



AGENDA

MARKETING COMMITTEE OF THE BOARD OF TRUSTEES

Committee Member

Trustee Eva Loreda, Chair
Trustee Charlene Ward Johnson
Trustee Laolu Davies

Alternate Member

Dr. Adriana Tamez

April 3, 2024
3:30 PM

3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002

**NOTICE OF A MEETING OF THE
Marketing Committee
OF THE BOARD OF TRUSTEES**

HOUSTON COMMUNITY COLLEGE

April 3, 2024

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston Community College will be held on Wednesday, April 3, 2024 at 3:30 PM, or after, and from day to day as required, 3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002. The items listed in this Notice may be considered in any order at the discretion of the Committee Chair and items listed for closed session discussion may be discussed in open session and vice versa as permitted by law. Actions taken at this Meeting do not constitute final Board action and are only Committee recommendations to be considered by the Board at the next Regular Board meeting.

I. Call to Order

- A. Opportunity for Public Comments

II. Topics For Discussion and/or Action:

- A. Sports Teams Advertising and 2024 Spring Marketing Campaign

III. Adjournment to closed or executive session pursuant to Texas Government Code Sections 551.071; 551.072 and 551.074, the Open Meetings Act, for the following purposes:

A. Legal Matters

Consultation with legal counsel concerning pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

B. Personnel Matters

Deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

C. Real Estate Matters

Deliberate the purchase, exchange, lease, or value of real property for Agenda items if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

IV. Additional Closed or Executive Session Authority:

If, during the course of the meeting covered by this Notice, the Board should determine that a closed or executive meeting or session of the Board should be held

or is required in relation to any items included in this Notice, then such closed or executive meeting or session as authorized by Section 551.001 et seq. of the Texas Government Code (the Open Meetings Act) will be held by the Board at that date, hour and place given in this Notice or as soon after the commencement of the meeting covered by the Notice as the Board may conveniently meet in such closed or executive meeting or session concerning:

Section 551.071 - For the purpose of a private consultation with the Board's attorney about pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

Section 551.072 - For the purpose of discussing the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

Section 551.073 - For the purpose of considering a negotiated contract for a prospective gift or donation to the System if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

Section 551.074 - For the purpose of considering the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

Section 551.076 - To consider the deployment, or specific occasions for implementation of security personnel or devices, or a security audit.

Section 551.082 - For the purpose of considering discipline of a student or to hear a complaint by an employee against another employee if the complaint or charge directly results in a need for a hearing, unless an open hearing is requested in writing by a parent or guardian of the student or by the employee against whom the complaint is brought.

Section 551.084 - For the purpose of excluding a witness or witnesses in an investigation from a hearing during examination of another witness in the investigation. Should any final action, final decision, or final vote be required in the opinion of the Board with regard to any matter considered in such closed or executive meeting or session, then such final action, final decision, or final vote shall be at either:

A. The open meeting covered by this Notice upon the reconvening of the public meeting, or

B. At a subsequent public meeting of the Board upon notice thereof, as the Board shall determine.

V. Reconvene in Open Meeting

VI. Adjournment

CERTIFICATE OF POSTING OR GIVING NOTICE

On this **29th day of March 2024**, this Notice was posted at a place convenient to the public and readily accessible at all times to the general public at the following locations: (1) the HCC Administration Building of the Houston Community College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston Community College's website: www.hccs.edu.

Posted By:

Sharon R. Wright
Director, Board Services

REPORT ITEM

Meeting Date: April 3, 2024

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Sports Teams Advertising and 2024 Spring Marketing Campaign	Dr. Margaret Ford Fisher Remmele J. Young, J.D.

DISCUSSION

Provide an update on Houston Community College's ("HCC") sports teams advertising and 2024 Spring marketing campaign efforts.

COMPELLING REASON AND BACKGROUND

HCC's marketing efforts strategically operate to build brand awareness, drive recruitment, increase retention, increase business and community partnerships, and drive philanthropic support. In prior years, HCC used professional sports teams as an integral part of the institution's marketing campaign. While the COVID-19 pandemic constrained HCC's ability to incorporate the use of marketing with sports teams, the college presently uses this medium to help advance its campaign goals.

