



**COLBY**  
COMMUNITY COLLEGE

**CHALLENGE • CREATE • CONNECT**

## **Marketing Plan**

**2020-2022**

## **Introduction**

Colby Community College is a two-year, public institution of higher education. Located in Colby, Kansas, the College is situated in the northwest part of the state in Thomas County and is approximately 50 miles from the Nebraska and Colorado borders. Once known as the Golden Buckle on the Wheat Belt, Thomas County is now also a leading producer of sustainable agriculture. Although not the largest county in the state by acres, Thomas County has more farmable acres than any other county in Kansas.

From a humble beginning of the 99 students in 1964, CCC now serves over 2,100 students annually. The College provides a diversity of academic options and has highly qualified and caring faculty and staff. In addition to a 57-acre main campus, CCC has a 60-acre farm utilized as a hands-on laboratory and training facility. The College also accommodates off-campus students in the 14-county service area through face-to-face, online, and hybrid courses. A number of studies (*SmartAsset, Wallethub, Aspen Institute, and the Chronicle of Higher Education*), conclude CCC is a solid educational investment.

Colby Community College has a strong history of student performance as noted on the Kansas Board of Regents Student Success Index and consistently ranks among the best in graduation and retention rates for two-year public colleges. Colby Community College is governed by an elected six member Board of Trustees.

**In support of the 2017-2022 CCC Strategic Plan Goal #8 to “Develop, Implement and Assess Integrated Marketing Approaches to Reach Target Markets”, the Marketing Plan was created through the support of the Marketing Committee and campus constituencies.**

### **Institutional Mission:**

Challenge students to adapt to a diverse society. Create opportunities for student growth. Connect student learning with professional experiences.

### **Institutional Vision:**

CCC will be a national leader in academics and student success to transform the lives in the communities we serve.

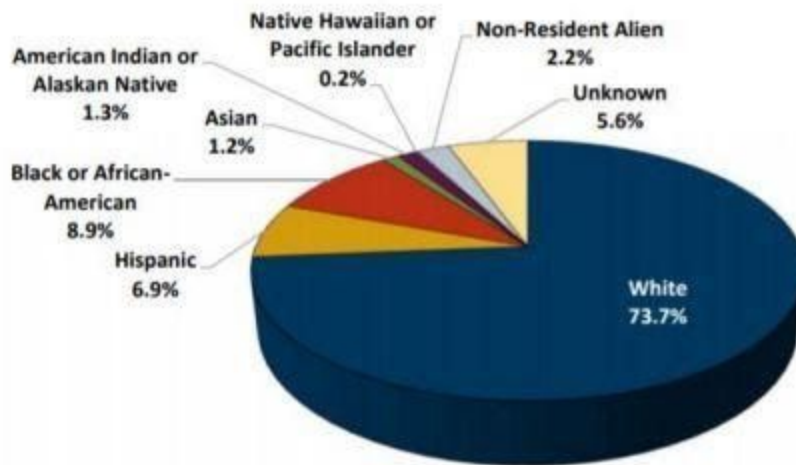
# Student Body Demographics

## Enrollment by Race/Ethnicity Academic Year 2011 - 2016

Colby Community College

| Race/Ethnicity                      | AY 2011 | AY 2012 | AY 2013 | AY 2014 | AY 2015 | AY 2016 | % Change<br>AY 11 - 16 |
|-------------------------------------|---------|---------|---------|---------|---------|---------|------------------------|
| White                               | 91.0%   | 88.6%   | 87.6%   | 90.1%   | 80.3%   | 73.7%   | -14.0%                 |
| Hispanic                            | 3.2%    | 3.9%    | 4.0%    | 3.0%    | 6.4%    | 6.9%    | 129.7%                 |
| Black or African-American           | 2.8%    | 3.0%    | 3.4%    | 2.5%    | 6.7%    | 8.9%    | 235.1%                 |
| Asian                               | 1.0%    | 1.7%    | 2.1%    | 1.3%    | 1.4%    | 1.2%    | 19.0%                  |
| American Indian or Alaskan Native   | 0.4%    | 0.5%    | 0.6%    | 0.7%    | 0.8%    | 1.3%    | 250.0%                 |
| Native Hawaiian or Pacific Islander | 0.1%    | 0.1%    | 0.3%    | 0.0%    | 0.2%    | 0.2%    | 100.0%                 |
| Two or More                         | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.5%    | 0.0%    | NA                     |
| Non-Resident Alien                  | 1.4%    | 2.2%    | 2.0%    | 2.0%    | 2.1%    | 2.2%    | 65.5%                  |
| Unknown                             | 0.0%    | 0.0%    | 0.0%    | 0.3%    | 1.7%    | 5.6%    | NA                     |

