Area: Student Services

Policy Name: Marketing Strategy

Policy Statement: Salina Area Technical College (SATC) has developed a marketing plan in an effort to formalize our marketing strategy. SATC’s plan is on-going and will continue to evolve by evaluating the objectives of the Board of Trustees, the President, and the academic initiatives of the college and making adjustments as necessary.

Procedures: The goals of the marketing plan is to increase student enrollment; improve the visibility and perception of the college; strengthen the reputation of the college; and encourage alumni, friends, donors, parents, students, prospective students, faculty, and staff to treasure their association with SATC.

These goals will be met through various endeavors, including:

**Website Development**

The website is typically the first contact that most prospective students will have with SATC. In 2013, SATC underwent a web site redesign. The new design is in a professional and engaging format.

**Printed Materials**

Printed hand-outs will be designed for each program of student. Print forms may include tri-fold brochures and flyers.

**Media**

SATC will maintain a presence in state/local media outlets including newspaper, radio, and television. The media outlets include The Salina Journal, La Voz, and Channel 12 television station.

**Database**

Build a database with prospective student names, addresses, emails, and phone numbers. Regular contact will be made through mail, email, and/or follow up calls.

**Events/Tours**

Contact: Advertising & Marketing Specialist
Related Forms:

Adopted: September 22, 2014

Updated: June 23, 2016