

# MARKETING

**2021-2024**



**ESSEX**  
COUNTY COLLEGE  
**STUDENTS FIRST**

Designed for  
Essex County College's  
"Student First" Initiative



## Marketing Committee

Alfred Bundy, Chair

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Jayson Hull & Wayne Yourstone, Institutional Advancement

Dr. Keith Kirkland, Dean of Students

John Runfeldt - Institutional Effectiveness, Planning, & Assessment

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Lance Simons - Alumnus

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# 2021-2024 ESSEX COUNTY COLLEGE STRATEGIC MARKETING PLAN

## Executive Summary

The Essex County College (ECC) strategic marketing plan aims to comply with the College's mission and vision to remain an open-access community college that attracts a diversified population seeking quality education.

ECC prides itself as being a student-centered college. Through our Students First initiative, we ensure the success of our students – in the classroom, in the workplace, and in life.

The majority of ECC students are from three key urban areas in Essex County namely: Newark (44 percent), East Orange (10 percent), and Irvington (9 percent). The median student age is 22, although nearly 25 percent are ages 30 and older. Federally, Essex County College is designated as a Predominantly Black and Hispanic Serving Institution (PBI/HSI), with over 73 percent of the total student enrollment identifying in those ethnic categories. Sixty eight percent of First-Time Full-Time Degree Seeking students qualify for the Federal Pell Grant program.

This Plan will outline all marketing activities directed toward segmenting, targeting, and positioning Essex County College as a brand to increase enrollment and stabilize retention for the 2021 – 2024 academic years.



Our marketing plan, therefore, focuses on two key areas in alignment with our Strategic Plan as follows:

- 1). Brand ECC as the primary source for higher education in our community in terms of quality, program offerings, cost, class size, and community focus.
- 2). Target our marketing efforts to support our Vision 2021 – 2024 goals.

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For more than 50 years, ECC has served the community by providing quality higher education, professional training and continuing education. To effectively communicate its comprehensive programs to the community calls for a strategic marketing plan that is aligned with the College's current strategic plan. The goal of this Plan is to identify the various market segments and carefully introduce the College and its offerings to the community as well as prospective students (the ideal customers). The Plan is designed to market the educational programs and services of the College. In addition, the Plan aims to promote the College's mission, vision and values.

### **Mission**

Essex County College is an open access Community College that serves the diverse needs of students through comprehensive educational programs, training, and continuing education. Essex County College is dedicated to academic excellence and the success of its students.

### **Vision**

A Beacon for Education and Knowledge, Essex County College attracts people who seek a better life through education. We transform lives, broaden learning and empower students to achieve their full potential. Our College community and graduates are change agents and leaders who contribute to the health, vitality and advancement of society.

### **Values**

*Essex County College affirms the following principles values and beliefs:*

#### **Teaching and Learning**

We affirm teaching and learning as our primary purpose. The College seeks to instill in students general and specialized knowledge, the ability to think critically, and a commitment to civic responsibility. We value academic freedom and support the open exchange of ideas and experiences.

#### **Community and Engagement**

We support programs that enhance the economic and social development of Essex County. We value our role as a vital community resource and are dedicated to forging effective partnerships with our many constituencies.

#### **Diversity and Access**

We embrace the rich diversity of our student population and our employees. We recognize the historical, intellectual, and artistic contributions of all cultures, and promote an atmosphere in which critical examination of perspectives is accepted and encouraged. We believe all people should have access to affordable, quality higher education that will prepare them to succeed in a dynamic world.

## Situation Analysis:

Like many other colleges across the county, state, and nation, Essex County College has not been immune to the threat posed by the Covid-19 pandemic.

According to the New Jersey Office of the Secretary of Higher Education (OSHE), enrollment dropped an average 13% at community colleges. The virus also brought about a shift in consumer preference and competition landscape; more students now prefer online classes than onsite classes.

Despite the challenges posed by the Covid-19 pandemic, ECC has remained focused on its mission to serve the diverse needs of students through comprehensive educational programs in an open access environment. The college's dedication to academic excellence is supported by its Board of Trustees, County leadership and Federal & State financial programs including Free Application for Federal Student Aid (FAFSA) and the newly launched Community College Opportunity Grant (CCOG) which offers free tuition for students earning less than \$80,000 per annum.

