programs, Jobs, Arkansas Transfer Achievement Scholarship, Career Center, Collegiate Academy

## Notes:

*Many of these audiences overlap in some areas.*

*Special advertising projects arise as needed based on enrollment numbers among various audiences or programs and special funding (e.g. Perkins funding).*

# Appendix 3: Advertising Return On Investment

Total return on investment is based on advertising dollars spent and income made per credit hour at UAHT.

**Advertising Dollars Spent: \$126,000**

**Profit From SSCH: \$2,240,300**

Based on average SSCH per credit hour cost of \$116.47.

Spring 2022 SSCH = 9,201

Fall 2022 SSCH = 10,034

## ROI Result

Investment Gain: \$2,114,300

ROI: 1,678.02%



U of A

HOPE • TEXARKANA

A University of Arkansas System College