Additionally, the 2024 Spring marketing campaign is now complete. The performance of this campaign is, in part, the subject of this report. HCC's 2024 Spring marketing efforts include both the advancement of a general and a multicultural campaign, which incorporate the use of billboards, television, radio, digital and print media, and other marketing platforms.

This report serves the purpose of apprising the governing board about HCC's marketing campaign that operates under the message tag *Real World Education*.

FISCAL IMPACT

Under development.

LEGAL REQUIREMENT

None.

STRATEGIC ALIGNMENT

1. *Student Success*

ATTACHMENTS:

Description	Upload Date	Type
Marketing Campaign Update	3/26/2024	Presentation

This item is applicable to the following:

Central, Coleman, Northeast, Northwest, Southeast, Southwest, District, Online



Marketing Campaign Update

Dr. Margaret Ford Fisher, Chancellor
Remmele J. Young, J.D., Vice Chancellor

April 3, 2024

Overview

- Sports Teams Advertising
- 2024 Spring Marketing Campaign

Sports Teams Advertising

Sports Teams Advertising

- Prior HCC marketing efforts included advertising with the Houston Astros, Houston Dynamo, Space City Cowboys, Houston Rockets, and Houston Texans
- In 2023-2024, HCC ads will appear on programs featuring the Houston Astros, Wimbledon Tennis Championships, and the 2024 Olympics



Sports Teams Advertising

Astros: 2020 Advertising*

Cost: \$99,999

Opportunities:

- First pitch
- National Anthem singing
- LED half-inning for half the regular season
- Q&A with 3 Astros executives for 15 students
- Orbit (Astros mascot) appearances (2 total)

Dynamo: 2020 Advertising*

Cost: \$99,999

Opportunities:

- In-stadium branding & advertising
- Ads on Dynamo website
- \$1,000 student scholarship
- National Anthem & coin toss
- Free tickets and sideline passes
- HCC Day
- Player appearances (2 total)
- Autographed soccer balls (6 total)



* Contracts not executed due to COVID-19.

2024 Spring Real World Education Advertising

General & Multicultural Marketing
November 2023 - January 2024

Agency Partners



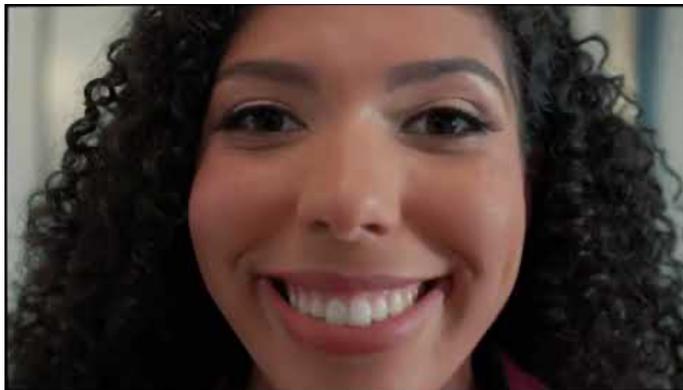
Campaign Goals

- Build Brand Awareness
- Drive Recruitment
- Increase Retention
- Increase Regard for HCC
- Increase Business & Community Partnerships
- Drive Philanthropic Support

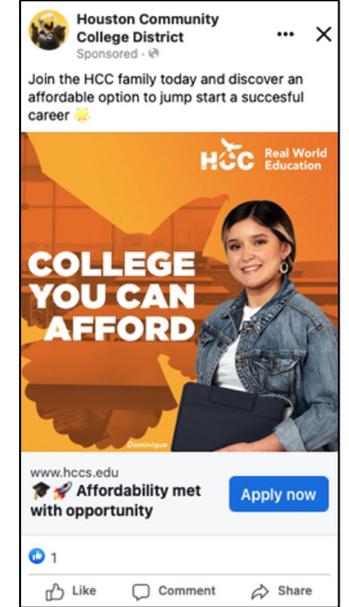
Real World Education Campaign



Spanish 30s



English 30s



Sponsored

hccs.edu
<https://www.hccs.edu>

Apply Now - HCC Online, On-Campus or Both

Complete the first two years of a four-year degree at HCC and then transfer your credits. Find the right program for you. Multiple pathways and **courses** built for student success. Extended Learning Program.

