



AGENDA

MARKETING COMMITTEE OF THE BOARD OF TRUSTEES

**May 7, 2025
3:00 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

May 7, 2025

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, May 7, 2025 at 3:00 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. Summer Fall 2025 Marketing Report

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 **2nd day of May 2025**, 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: May 7, 2025

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Summer Fall 2025 Marketing Report	Dr. Margaret Ford Fisher Steve Lestarjette Ross Wingo

DISCUSSION

Provide an update on Houston Community College's (HCC) summer and fall advertising campaign.

COMPELLING REASON AND BACKGROUND

Notably, this report serves the purpose of apprising the governing board about HCC's strategic work to increase enrollment and grow support of the mission of the college.

FISCAL IMPACT

Under development

STRATEGIC ALIGNMENT

1. Student Success , 2. Personalized Learning , 4. Community Investment , 5. College of Choice

ATTACHMENTS:

Description	Upload Date	Type
HCC Marketing Update	4/30/2025	Presentation

This item is applicable to the following:

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



2025 Summer & Fall Marketing Initiatives

May 7, 2025

Margaret Ford Fisher, Ed.D., Chancellor

Steve Lestarjette, AVC, Communications & Marketing (Interim)

Ross Wingo, Carlberg Branding

Approach

Goals: Build **brand awareness**, grow **engagements** that lead to **enrollment**, increase audience **regard**, encourage **partnerships** and drive **philanthropic support**.

Objectives: Build on recent student enrollment growth from Fall 2023 and Spring 2024.

Plan: Leverage diverse advertising tactics and strong presence throughout the marketing funnel (awareness, consideration, and decision phases).

Emphasis: Traditional TV, radio, streaming video and social media advertising—grow awareness among a multicultural audience.

DATES	2/1/25–8/31/25
GEOGRAPHY	Houston, TX
BUDGET	\$1,270,500
AUDIENCE	Adults 18-34
	Multicultural
	High school grads/GED certificate recipients
	Low household income
	Single parents
	Wage earners
	Ex-military

Advertising Strategy

1) **Upper Funnel:**

Build awareness of the college and its opportunities

- Billboards, traditional television, radio

2) **Mid- to- Lower-Funnel:**

Encourage prospective students to engage with the college through the HCC website

- Digital streaming (CTT, OTT, YouTube), social media, SEM

Current Measurable KPIs

HCC currently measures advertising effectiveness through these KPIs:

- | | |
|---|--------|
| 1 Impressions (billboards, print, radio, television; total campaign impressions) | Agency |
| 2 Web traffic (paid social, SEM, display) | |
| • Traffic to Apply and Pay | HCC |
| • Traffic to Main page | HCC |
| • Total Website traffic | HCC |
| • Website new visits | HCC |
| • Pages per session | HCC |
| • Search (SEM) | HCC |
| • Click-Through Rate (CTR) | Agency |
| • Cost Per Point (CP) | Agency |
| • Cost Per Impression | Agency |
| • Video Completions | Agency |
| • Audio Completions | Agency |
| 3 Views/listens (digital audio, CTT, OTT, linear television) | Agency |
| 4 Month-over-Month traffic by Social Media platform | Agency |
| 5 Month-over-Month traffic by Conversions (Apply/Pay) | Agency |

Website KPIs Year Over Year

Summer/Fall

Subject	2023	2024	Change
Total Views	11,294,869	13,677,664	+21.10%
Views to Home Page	2,522,634	3,112,003	+23.36%
Search (SEM)	6,310,822	7,969,396	+26.28%
Apply/Pay	798,131	900,251	+24.34%
New Visits	1,887,320	2,072,899	+9.83%
Pages Per Session	5.78	6.23	+7.7%
Total Events/Actions	37,238,459	44,769,522	+20.22%

