



MARKETING PLAN

2023–2026

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



Marketing Committee

Alfred Bundy, Chair

Jayson Hull & Wayne Yourstone, Institutional Advancement

Dr. Keith Kirkland, Dean of Students

John Runfeldt - Institutional Effectiveness, Planning, & Assessment

Kiana Fitz, Graphics

Samirah Scantling - Alumna

Renee Ojo-Ohikuare - Executive Director Enrollment Management

Social Media Committee

Alfred Bundy, Chair

Institutional Advancement
Student Life & Activities
Faculty Representative
Graphics

Jayson Hull & Wayne Yourstone
Jamil Graham | Joseph Ott
Dr. William Tooma
David James

2023-2026 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 (46.5 percent), East Orange (10.2 percent), and Irvington (9.5 percent). The median student age is 25, although about 22 percent are ages 30 and older. Federally, Essex County College is designated as a predominately Black and Hispanic Serving Institution (PBI/HSI), with 75.5 percent of the total student enrollment identifying in those ethnic categories. All enrolled students who qualify for the Federal Pell Grant program are 63.1 percent of the total enrollment. There are 34 countries represented in our student population.

Our Plan outlines all marketing activities directed toward segmenting, targeting, and positioning Essex County College as a brand to increase enrollment and stabilize retention for the 2022–2025 academic years.



The *Marketing Plan* 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 2023 - 2026 goals.

For 55 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 *Marketing Plan* that is aligned with the College's 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 Covid-19, 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 New Jersey Community College opportunity Grant (CCOG) program which offers free tuition for students earning less than \$100,000 per annum. The expansion of the CCOG program, from \$80,000 to \$100,000, means more students will have their tuition covered.

The College has seen an increase of 3.3 percent in total credit hours from FY 2022 to FY 2023. While credit hours slowly recover from the pandemic era, the College has made great strides in the number of students it retains with an increase of nearly 10 percent in our 1-year retention rate and a similar increase of nearly 10 percent in our 3-year graduation rate over the last four academic years.

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. Our Marketing Committee are experts within the College from different divisions or departments who are 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 is the foundation of the College's *Marketing Plan*.

2023 - 2026 Marketing Campaign Theme

- As we continue to use our motto **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 *"Finish your Degree at ECC."*

The ECC Advantage!

- At \$134.24 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.
- For the Fall 2022 Semester, Essex County College instituted a reduced tuition rate for out-of-county, virtual and online students. These out-of-county students receive a 30 percent discount on tuition costs.

- 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 is available through the state, the Community College Opportunity Grant (CCOG), the Men and Women of Excellence, and the Educational Opportunity Fund (EOF), and the Free Application for Federal Student Aid (FAFSA).
- Dedicated to academic excellence in teaching and learning.
- 50+ years of quality educational service to the community.
- Strong Athletic programs.



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 2023 - 2026 Strategic *Marketing Plan* relied on enrollment data, employment landscape, the College's mission and discussions with stakeholders. Our marketing goals are to:

1. Achieve the following enrollment targets: 143,438 in FY '21, 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 2023 - 2026 Strategic *Marketing Plan* is result-oriented; thus, the Marketing Committee utilizes 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.

Promotions

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** - The website now has an 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 is an essential method for student recruitment. We have increased the placement of the ECC brand in online ads, TV ads, and urban radio to reach potential new students. Additionally, we have created a strategic buy of Gaming/In-App advertising, based on trends that show Gaming advertising is an effective strategy to reach minority males. We will continue to utilize 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 goals for the 2023 - 2026 academic years is as follows:

Paid Advertisements

- Small Social Media ad buys.
- Limited advertising with News 12, iHeartMedia, *Local Talk* newspaper and *Positive Community* magazine, NJ Advance Media / Star Ledger.
- NJ Transit bus ads in Essex County
- Movie theater ads in Newark
- Video ads at Motor vehicle offices in Newark and East Orange

1. Social Media

- 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

- a. To increase interest of targeted market segments, ECC includes ads in popular gaming apps such as Minecraft, Fortnite, League of Legends/Hulu, YouTube, Reddit, etc.