[Areas of Study](#) · [HCC Virtual Tour](#) · [Connect with HCC](#) · [Financial Aid](#)

Outdoor Partners

Impression Volume

87.4M

Outdoor Billboards
(5 across the region)



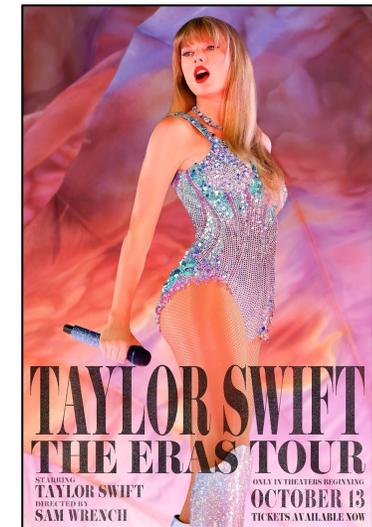
Note: An impression is when a user either sees or hears an advertisement.

Cinema Partnership

Impression Volume

2.8M

Theatre Screens
Digital Video
Lobby TV Screens



Note: An impression is when a user either sees or hears an advertisement.

Television Partners

Impression Volume

2.4M

Negotiated Added Value: \$22.5K

Early Morning, Daytime, Early Fringe, Early News, Prime, Late News, Late Fringe

Sports Programming: Astros, WWE



Note: An impression is when a user either sees or hears an advertisement.

Radio Partners

Impression Volume

8M

Negotiated Added Value: \$14,000

AM Drive, Midday, PM Drive,
Evening, Weekend



Note: An impression is when a user either sees or hears an advertisement.

Print Partners

Impression Volume

1.3M

Various publications
Multicultural audience

Note: Colleges place print ads not factored here.



Note: An impression is when a user either sees or hears an advertisement.

General Digital Platforms

Impression Volume

8.7M

Display
Paid Search (Google)
Paid Social (Meta, Snapchat, Twitch)
Digital Audio
Digital Video (Streaming, YouTube)



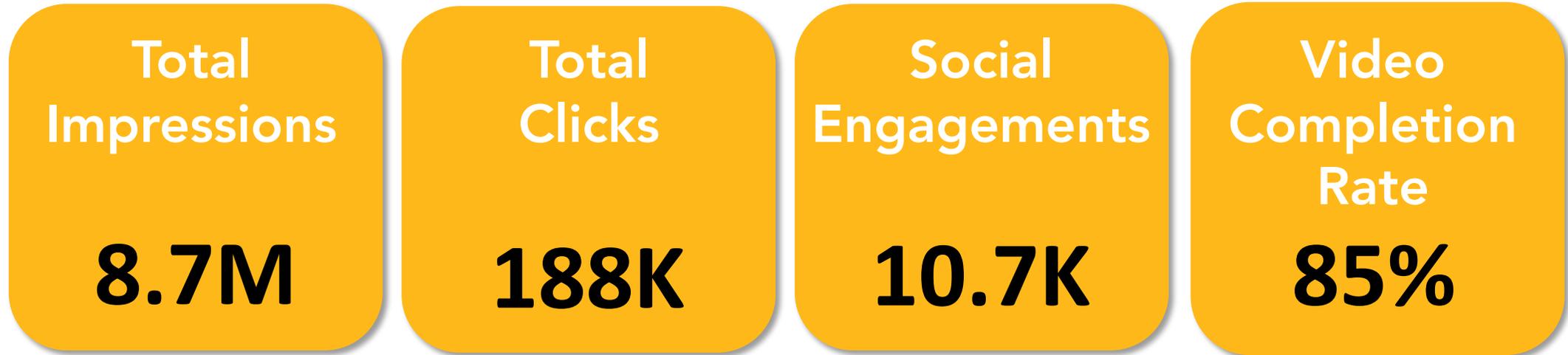
Spring 2024 Campaign Summary



Total audience impressions include all channels from across the prospective student journey – from awareness mediums like Outdoor, to high-intent mediums like Search Engine Marketing (SEM).

Note: An impression is when a user either sees or hears an advertisement.