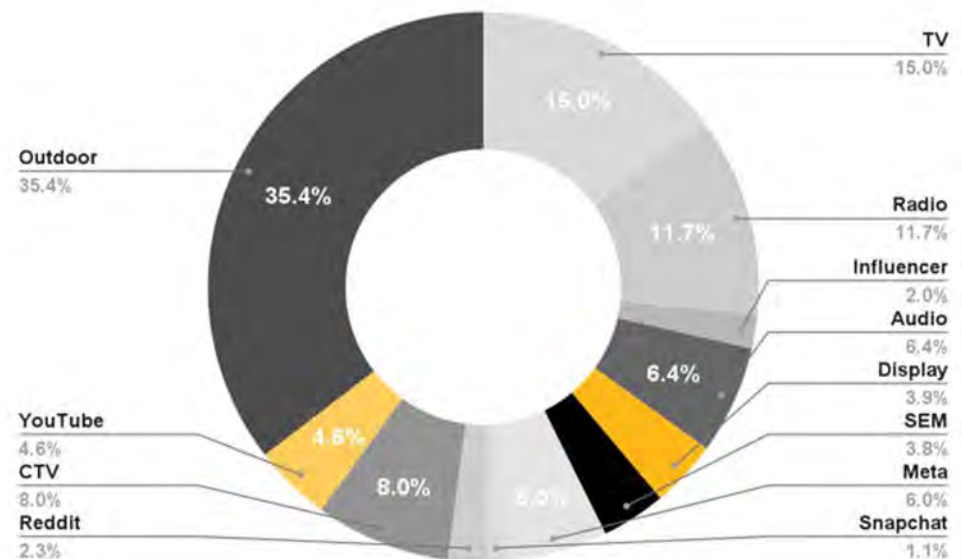
Summer & Fall Media Mix

HCC will have an increased presence on **digital channels** this year.

Greater emphasis will be placed on familiar platforms like **CTV/OTT and YouTube**. HCC will also start leveraging geo-fence display and influencers.

Estimated impressions for Summer and Fall are nearly **240M**. The flight window considered is February through August.

2025 Summer & Fall BUDGET ALLOCATION



\$1,270,500

Summer & Fall Flighting

	February	March	April	May	June	July	August
TRADITIONAL							
TV & Cable							
Atmosphere							
Radio							
DIGITAL							
Influencer							
Audio							
Display							
Search							
Meta							
Snapchat							
Reddit							
CTV & OTT							
YouTube							
Event Geofencing Display							

Billboards

Estimated Impressions*

162,800,000

\$449,757 spend or .3-cents per impression

Upper Funnel: Billboards keep HCC “top of mind” for a broad, general audience

* February-August 2025

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Television Partners

Estimated Impressions

5,000,000

Programming Examples: News (Morning, Evening & Late), Sitcom, Game Show, Drama, Cooking, NFL, NBA, Late Night Variety

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

Key Sports Programming: MLB, NFL Preseason



\$190,575 Spend or 4-cents per impression

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Radio Partners

Estimated Impressions

17,500,000

Programming Examples: Country, Rock, News, NPR, Contemporary Hits, Traffic, Tejano, Spanish Pop

Dayparts: AM Drive, Midday, PM Drive, Evening, Weekend



\$148,648.50 Spend or .8-cents per impression

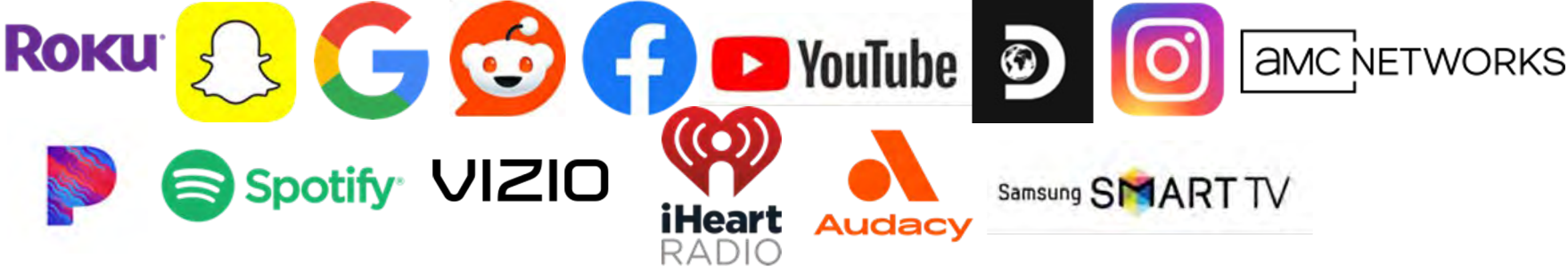
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Digital Partners

Estimated Impressions

54,500,000

Audio
Display
SEM (Google)
Social (Meta, Snapchat, Reddit)
Video (CTV & OTT, YouTube)



\$481,412.50 Spend or .9-cents per impression

A Shift to Program Advertising

Program-specific ads will account for **40%** of HCC's 2025 Summer/Fall media buy.