The Students First initiative created just before the pandemic led to a better understanding of our student behavior and their response to our educational offerings. ECC is well positioned to exploit the opportunity of providing a customized educational program for each segment of its target market via online, remote, and onsite classes.

The situation analysis confirms the need for ECC to have a marketing committee. This proposed body should comprise of experts within the College from different divisions or departments who will be charged with the sole responsibility of monitoring all marketing activities of the College to ensure that the marketing objectives are actualized.

## Key Message/Motto

- In 2019 ECC adopted the motto Students First. This has been the foundation of the College's marketing plan.

## 2021 - 2024 Marketing Campaign Theme

- As we continue to use our Logo Students First, we will add a new tagline #OurECC as a hashtag to encourage enrollment and promote diversity. ECC for you, me, and everyone is the meaning behind the hashtag theme. The current College theme is ECC has all you need to Succeed!

## The ECC Advantage!

- At \$131.61 per credit hour, Essex County College is an affordable option for students starting their higher education journey. This rate is considerably lower than the rate charged by surrounding colleges and universities which range from \$394 to well over \$500 per credit hour. The College is also unveiling a new tuition discount rate for out-of-county on-line classes.
- Newly discounted rates for out-of-county students enrolled in online classes.
- The College offers short-term Certificate and Workforce Development Training programs that provide quick turnaround for people seeking to upgrade their skills for career advancement or enter a new field. Real Estate, Pharmacy Technician, Certified Nursing Assistant, Patient Care Technician, Medical Office Administrative Assistant, Supply Chain Management (Logistics), Cyber Security and Advanced Medical & Coding are among the new and popular career paths we offer.
- The College offers smaller classroom sizes with more personalized instruction.

- Specialized academic programs that are accredited by national or regional agencies i.e., Nursing and Physical Therapist Assistant.
- Financial Aid available through the Free Application for Federal Student Aid (FAFSA)
- Community College Opportunity Grant (CCOG), Men and Women of Excellence and Educational Opportunity Fund (EOF).
- Dedicated to academic excellence in teaching and learning.
- 50+ years of quality educational service to the community.
- Strong Athletic programs.



The graphic features a green background with a yellow horizontal band at the top. In the center of the yellow band is a circular icon containing three stylized human figures. Below the icon, the text 'Our Audience' is written in a bold, green, sans-serif font. The lower portion of the graphic is a solid green area containing a list of audience segments in white and yellow text.

**Our Audience**

Foundation members

**High Schools**  
(Parochial HS)

Alumni **Parents** (Private HS)

Board of Trustees (public HS) Staff

**Business Community**

**Commissioners** Displaced Workers

Community Stakeholders

## Marketing Goals

The 2021 - 2024 Strategic marketing plan relied on enrollment data, employment landscape, the College's mission and discussions with stakeholders. Our marketing goals are to:

1. Increase enrollment from 143,438 credit hours in FY '21 to 141,992 in FY '22; 146,251 in FY '23 and 150,639 in FY '24
2. Strengthen and Stabilize Recruitment and Retention
3. Strengthen the brand image of ECC within the target population
4. Strengthen Student communication and engagement
5. Promote ECC and its academic offerings (degree programs and certificates)
6. Promote the wraparound support systems and services that ensure student success
7. Promote the Workforce Development and Training programs offered to matriculating and non-matriculating students
8. Expand the articulation agreements and educational pathways that ECC has established with 4-year institutions
9. Communicate directly with high school students to ensure they graduate with college and career ready skills
10. Reinforce brand identity and standards for name usage, image use, etc., and to be followed-up consistently by staff, faculty, and administrators
11. Expand strategic partnerships with Guidance Counselors in Essex County

## Goals Implementation

The ECC 2021 - 2022 Strategic marketing plan is result-oriented; thus, the marketing committee will be utilizing the controllable marketing mix variables (Product, Place, Price, Promotion, People, Process and Physical evidence) to implement its goals as well as the five uncontrollable environments which are social, economic, technological, competitive, and regulatory or political.