Digital KPIs (Spring 2024)



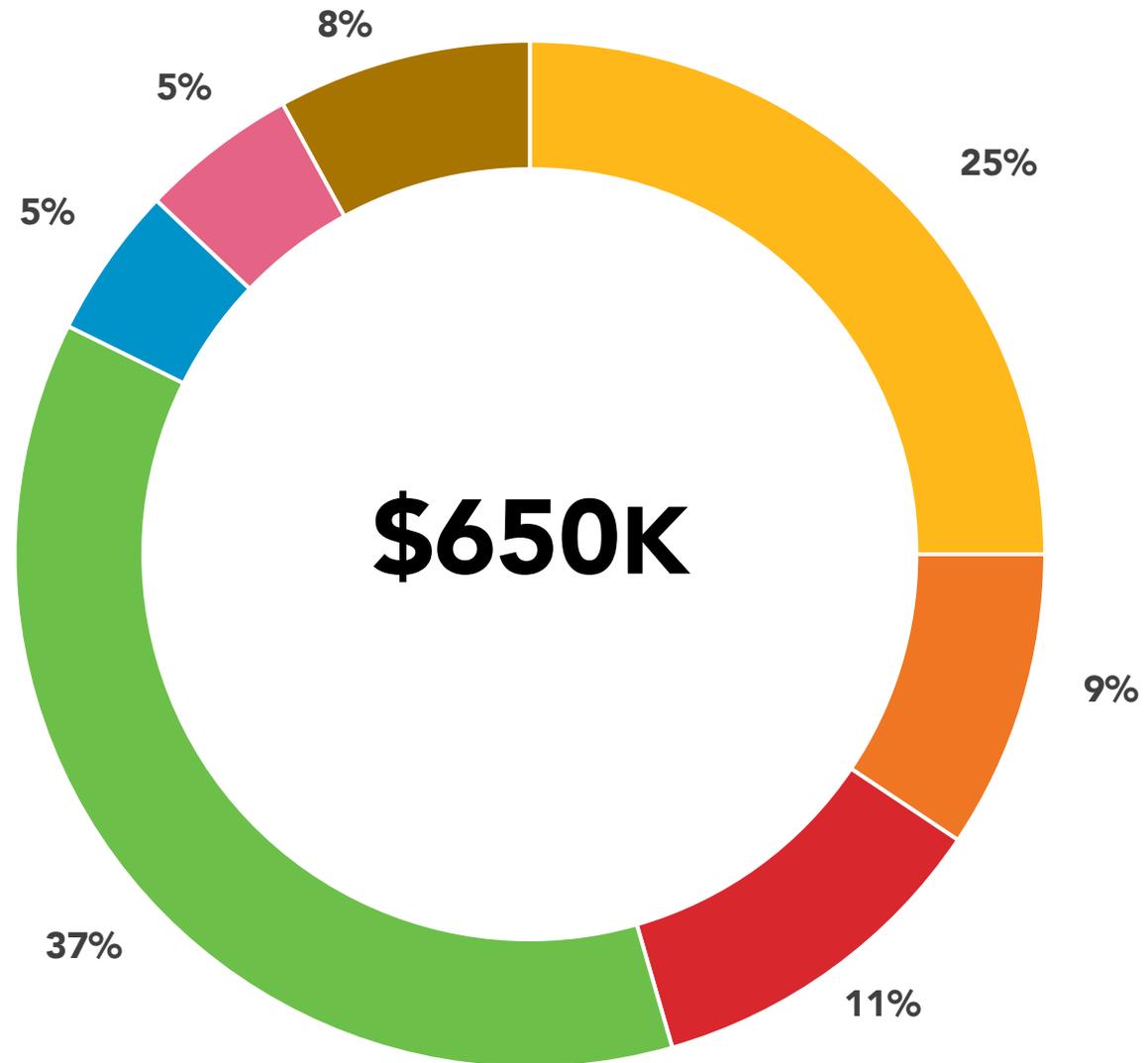
The digital side of the Spring 2024 campaign not only drove media impressions—but resulted in target audience online actions as well.

We saw interaction with HCC ads in the form of website click-throughs, social media engagements and video view completions. Website traffic increased by 1.5% over last spring.

Note: An impression is when a user either sees or hears an advertisement.