3. Direct Mail

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

4. Radio

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

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

5. Television

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



Our ads focus on the Greater Essex County region highlighting registration dates and various College programs. Advertising in certain publications also allows 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. **Solar Panel Benches** – Solar panel charging benches with on campus College and local advertisements.

8. Future Considerations

Rail Stations – Large, basic College information posters 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.

9. Over the Top Advertising

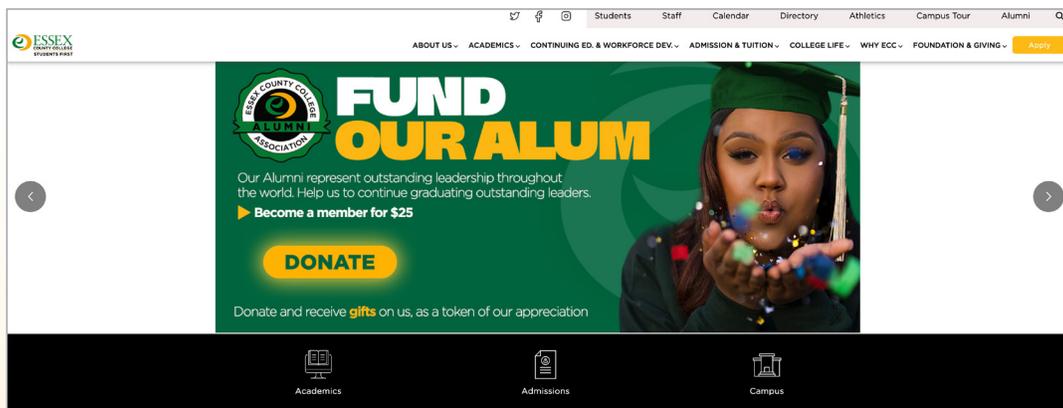
We target potential students who are likely to attend community college through ads that are displayed on mobile phones, laptops, and tablets

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 target the following:**

1. College Website

The Website is the College's digital billboard - the welcome and first 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, 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. These video outlets broadcast educational programming and College events. The TV stations reach at both a city and county level, while the online sites have over three thousand followers from all over the world.

YouTube: youtube.com/MPTCenterECC

LiveStream: livestream.com/essexcountycollege

The station regularly broadcasts the Essex County College's *Community Education Forum* TV series.

9. Outdoor Marquees

The outdoor marquees 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 daily general and special program flyers and videos. Digital promotions on streaming platforms are also used to increase registration.

11. Posters and Flyers



The 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. 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 Brochure
 - Course Catalog
- 2. Presentations:**
 - Current PowerPoints and video presentations are used to market the College to local high schools, the 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 new 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, and stats from which staff may study student behavior to improve future services.

Support of Enrollment Activities

- a. Open House/Instant Admission Days** – Enrollment Management holds a number of these events per year. Instant Admission Days allows the applicant to leave ECC as a registered student the same day. The Marketing & Communications Department assists Enrollment Management by determining the appropriate marketing resources.
- b. College Fairs** – College Nights/Fairs are held at high schools and community centers. These events feature local, regional, and national colleges providing a table of information, resources, and giveaways to potential students.
- c. High School Visits** – Recruiters from Enrollment Management will visit local high schools and meet with high school counselors and students. The Marketing & Communications Department assists by providing marketing resources.