## Promotion

Our promotion strategy is broad and comprises the following elements:

1. **Published materials** - Catalog, Student Handbook, dual enrollment information, posters, postcards, and brochures.
2. **Presentations** - Open Houses, meetings with Guidance Counselors, and Business & Community Leaders.
3. **College & Career Fairs** - Maintain presence at various college and career fairs.
4. **The College website** - Launched website with improved user-friendly interface, accessibility and information access.
5. **Social Media Marketing** - Social Media (Facebook, Instagram, Twitter, YouTube);
6. **Digital Media** - Streaming; Digital TV, Gaming
7. **Radio Spots** - Black and Spanish radio stations serving the North Jersey Region.
8. **Newspaper Advertising** - Inclusion in Special Education Guides; free press; open house coverage; community events coverage.
9. **Public Relations** - Press releases, event coverage and local cable TV and Community Bulletin Boards.



## Advertising

Currently, advertising consists of the following:

- Small Social Media ad buys.
- Limited advertising with News 12, iHeartMedia, *Local Talk* newspaper and *Positive Community* magazine.
- NJ Transit ads
- Local movie theater ads

Advertising is an essential method for student recruitment. We will increase the placement of the ECC brand in online ads, TV ads, and urban radio to reach potential new students. Additionally, we will create a strategic buy of Gaming/In-App advertising. Recent survey trends show that Gaming advertising is an effective strategy to reach minority males. We will continue to do some direct mail print advertising as it does reach the parents/guardians of students (recent surveys indicate that parents are still the primary influence for their high school children to attend College).

Advertising for the 2021 - 2024 academic years is as follows:

### 1. Social Media Advertising

- a. Advertise our programs and opportunities to all prospective students via Social Media Platforms such as Facebook, Instagram, Twitter, YouTube, etc.



## 2. Gaming, Streaming & In-App Advertising

- a. To increase interest of certain market segments, such as minority males, ECC will include ads in popular gaming apps such as Minecraft, Fortnite, League of Legends/Hulu, YouTube, Reddit, etc.

## 3. Direct Mail Advertising

We will continue to mail postcards to Essex County households listing the College's Academic Divisions with some of the top majors and enrollment information. Community and Continuing Education course brochures are mailed throughout Essex County prior to each semester.

## 4. Radio Advertising

Multiple radio ads will be delivered through popular radio stations, such as:

- a. Power 105.1
- b. Hot 97.1
- c. WBLS 107.5
- d. La Mega
- e. Amor

## 5. Television advertising

Television ads penetrate the Greater Essex County region to promote semester registration dates and specific Financial Aid programs, such as the Community College Opportunity Grant (CCOG). The Television ads provide the opportunity to visually showcase the campus as the targeted message is presented. Most of our commercials are distributed on News 12 and Local Cable TV channels.

## 6. Newspaper/ Magazine advertising



**ESSEX COUNTY COLLEGE**  
HAS ALL YOU NEED TO *Succeed!*

ESSEX COUNTY COLLEGE  
STUDENTS FIRST

Essex County College offers  
**Outstanding Academic Programs and Workforce Development Training.**

**We provide a wide range of student support services.**

- Free tuition opportunities
- Internet access
- Counseling
- Laptop loaner program
- Student Food Pantry
- Tutoring ...And Even More!

See if YOU qualify for additional tuition support through the Community College Opportunity Grant (CCOG).

**Register Today!**  
For more information call us at (973) 877-4477  
or visit us online [www.essex.edu](http://www.essex.edu)

Our ads focus on the Greater Essex County region highlighting registration dates and various College programs. Advertising in certain publications also allow us free placement of stories in their special sections, such as Back to School editions. We primarily use Local Talk Newspaper and Positive Community Magazine.

## 7. Additional advertising to be considered in the future

**Movie Theaters** – Screen ads in selected Essex County movie theaters.

**Buses** – Ads on buses and on bus shelters. The ads are generic and promote the College itself with several popular academic programs listed.

## Motor Vehicle Office

**Solar Panel Benches** – Solar panel charging benches with college and local advertainments.

**Rail Stations** – Large, basic College information posters are placed on New Jersey Transit commuter rail stations and inside train cars.

**Community Advertising** – The College promotes enrollment dates and special programs to local churches, community and businesses in their organizational publications. Program pamphlets and enrollment information are sent to area high schools for distribution to students.