Interest Focused

- Prospects seek career fields that interest them—program-driven ads connect with their interests
- Students choose career paths, not just schools—program-driven ads resonate

Digital-First Research

- Students compare programs, tuition & campus life online—programs top the list of searches
- Program ads are “mid-funnel”—incentivizing a student to engage through the website

Higher Engagement & Conversions

- Clear career pathways = more student action
- Better targeting = smarter ad spends & stronger enrollment

Student Success Stories Matter

- Authentic success stories help prospects visualize their future
- Real student journeys build trust & drive enrollment decisions

Program Selection

College	Program
Central	Smart Building Technology
Coleman	Healthcare Management Bachelor of Science
Northeast	Instrumentation & Controls Engineering Technology
Northwest	Agriculture Science
Online	60 Programs, "Anytime, Anywhere"
Southeast	Healthcare Certificates
Southwest	AI and Robotics Bachelor of Technology

Assets for a New Campaign

Campaign Assets (English & Spanish)

- 60-Second Commercial
- Two 30-Second Commercials
(Featuring 3 programs each)
- Two 15-Second Commercials
(Featuring 2 programs each)
- Seven 6-Second Commercials
(One for each program)
- Radio Ads (English & Spanish)

Static Ads for Social Media & Programmatic

- Available in English and Spanish
- Sizes: 1080x1080, 1080x1920

Commercials – English :60s



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Commercials – Spanish :60s



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Commercials – English :30s

V1



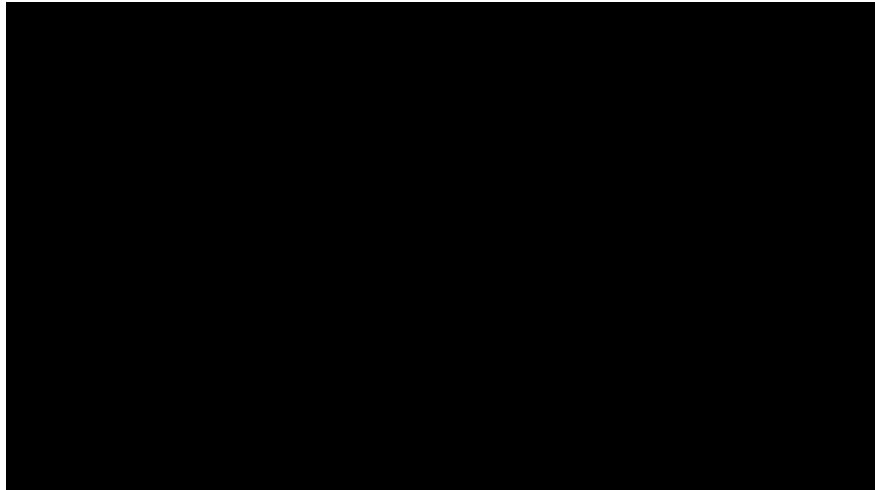
V2



HOUSTON COMMUNITY COLLEGE

Commercials – Spanish :30s

V1

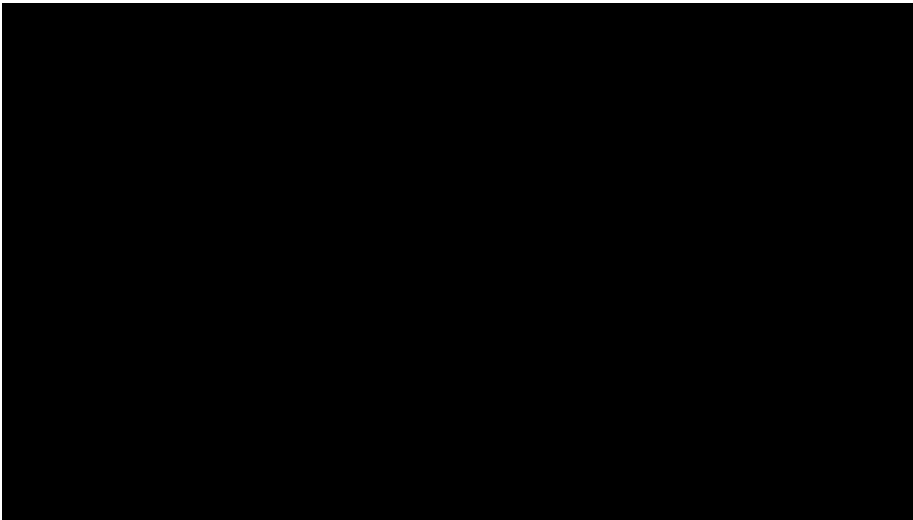


V2



Commercials – English :15s

V1



V2



HOUSTON COMMUNITY COLLEGE

Commercials – Spanish : 15s

V1



V2



HOUSTON COMMUNITY COLLEGE

Commercials – English :6s

V1



V2



HOUSTON COMMUNITY COLLEGE

Commercials – Spanish :6s

V1



V2



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Billboards



**PROGRAM THE
FUTURE**

Artificial Intelligence & Robotics
Bachelor of Applied Technology

HCC Move Your Future Forward

Potential Earnings: \$112,802/year



**LEAD THE FUTURE
OF HEALTHCARE**

Healthcare Management
Bachelor of Applied Science

HCC Move Your Future Forward

Potential Earnings: \$107,307/year

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Smart Building Technology (Static)



"I landed a job in electronics' sales through Smart Building Tech and learned how to 'talk tech,' all while on financial aid."

– Kelvin C.



"Conseguí un trabajo en ventas de electrónica gracias al programa de Tecnología de Edificios Inteligentes y aprendí a 'hablar técnico', todo mientras recibía ayuda financiera."