Marketing Plan Activities Supporting Enrollment Plan

Outreach Activity	Date of Outreach Activity	Target Population	Resources Required	Alignment to Strategic and Enrollment Plan Objections	Alignment to Marketing Plan Goals	Marketing Activity	Date of Marketing Materials Production
Open House (In-Person)/ Instant Admission Day	February 2023	Traditional and Traditional Non-Traditional Students	Academic Department Representatives, Student Support Staff Representative, Enrollment Services Staff, Public Safety Office, Facilities Management, EOF, Public Awareness Campaign, Presentation to Superintendent Roundtable.	Goal II A Goal II B	Goal I Goal II Goal X	Newspaper, Radio, Social Media, Cable TV ads	January 2023
Students and Parents Open House (Virtual)	February 2023	Traditional HS Students	Zoom, PowerPoint presentation, Notifications/Promotional Materials for High School Guidance Counselors and New Applicants	Goal II A Goal II B	Goal I Goal II	Newspaper, Radio, Social Media, Cable TV ads	January 2023
African American History Month Event	February 2023	Traditional and Non-Traditional Students					
High School Recruitment	February - May 2023	Traditional HS Students	Promotional Materials, Letter to HS Counselors, EOF Teacher Advisors, Student Representatives	Goal II A Goal II B	Goal I Goal II Goal IX Goal XI	Promotional Materials (Pamphlets Brochures...etc.)	January 2023
High School Counselors Luncheon	March 2023	Traditional HS Students	Promotional Materials, Letter to HS Counselors, EOF Teacher Advisors, Student Representatives,	Goal II A Goal II B	Goal XI	Promotional Materials (Pamphlets Brochures... etc.), Letters to HS Counselors and Principals Zoom Meeting with HS Principals Counselors	February 2023
Women's History Month Event	March 2023	Traditional HS Students					
College Fairs	February - May 2023	Traditional and Non-Traditional Students	Notification of participation to school and community-based organizations	Goal II A Goal II B	Goal I Goal II Goal X	Promotional Materials (Pamphlets Brochures...etc.)	January-February 2023
Essex County College Street Fair	April 2023	Traditional and Non-Traditional Students	Street Closure Permit, Academic Department Representatives, Student Support Staff Representative, Public Safety Office, Facilities Management, EOF Staff, Public Awareness Campaign	Goal II A Goal II B	Goal I Goal II Goal IX Goal X Goal XI	Newspaper, Radio, Social Media, Cable TV ads, Promotional Materials	March 2023
Hispanic History Month Event	October 2023	Traditional and Non-Traditional Students					

West Essex Campus

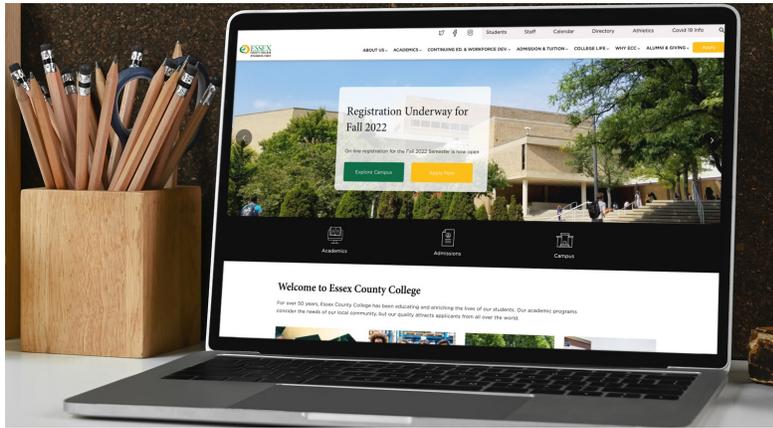
The West Essex campus was reopened for the Fall 2023 Semester, culminating with a ribbon-cutting ceremony on September 29, 2023. The reopening event, with special guests including Gov. Phil Murphy and Essex County Executive Joseph DiVincenzo, Jr., was well publicized.

Prior to the reopening, we activated a direct mail campaign in the Caldwell's "Welcome to Our Neighborhood" mailing program. This campaign is ongoing.

The continuing marketing of the West Essex campus incorporates the slogan **One College - Two Great Campuses!** That slogan is featured on the new NJ Transit bus ads, radio spots, print ads and in West Essex supermarkets. We will also have more direct ad campaigns in West Essex.

Enrollment Services now include Instant Admission Days for the West Essex Campus.





Website Marketing Strategic Plan

The College's Website is a central marketing and recruitment tool for the institution. It provides concise information that informs visitors on the College's products and operations. The Website converts to numerous major common languages. We direct all students, alumni, parents, counselors, professors, agencies, etc. to our Website. The Website is the warehouse of institutional elements including policies, regulations, compliance and archival information. We 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 in 2022 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 new 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 to 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.
- Has a new virtual Campus Tour feature.

Branding

Branding is a critical component for our College to strengthen and establish our identity, awareness, and trust amongst our target audiences. At Essex County College, we 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 are:

Consistently using the appropriate name of the College.