## Public Relations

Public Relations for the College reinforces the first goal of marketing - to increase general awareness of Essex County College locally and statewide. **The ECC Public Relations efforts targets the following:**

### 1. College Website

The Website is the College’s digital billboard - the first welcome and impression of the institution. It is the College’s primary information depository, housing all programs/ services, activities, and archival materials. It is the information vehicle for student registration and enrollment, contact information, and academic programs. It serves as a landing spot for general information and College news.



### 2. Press Releases

Releases focus on upcoming College information for the general public including semester registration dates. They also profile College programs, student successes, faculty accomplishments and updates on Alumni as well as the activities of the Essex County College Foundation. The releases appear on the Website, sent to the College community via emails and forwarded to local media for publication. They are sent to Essex County agencies, not-for-profit organizations and Faith-based groups for wider distribution.

### 3. Media Contacts

Our core media contacts include: Star Ledger/nj.com, patch.com, TapInto Newark, TapInto West Essex, WBGO FM, WMBC-TV, News 12, Caldwell Progress, Worrall Newspapers, Local Talk Newspaper and Positive Community Magazine.

#### 4. Essex County College Community Education Forum TV Series

The Community Education Forum is a positive TV series highlighting College faculty and students in a one-on-one interview format. Interviews with community leaders are incorporated into the 30-minute shows which both provide important information to the viewers and widens the College's exposure. The show also features an ECC Alumni Corner, providing snapshots of successful graduates. The show airs on the College's Educational Access Channel 77, Verizon FIOS, Facebook, YouTube and on The Positive Community Magazine's Social Media platforms.



#### 5. In the News Newsletter

The College's In the News newsletter is published three times a year, both online and print copies. The newsletter highlights student, faculty and staff accomplishments, alumni, employment news, new programs and includes a featured message from the College President. There is a fourth newsletter published to coincide with the College's annual Commencement. This special edition highlights the year's graduates and their accomplishments. The newsletter is distributed throughout the College and is sent to various stakeholders in Essex County.

#### 6. Students First Daily E-blasts

Each afternoon, a College-wide Students First Daily E-blast is sent via email to the entire College. The email contains important announcements, upcoming programs, COVID-19 health information, and inspirational quotes tied into a specific theme, such as Black History Month or Women's History Month.



#### 7. College Emails

Separate emails on specific College topics, as well as Presidential announcements, are periodically sent to the ECC community.

#### 8. Educational Access Channel 77/FIOS Channel 37

The College's access channels air ECC-based programming and announcements. The station regularly broadcasts the Essex County College's Community Education Forum TV series.

## 9. Outdoor Marquee

The outdoor marquee at both the Newark and West Essex campuses are used to promote student success, athletic accomplishments, special events, major announcements, and promotion of national holidays.



## 10. Social Media Platforms, Web & In-App/games

Essex County College social media platform pages allow the College to post general and special program flyers and videos. Digital promotions on streaming platforms are also used to increase registration.

## 11. Posters and Flyers

Graphics Department designs and creates flyers that are posted throughout the Main Campus and West Essex Campus to promote College programs and activities. Electronic versions of the posters are emailed to the College community.



## 12. Oral Presentations

The President and key College administrators give presentations to Essex County government officials, organizations and groups. The presentations promote College initiatives and activities.

## 13. Campus Public Relations

- Press kits are available to local media and community leaders.

The press kit consists of:

Press releases • Fast Facts Brochure • Photos (when applicable) • President's Bio • Monthly calendar

- Potential Press events include:

Graduation • Athletic Events • Awards banquets • Fund Raising Gala • Nursing Pinning Ceremonies • Student Scholarship Awards night • West Essex Reception Phi Theta Kappa Reception • Physical Therapist Assistant pinning

- Building signage – Internal and external signs that display ECC promotional information
- Updated wayfinding signage

## Secondary Marketing

The following activities and publications are produced to recruit new students and retain current students.

**1. Publications:**

- Student Handbook which highlights all aspects of the campus
- In the News Newsletter
- Open House materials: Postcards, Posters, etc.
- Fast Facts
- Course Catalog

**2. Presentations:**

- Current PowerPoints and video presentations are used to market the College to local high schools, Community at-large and the Business community.

**3. College-wide Notices:**

- Students First Daily E-Blast
- Emergency only Text Messages

**4. College fairs:**

- Ensure that materials are readily available for college fairs

**5. Increase social media use of faculty and staff to recruit new students:**

- Best practice guidelines have been created by the Social Media Committee to assist employees on how best to use their Social Media

**6. High School Promotional Videos:**

- Distribution of 30 second videos provided to local high school students through district leadership.
- Videos feature ECC students, alumni, and Faculty promoting the College.