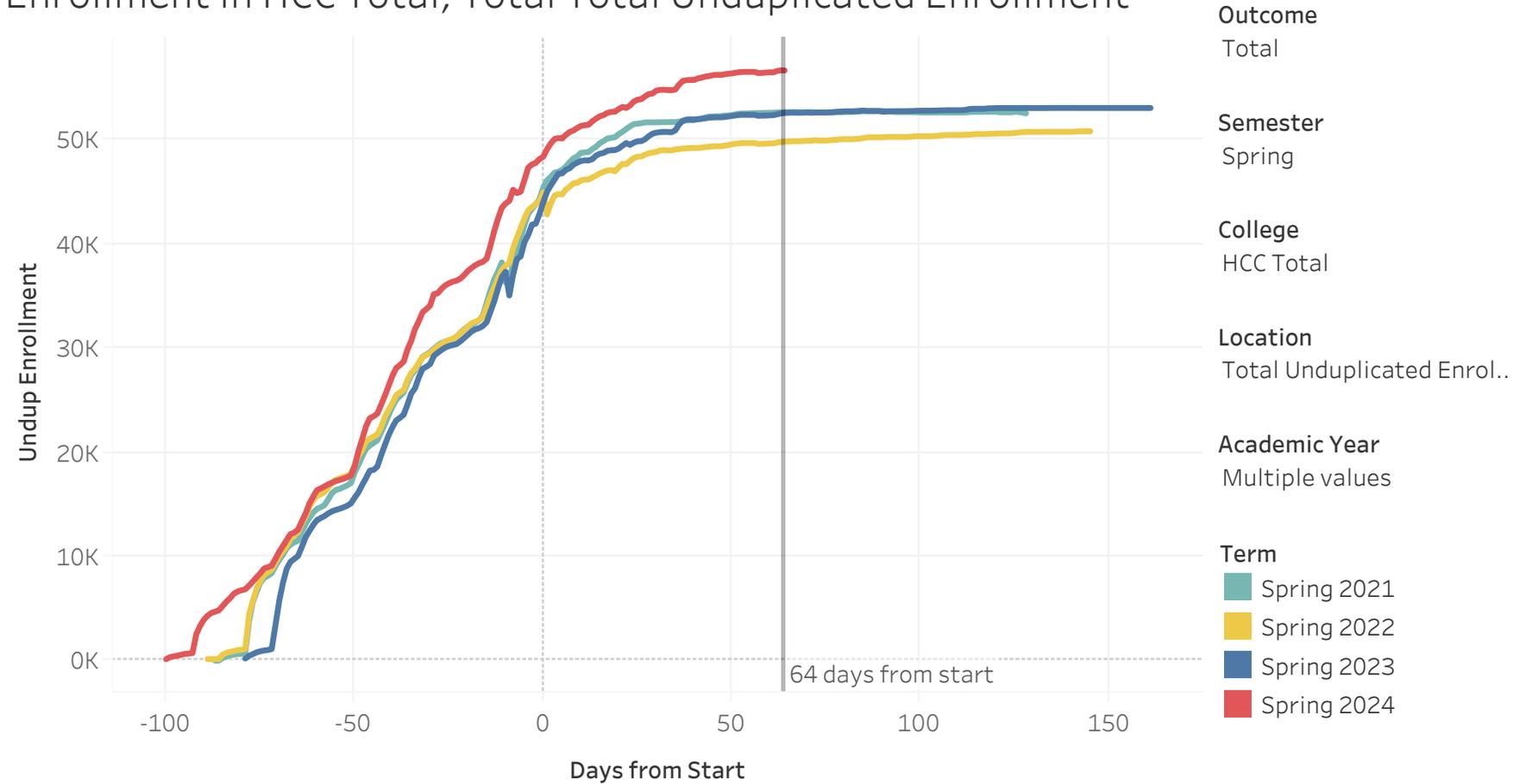
2024 Spring Budget Allocation

- TV, Cable and Video
- Cinema Package
- Radio
- Outdoor
- Print
- Search
- Digital



Recent Trend in HCC Spring Enrollment

Enrollment in HCC Total, Total Total Unduplicated Enrollment



Term	Date	Days from Start	SCH Enrlmt	SCH Pct Diff.	CEU Enrlmt	CEU Pct. Diff.	Total Enrlmt	Total Pct. Diff.
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Key Observations (2024 Spring Campaign)

Impressions
increased 139%
over Spring 2023

**23,568,860 vs.
16,963,362***

Clicks to website
increased 136%
over Spring 2023

188,000 vs. 138,273*

Media spend
increased 148%
over Spring 2023

**\$425,780 vs.
\$288,454***

Sports teams
advertising is a
viable option

**May require
additional
investment**

* Does not include billboards.

Thank You!