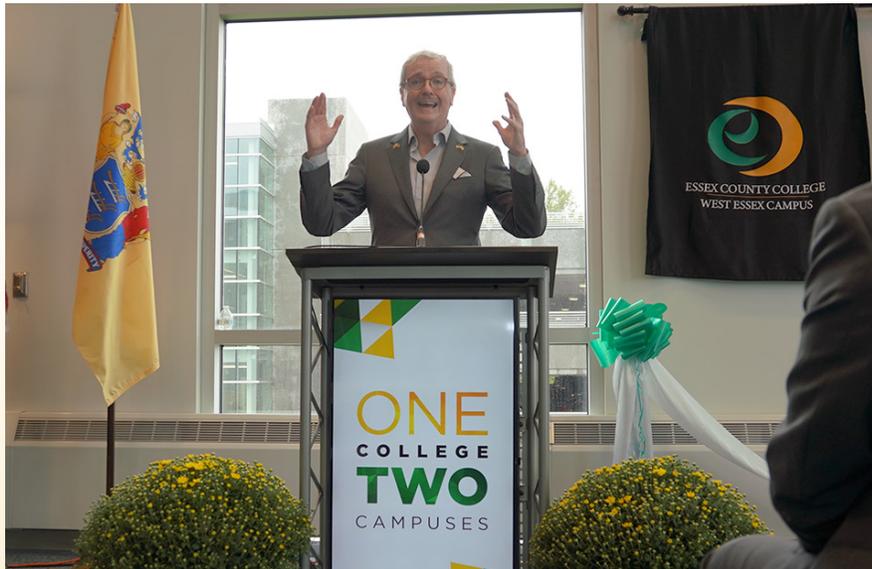
1. General rule of thumb, the institution should be addressed by its full name: Essex County College

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 *Exceed Expectations* slogan from all College content.

The College Graphics Department monitors the use of the institution's Logo Color Style Guide. The Logo Color Style Guide was disseminated to all area heads to share with their staffs.



Gov. Phil Murphy addresses the audience at the September 29, 2023 grand opening of the West Essex campus.

“**There is no better example of the extraordinary community college system that we have in this great state of New Jersey than Essex County College.**”

Gov. Phil Murphy
9/29/2023

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.

Paid Advertising	
Social Media (YouTube, Instagram, Facebook, Twitter, TikTok)	Ongoing
iHeartMedia Platforms (Embedded Web Ads, Radio, Digital Ads, Streaming)	Ongoing
Postcards/Billboards	Ongoing
Bus Ads	Ongoing
News 12	Ongoing
Urban Radio – Black & Spanish	Ongoing
Local Press (Local Talk Newspaper/Positive Community)	Ongoing
Motor Vehicle Offices	Ongoing
NJ Advance Media / Star Ledger	Ongoing
Ground Truth (Over The Top Advertising)	Ongoing

Public Relations	
Develop Press Kits	Ongoing
<i>In the News</i> Newsletter	Ongoing
<i>Student First</i> Daily E-blast	Ongoing
ECC Community Education Forum Mini TV Series	Ongoing
Education Access Channel Cable TV & FIOS	Ongoing
Outdoor Marquee	Ongoing
Social Media Platforms	Ongoing

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

Secondary Marketing		
Student Handbook	Ongoing	
Open House	Ongoing	
Course Catalog	Ongoing	
Fast Facts	Ongoing	
In the News Newsletter	Ongoing	
High School Recruitment PSAs	Ongoing	

Website		
Rebuild	Completed	
Web Hosting Fees	Ongoing	
Update & Consolidate Pages	Ongoing	

Analysis and Measurements

The following we consider to be our keys to success:

- A 30% increase of visitations to www.essex.edu
- Google Analytics reports on # visitors to ECC websites.
- In Fall 2022, Enrollment yield decreased to 40.7% from 45.6% (Fall 2021). However, the rate increased to 43.2% in Spring 2023.
- 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.