**7. READY APP:**

- Is a mobile app which ECC Enrollment Services and Students Affairs use to keep students engaged and informed. The app allows for the push of tailored information and content based on their students' personal interests and needs.
- The App provides tracking, surveys, metering and stats from which staff may study student's behavior to improve future services.

## Website Marketing Strategic Plan

The College's Website is the most central marketing and recruitment tool for the institution. It provides concise information that informs visitors on the College's products and operations. We will direct all students, alumni, parents, counselors, professors, agencies, etc. to our website. The website is a central hub of information, reference materials and applications for individuals to use. The Website is the warehouse of institutional elements including policies, regulations, and Compliance and archival information. We will promote our Website by including the College web address in all printed marketing materials and in all advertisements for the Institution..



## Launched New and Improved website

The College Website was redeveloped with the primary goal of Increasing Enrollment. The new website is registration sensitive – where potential students are driven to explore our programs and apply.

The redeveloped website:

- Is packed with visual cues and highlights pointing students toward programs of interest and the registration/enrollment areas.
- Is more user-friendly and easier to navigate.
- Is Used promote campus events and programs through the web-banner, In the News, Calendar and the new implementation of ECC’s social media feeds.
- Has improved for disability accessibility
- Has been updated to present the most updated/current information – older content has been archived or set to the back.
- Has brand new Campus Tour feature

## Website Maintenance

The Website is a digital billboard and calling card of the College.

The following will be routinely implemented:

- When needed, provide limited access to select users to modify Website.
- Ensure all information is thorough and complete
- Ensure there are no broken links
- Improve navigation menu to include drop-down sub-headings/menu
- Condense navigation links
- Ensure navigation links direct to the same pages and not several variations of that page
- Do away with old pages/links
- Consolidate similar pages
- Create individual breakout links for designated areas
- All changes, modifications, additions, etc., will be overseen by the Webmaster and Executive Director of Institutional Advancement.

## Branding

Branding is a critical component for colleges looking to strengthen and establish their identity, awareness, and trust amongst their target audience. . At Essex County College, we will solidify a consistent and cohesive brand that embodies the ECC experience and promotes a positive reputation across physical and digital mediums To achieve the above objectives, we will:

### **Consistently use the appropriate name of the College.**

1. General rule of thumb, the institution should be addressed by its full name: Essex County College

### **Essex County College logo should be included in**

1. Direct marketing
2. Public Relations
3. Advertising
4. With regard to media/press releases, the name should be used in full in the first paragraph of a press release. From that point forward, the institution may be addressed as: ECC
5. ECC “Students First” logo should be placed on all official College products to include email signatures.

The College still needs to eliminate all *Exceed Expectations* slogan from all College content.

## Logo Color Style Guide

Enforce the use of proper colors for the institution. Forest Green & Gold are the official colors of the institution.

- When designing publications, the Forest Green or Gold color individually or a combination can be formulated by using:

### **Forest Green**

- Pantone 356
- CMYK: C=95; M=0; Y=100; K=27
- RGB: R=0; B=100; G=63
- Hex: #00643f

### **Gold**

- Pantone 130
- CMYK: C=0; M=30; Y=100; K=0
- RGB: R=253; B=185; G=19
- Hex: #FDB913

### **Consistent use of logos**

1. The Wolverine logo should only be used for athletics.
2. The official seal should only be used by the President’s Office.
3. Use of the Students First logo and variants should be used for:
  - Letterhead
  - Business cards
4. All logos, seals, and variations of each should be approved by the Executive Director of Institutional Advancement before being used in any materials.

## Planning, Implementation & Budget

The table below shows some of the marketing activities and their target completion dates to promote registration.

A monthly review of these deadlines will be presented by the Executive Director of Institutional Advancement to the Marketing Committee at their quarterly meetings. Regular updates will be shared with the President and the Board of Trustees' Community Relations Committee.