## Enrollment by Race/Ethnicity Academic Year 2016



**Enrollment by Gender  
Academic Year 2011 - 2016**

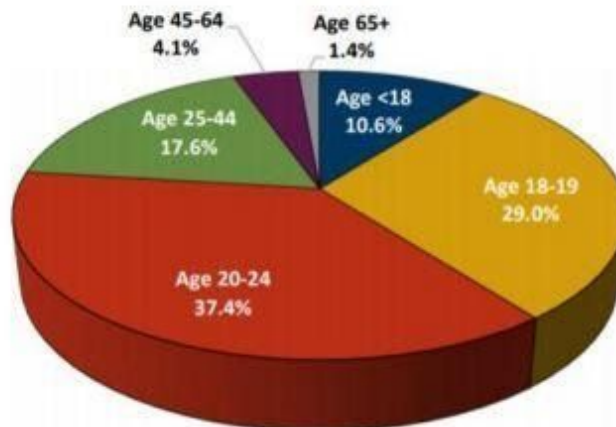
| Gender       | AY 2011      | AY 2012      | AY 2013      | AY 2014      | AY 2015      | AY 2016      | % Change<br>AY 11 - 16 |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| Female       | 1,289        | 1,225        | 1,295        | 1,269        | 1,243        | 1,313        | 1.9%                   |
| Male         | 685          | 693          | 688          | 658          | 640          | 824          | 20.3%                  |
| Unknown      | 38           | 5            | 7            | 4            | 23           | 0            | NA                     |
| <b>Total</b> | <b>2,012</b> | <b>1,923</b> | <b>1,990</b> | <b>1,931</b> | <b>1,906</b> | <b>2,137</b> | <b>6.2%</b>            |

**Enrollment by Age  
Academic Year 2011 - 2016**

**Colby Community College**

| Age   | AY 2011 | AY 2012 | AY 2013 | AY 2014 | AY 2015 | AY 2016 | % Change<br>AY 11 - 16 |
|-------|---------|---------|---------|---------|---------|---------|------------------------|
| <18   | 14.5%   | 12.9%   | 13.0%   | 11.7%   | 11.2%   | 10.6%   | -22.3%                 |
| 18-19 | 30.7%   | 30.6%   | 28.2%   | 30.1%   | 30.1%   | 29.0%   | 0.3%                   |
| 20-24 | 25.2%   | 30.1%   | 28.9%   | 28.1%   | 32.4%   | 37.4%   | 57.6%                  |
| 25-44 | 20.2%   | 18.5%   | 20.7%   | 22.2%   | 20.7%   | 17.6%   | -7.4%                  |
| 45-64 | 7.2%    | 6.2%    | 6.6%    | 6.0%    | 4.1%    | 4.1%    | -39.6%                 |
| 65+   | 2.3%    | 1.7%    | 2.6%    | 1.9%    | 1.5%    | 1.4%    | -37.0%                 |

**Enrollment by Age  
Academic Year 2016**



## **Marketing Committee Purpose**

Increase the visibility of CCC through impactful utilization of resources while exploring opportunities to expand within a local and global perspective.

## **Marketing Committee Leadership**

The committee is a varied and well-rounded group composed of individuals with varied interests, experiences, knowledge, talents and institutional responsibilities.

| <b>Committee Composition</b>        |
|-------------------------------------|
| ● Admissions Counselor              |
| ● Athletics Representative          |
| ● Director of Public Relations      |
| ● Director of Admissions & Outreach |
| ● Executive Vice President          |
| ● Faculty Representative            |
| ● IT Technician II                  |

## **Guiding Principles**

We believe that a marketing plan is a schedule of strategic activities that will influence marketing decisions. The marketing committee is committed to being:

- Purposeful
- Collaborative
- Technologically Aware
- Flexible
- Imaginative
- Dynamic
- Consistent

## **CCC's Strategic Plan 2017-2022**

### **Theme/Strategic Direction-Public Relations**

Goal #7: Create and sustain mutually beneficial partnerships.

Goal #8: Develop, implement and assess integrated marketing approaches to reach target markets.

## **Committee Goal & Objectives**

**Goal:** Enhance the College's brand awareness through the assessment and communication of marketing gaps.

### **Objective #1**

Create a Brand Style Guide for the Institution.

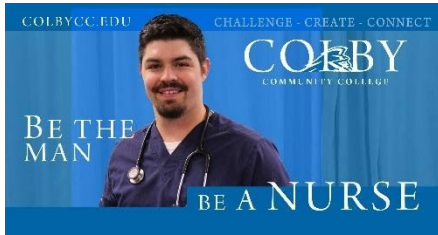
### **Objective #2**

Outline and justify budgetary needs of the marketing committee in relation to strategic planning.

### **Objective #3**

Implement communication strategies.

## BILLBOARDS



I-70 West (near Park, KS)



North Highway 83 (near Garden City, KS)



South Hwy 83 (near Garden City, KS)



I-70 East (near Burlington, CO exit)

## VENDORS