Potential Student Survey Results

There are many ways that you may have learned about Essex County College before applying. Please indicate how influential each of the following sources of information was in your decision to apply to Essex County College

Field	Very Influential	Somewhat Influential	Slightly Influential	No Influence
Billboard advertisements	26.94%	15.03%	12.95%	45.08%
Radio advertisements	12.99%	11.30%	10.73%	64.97%
Bus advertisements	22.09%	12.79%	15.12%	50.00%
Mailers	25.88%	20.59%	15.88%	37.65%
Information sent in the mail	31.74%	22.75%	14.37%	31.14%
Social Media	21.64%	15.79%	16.96%	45.61%
College fairs	25.60%	19.64%	8.93%	45.83%
House of Worship Tour/Community events	12.65%	12.65%	13.86%	60.84%
High school guidance counselor	29.59%	18.34%	10.65%	41.42%
Educational Access Channel	21.05%	12.28%	11.11%	55.56%
Word of Mouth	38.46%	25.82%	11.54%	24.18%

New Student Questionnaire

There are many ways that you may have learned about Essex County College. Please indicate how influential each of the the following sources of information was in your decision to apply to Essex County College

Field	Very Influential	Somewhat Influential	Slightly Influential	No Influence
Billboard advertisements	18.18%	20.00%	11.82%	50.00%
Radio advertisements	10.38%	14.15%	2.83%	72.64%
Bus advertisements	13.33%	16.19%	17.14%	53.33%
Information sent in the mail	27.78%	27.78%	17.59%	26.85%
Social Media	22.43%	20.56%	13.08%	43.93%
College fairs	33.02%	13.21%	14.15%	39.62%
House of Worship Tour/Community events	15.09%	13.21%	15.09%	56.60%
High school guidance counselor	31.78%	17.76%	7.48%	42.99%
Educational Access Channel	15.38%	18.27%	10.58%	55.77%

Students base their decision to attend Essex County College on a variety of factors. Please rate how important each of the following was in your decision to attend Essex County College.

Field	Very important	Somewhat important	Slightly important	Not important at all
Price of tuition	82.46%	10.53%	4.39%	2.63%
Campus location	70.54%	18.75%	8.04%	2.68%
Academic facilities	58.72%	30.28%	4.59%	6.42%
Racial and ethnic diversity	48.18%	24.55%	8.18%	19.09%
Academic program selection	69.91%	18.58%	4.42%	7.08%
Student support services (e.g., free childcare)	50.46%	17.43%	14.68%	17.43%

Student Campus Climate Survey

Please indicate your level of agreement with the following statements.

Field	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I feel safe at Essex County College	2.05%	1.03%	5.38%	38.97%	52.56 %
There are sufficient support resources available	2.36%	2.88%	10.99%	41.36%	42.41 %
I believe my differences are embraced and valued	2.06%	2.06%	12.89%	40.98%	42.01 %
Discrimination is not tolerated at ECC	2.08%	2.08%	9.09%	34.55%	52.21 %
Harassment is not tolerated at ECC	2.07%	1.55%	8.81%	33.42%	54.15 %
ECC works hard to prevent discrimination and harassment from happening	1.54%	2.06%	14.14%	37.53%	44.73 %
Racial and cultural differences are celebrated at ECC	1.56%	1.30%	6.23%	34.03%	56.88 %
I feel a sense of community and belonging at ECC	2.60%	2.34%	11.69%	38.44%	44.94 %
Campus police and security protect us from harm	1.82%	2.08%	14.58%	36.72%	44.79 %
ECC provides sufficient programs and resources to foster the success of a diverse population	2.34%	2.08%	10.42%	38.80%	46.35 %
I feel valued by my professors	1.85%	3.17%	12.17%	36.51%	46.30%
I have sufficient access to academic support services	1.34%	4.02%	8.04%	38.34%	48.26%
Professors respond to emails or phone calls promptly	2.65%	7.14%	15.34%	39.15%	35.71%
I have at least one faculty member that I view as a role model	2.13%	4.53%	22.40%	29.87%	41.07%
I feel valued by my classmates	1.33%	5.33%	21.60%	39.20%	32.53%
Faculty, staff and administrators respect student's opinions and thoughts	1.87%	3.47%	14.40%	41.33%	38.93%
Faculty, staff and administrators are genuinely concerned about my well-being	2.15%	3.49%	19.09%	36.02%	39.25%
I think faculty, staff and administrators treat students fairly	1.62%	3.50%	17.52%	40.16%	37.20%
I believe students at this school respect each other	0.53%	2.41%	15.51%	43.58%	37.97%
ECC treats all students equally	1.64%	4.10%	13.93%	39.34%	40.98%
Faculty and staff work proactively to remove barriers to success for diverse student populations	1.36%	1.63%	15.22%	41.03%	40.76%

