



COLBY

COMMUNITY COLLEGE

CHALLENGE • CREATE • CONNECT

MARKETING PLAN

2022-2023

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 2,400 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 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 2022-2027 CCC Strategic Plan Goal #8 to “Increase the Institutional Footprint with the Community, State, and the Nation,” Goal #9: Develop and Assess Marketing Strategies to Reach New Areas and Locations," and Goal #10: Continue to Grow and Prioritize Our Agricultural and Unique Programs 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.

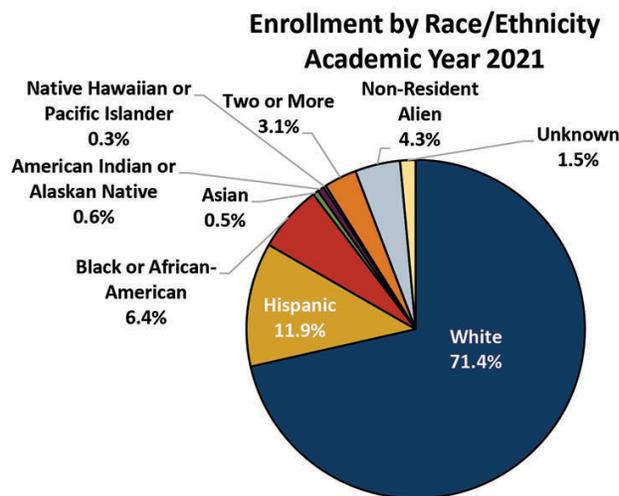
STUDENT BODY DEMOGRAPHICS

Institutional Profiles

Enrollment by Race/Ethnicity Academic Year 2016 - 2021

Colby Community College
Table P.11

Race/Ethnicity	AY 2016	AY 2017	AY 2018	AY 2019	AY 2020	AY 2021	% Change AY 16 - 21
White	73.7%	49.4%	69.9%	69.0%	72.0%	71.4%	2.3%
Hispanic	6.9%	5.1%	8.6%	10.7%	11.9%	11.9%	82.3%
Black or African-American	8.9%	6.2%	8.7%	7.2%	8.2%	6.4%	-24.6%
Asian	1.2%	0.7%	1.4%	1.1%	0.7%	0.5%	-52.0%
American Indian or Alaskan Native	1.3%	0.9%	1.7%	0.6%	0.7%	0.6%	-50.0%
Native Hawaiian or Pacific Islander	0.2%	0.3%	0.4%	0.1%	0.2%	0.3%	50.0%
Two or More	0.0%	0.0%	0.0%	3.7%	3.4%	3.1%	NA
Non-Resident Alien	2.2%	3.8%	3.7%	4.5%	0.1%	4.3%	102.1%
Unknown	5.6%	33.6%	5.7%	3.3%	2.8%	1.5%	-72.3%



Enrollment by Gender Academic Year 2016 - 2021

Table P.12

Gender	AY 2016	AY 2017	AY 2018	AY 2019	AY 2020	AY 2021	% Change AY 16 - 21
Female	1,313	1,365	1,524	1,526	1,490	1,437	9.4%
Male	824	867	849	928	878	819	-0.6%
Unknown	0	7	10	5	1	1	NA
Total	2,137	2,239	2,383	2,459	2,369	2,257	5.6%

Source: KHEDS AY Collection

Kansas Board of Regents

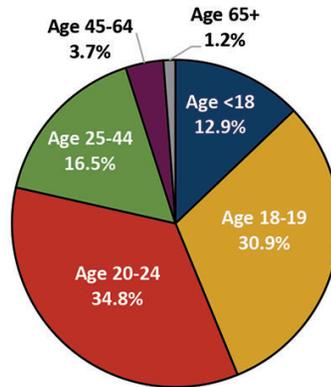
2022 Community College Data Book

**Enrollment by Age
Academic Year 2016 - 2021**

**Colby Community College
Table P.13**

Age*	AY 2016	AY 2017	AY 2018	AY 2019	AY 2020	AY 2021	% Change AY 16 - 21
<18	10.3%	11.8%	11.3%	12.6%	12.8%	12.8%	31.2%
18-19	29.0%	29.1%	27.3%	30.7%	32.4%	30.9%	12.8%
20-24	37.4%	38.2%	37.9%	36.1%	35.3%	34.7%	-1.9%
25-44	17.6%	15.7%	18.3%	16.5%	14.5%	16.5%	-1.1%
45-64	4.1%	3.3%	3.6%	2.7%	3.2%	3.7%	-3.4%
65+	1.4%	1.6%	1.0%	1.4%	1.7%	1.2%	-6.9%

**Enrollment by Age
Academic Year 2021**



Source: KHEDS AY Collection

Kansas Board of Regents

2022 Community College Data Book

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.

Committee Composition
● Admissions Representative
● Athletics Representative
● Director of Public Relations
● Support Staff Representative
● Faculty Representative
● IT Technician

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 2022-2027

Theme/Strategic Direction - Public Relations

Goal #7: Create and sustain mutually beneficial partnerships.

Goal #8: Increase the institutional footprint with the community, state, and nation.

Goal #9: Develop and assess marketing strategies to reach new areas and locations.

Goal #10: Continue to Grow and Prioritize Our Agricultural and Unique Programs

COMMITTEE GOAL AND OBJECTIVES

Goal

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

2022-23

Objectives

Objective #1

Collaborate with the Dean of Online Learning to promote online enrollment.

Objective #2

Target the male 18-34 demographic.

Objective #3

Promote agriculture programs.

Objective #4

Leverage the college radio station and Niche for recruitment and promotion.

Objective #5

Increase student involvement in the marketing process.

Objective #6

Enhance specific informational tools for first-generation and current students.

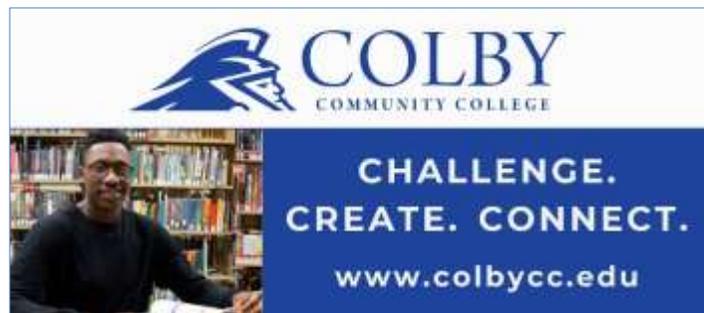
BILLBOARDS



I-70 East (near Burlington) 2022



I-70 East (near Burlington) 2022



Thomas County, east and west bound; to be installed in 2022



I-70 East (near Burlington) 2020-21

VENDORS