Advertising	Start Date	End Date
<b>Social Media</b> (YouTube, Instagram, Facebook, Twitter, TikTok)	04/01/2021	05/01/2021
<b>Social Media</b> (YouTube, Instagram, Facebook, Twitter, TikTok)	07/15/2021	08/15/2021
<b>iHeartMedia Platforms</b> (Embedded Web Ads, Radio, Digital Ads, Streaming)	04/01/2021	05/01/2021
<b>iHeartMedia Platforms</b> (Embedded Web Ads, Radio, Digital Ads, Streaming)	07/15/2021	08/15/2021
<b>Postcards/Billboards</b>	04/01/2021	05/01/2021
<b>Postcards/Billboards</b>	07/15/2021	08/15/2021
<b>Bus Shelters</b>	07/15/2021	08/15/2021
<b>News 12</b>	07/15/2021	08/15/2021
<b>Urban Radio</b> - Black & Spanish	07/15/2021	08/15/2021
<b>Local Press</b> (Local Talk Newspaper/Positive Community)	07/15/2021	08/15/2021
<b>Special materials/ package for HS/open house</b>		
<b>Total</b>		

Public Relations	Start Date	End Date
<b>Develop Press Kits</b>	Monthly	
<b><i>In the News</i> Newsletter</b>	03/15/2021	04/15/2021
<b><i>Student First</i> Daily E-blast</b>	Daily	
<b>ECC Community Education Forum Mini TV Series</b>		
<b>Education Access Channel Cable TV &amp; FIOS</b>	Ongoing	
<b>Outdoor Marquee</b>	Ongoing	
<b>Social Media Platforms</b>	Daily	
<b>Total</b>		

Promotions/Events	Start Date	End Date
Graduation	TBD	TBD
Athletic Events	TBD	TBD
Nursing Pinning Ceremony	TBD	TBD
Student Scholarship Awards Night	TBD	TBD
West Essex Campus Reception	TBD	TBD
PTK Ceremony	TBD	TBD
PTA Pinning	TBD	TBD
<b>Total</b>		

Secondary Marketing	Start Date	End Date
Student Handbook	08/01/2021	09/01/2021
Open House	05/01/2021 & 09/01/2021	
Course Catalog	Ongoing	
Fast Facts	10/01/2021	
In the News Newsletter	03/15/2021	
High School Recruitment PSAs	05/15/2021	
<b>Total</b>		

Website		
Rebuild	07/15/2021	09/15/2021
Web Hosting Fees	Ongoing	
Update & Consolidate Pages	Ongoing	
<b>Total</b>		
<b>Grand Total</b>		

## Analysis and Measurements

The following we consider to be our keys to success:

- A 30% increase of visitations to [www.essex.edu](http://www.essex.edu)
- Google Analytics reports on # visitors to ECC websites.
- A 10% increase in student application conversion to enrollment
- Social Analytics: To monitor all ads on social media platforms to gauge performance

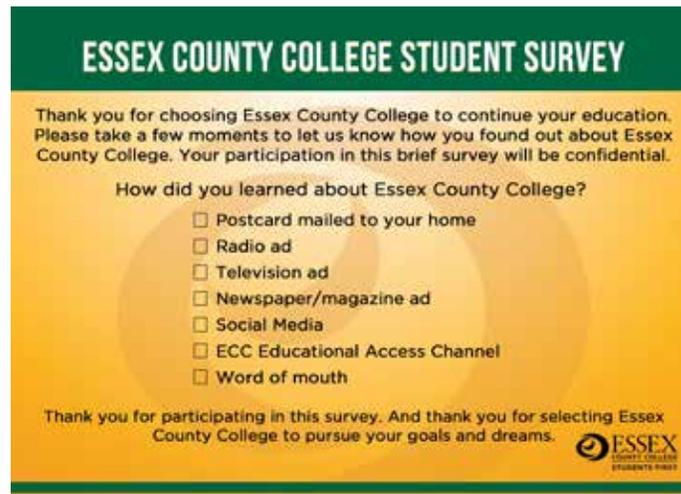
## Market Research

Marketing Research is necessary to gauge the success of our marketing efforts .

There are many ways that a student may have learned about Essex County College before applying. The Office of Institutional Assessment and Effectiveness recently completed a survey for our students to rank what influenced their decision to apply.

