

## **Marketing/Branding Working Group**

### **Leaders**

President Carlee Drummer, Quinebaug Valley Community College  
Michael Kozlowski, System Office

### **Members**

President Wilfredo Nieves, Capital Community College  
President John Clark, Western Connecticut State University  
Del Cummings, Naugatuck Valley Community College  
William Lugo, Eastern Connecticut State University  
Maribel LaLuz, System Office

### **Notes**

The group met via a conference call on Friday, November 4, 2016. Representing President Clark was Paul Steinmetz, Director of University and Community Relations.

- Discussed the two research facilities (Connecticut Connection and Connecticut InFocus) and facilitator (Jennifer Hartt) recommended by William Gammell. Professors Cummings and Lugo requested more options and asked to be part of the selection process.
- Determined participants for four focus groups:
  - High school students (rising seniors and seniors)
  - Non-traditional students
  - Parents
  - Teachers / Guidance Counselors
- Discussed a marketing campaign roll out in two phases to address the different recruitment patterns for the community colleges (April – May 2017) and the state universities (September – October 2017).
- Recommended the following timeline:
  - Conduct research (November – December 2016)
  - Review focus group output and analyze data (January 2017)
  - Determine and test messaging (February 2017)
  - Develop concept and test creative (March 2017)
  - Launch creative production (early April 2017)
  - Place ads (late April – early May 2017)
  - Assess impact and public awareness (July – August 2017)
- Next steps
  - Review additional options for research facilities and facilitators
  - Select a research facility and facilitator

- Meet with the selected facilitator and develop a topic guide
- Determine dates and times for the focus groups
- Attend the focus groups