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 55 years our experienced Faculty has a reputation of providing quality Instructions and new programs to prepare our students for four-year Institutions. **College Factual** ranked the College's Associate Degree programs in Health Sciences and Finance #1 for 2022. The College has a Bloomberg Terminals Lab for use by Business majors.

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 state CCOG program.

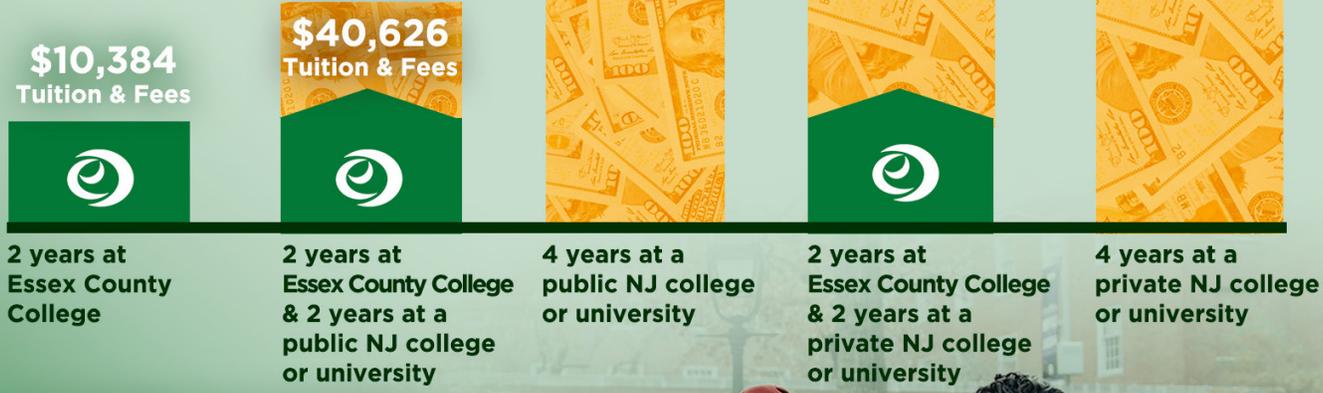
Future considerations/plans

- Explore changing the College logo
- Increase non-paid advertising to address the increased level of remote learning competition from other colleges
- Increase Gaming advertisements in video gaming platforms to attract more minority males.
- Advertising on ECC vehicles



START AT ESSEX & SAVE THOUSANDS!

**Easily Transfer To
A Four-Year College
You May Qualify
For Free Tuition**
*UNDER THE CCOG GRANT



67 ACADEMIC PROGRAMS
to choose from that lead to
Career Opportunities

- Biology, Chemistry & Physics
- Business
- Humanities & Bilingual Studies
- Math, Engineering, Technology & Computer Science
- Nursing & Health Sciences
- Social Sciences



Office of Institutional Advancement

Alfred Bundy - Executive Director

Yvette Jefferies - Director of College Advancement & Foundation

Wayne Yourstone - Senior Newswriter

Jayson Hull - Webmaster/Marketing Assistant

Kiana Fitz - Assistant Director, Graphics

David James - Graphic Designer

Arcadio Cruz - Graphic Designer

Adewale Thompson - Alumni Liaison/Special Projects

President

Dr. Augustine A. Boakye



Essex County College

ACCESS >>>
TO SUCCESS





 **ESSEX**
COUNTY COLLEGE
STUDENTS FIRST

WWW.ESSEX.EDU

(973) 877-4477

303 University Ave., Newark, NJ 07102

730 Bloomfield Ave., West Caldwell, NJ 07006