	VERY INFLUENTIAL	SOMEWHAT INFLUENTIAL	SLIGHTLY INFLUENTIAL	NO INFLUENCE	TOTAL
<b>Billboard Advertisements</b>	20.16% (25)	13.71% (17)	12.90% (16)	53.23% (66)	124
<b>Radio Advertisements</b>	11.76% (14)	12.61% (15)	10.92% (13)	64.71% (77)	119
<b>Bus Advertisements</b>	16.67% (20)	19.17% (23)	14.17% (17)	50.00% (60)	120
<b>Information sent in the mail</b>	28.10% (34)	19.83% (24)	15.70% (19)	36.36% (44)	121
<b>Social Media</b>	23.73% (28)	16.95% (20)	16.95% (20)	42.37% (50)	118
<b>College Fairs</b>	26.67% (32)	19.17% (23)	9.17% (11)	45.00% (54)	120
<b>House of Worship Tour/ Community Events</b>	14.41% (17)	16.95% (20)	12.71% (15)	55.93% (66)	118
<b>High school Guidance Counselor</b>	27.97% (33)	13.56% (16)	10.17% (12)	48.31% (57)	118
<b>Education Access Channel</b>	16.10% (19)	12.71% (15)	15.25% (18)	55.93% (66)	118

The Office of Institutional Advancement recently started a new student survey with the Welcome Center. In November 2020 Essex County College students participated in a Student Preference Media Survey with the New Jersey Council of County Colleges. The following are the general findings of the survey:



**If you are taking online courses, how can the College make the experience better for you?**

- Make sure professors understand how to use the online platform and be patient with students
- Provide Wi-Fi to those students who need it
- Realize it's not the same as in-person lectures

**What could or should the College do to encourage your student journey toward graduation?**

- Pick up the phone when students call for a department
- Frequent encouragement messages from the President
- Continue to shine a light on the opportunities for students of color
- Provide up to date course requirements for majors

**If you were to leave ECC without graduating or transferring, what would be the most likely reason?**

- Finances
- Personal/family
- COVID-19

**If you could keep one thing about the College website, what would it be?**

- Access database to library
- Moodle room
- Shortcuts to links

**If you could change one thing about the College website, what would it be?**

- Make it easier to navigate
- Student club updates
- Have live chats

**What kind of information would you like to receive from the College Alumni Association?**

- Support and encouragement
- Job opportunities and soft skill classes
- Ways on how to pay for college

**Where do you go looking for job openings?**

- Indeed
- LinkedIn
- Zip Recruiter

**What prompts you to open emails from the College?**

- Announcements
- Information from professors
- Subject line

**What are the top reasons you access the College Website?**

- Financial Aid information
- Library access
- Moodle
- Registration

**What is the most critical function the College Website should offer?**

- Registration and fee information
- Degree navigation

**What is your favorite type of app?**

- Safari
- WhatsApp
- Facebook
- YouTube

**What is your favorite app?**

- LinkedIn
- Pinterest
- TikTok
- Twitter
- YouTube

**What is your favorite app, Website, platform for playing games?**

- Minecraft
- PlayStation
- X Box
- Apple Store

**What is your favorite Podcast?**

- YouTube
- Michelle Obama
- Barstool Sports
- Daily Wire

**What is your favorite printed newspaper?**

- Star Ledger
- New York Times
- Daily News
- Un Nuevo Dia

**What is your favorite local radio station?**

- Hot 97
- 107.5 FM
- 99.1 FM

**Where do you get your online national news?**

- Associated Press
- CNN
- MSNBC
- New York Times
- Yahoo

## Competitive Advantage

Essex County College has many Nursing and Health Sciences programs that are in high demand and attract numerous students. Other popular majors are General Science, Business Administration, Liberal Arts, and Social Science. For over 50 years our experienced Faculty has a reputation of providing quality Instructions and new programs to prepare our students to prepare for four-year Institutions.

The College's Community, Continuing Education and Workforce Development area is flexible enough to create programs to meet the new local Industry needs. ECC has excellent community support and a Board of Trustees with strong ties to the County Leadership. The College can now provide additional Financial Aid through the new CCOG program.

## Future consideration

- Explore changing the College logo
- Increase non-paid advertising to deal with the new level of remote learning competition from other colleges
- Invest in advertising in video gaming platforms to attract more minority males.



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## **Office of Institutional Advancement**

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Yvette Jefferies - Director of College Advancement & Foundation

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Jayson Hull - Webmaster/Marketing Assistant

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