– Kelvin C.

Healthcare Management



"I earned my associate degree in 2023. During my last semester, I heard about HCC's bachelor's degree program and decided to keep going. The transition was smooth; I applied, was accepted, and now I'm graduating with my bachelor's degree this May, just two years later."

— Emily W.



"Terminé mi título de asociado en 2023. Al final del programa, supe de la licenciatura en HCC y decidí seguir. Apliqué, fui aceptada y ahora me gradúo con mi título este Mayo, solo dos años después."

— Emily W.

Instrumentation & Controls Engineering Technology



1. "Develop specialized skills in Instrumentation & Controls Engineering Technology and achieve an average earning potential of \$65K"
2. "Gain expertise in control systems and valve repair with Instrumentation & Controls Engineering, a field set to grow in Houston over the next four years."



1. "Desarrolla habilidades especializadas en Tecnología en Ingeniería de Instrumentación y Control y alcanza un ingreso promedio de \$65,000 al año."
2. "Adquiere experiencia en sistemas de control y reparación de válvulas con Ingeniería en Instrumentación y Control, un campo proyectado a crecer en Houston durante los próximos cuatro años."

Source: HCC Vitality Report and the Bureau of Labor Statistics

Agricultural Sciences



“At HCC, I discovered a new career path; learning the science behind plant growth, soil health, and global agriculture, setting me up to transfer to Sam Houston’s Agricultural Sciences.”

—Matthew B.



“En HCC, descubrí un nuevo camino profesional; aprendiendo la ciencia detrás del crecimiento de las plantas, la salud del suelo y la agricultura global, preparándome para transferirme a Ciencias Agrícolas de Sam Houston.”

—Matthew B.

Healthcare Continuing Education



"Continuing my Education allowed me to go from student to faculty. My journey, from 2015 student to 2020 teacher at HCC, proves learning drives the future forward."

– Rafael R.



"Continuar mi educación me permitió pasar de ser estudiante a profesor. Mi trayectoria, de estudiante en 2015 a docente en HCC en 2020, demuestra que el aprendizaje impulsa el futuro."

– Rafael R.

AI & Robotics



“HCC's teachers made balancing work and classes possible, enabling me to develop LeukoLens, my award-winning AI cancer-detection project.”

—Sumesh S.



“Los profesores de HCC hicieron posible el equilibrio entre el trabajo y las clases, lo que me permitió desarrollar LeukoLens, mi proyecto de detección del cáncer mediante IA.”

-Sumesh S.

Global Online College



"Starting college was challenging at first because of a health emergency, but HCC's flexible online program made all the difference. Working at my own pace allowed me to stay committed to my education while managing everything else, including growing my business."

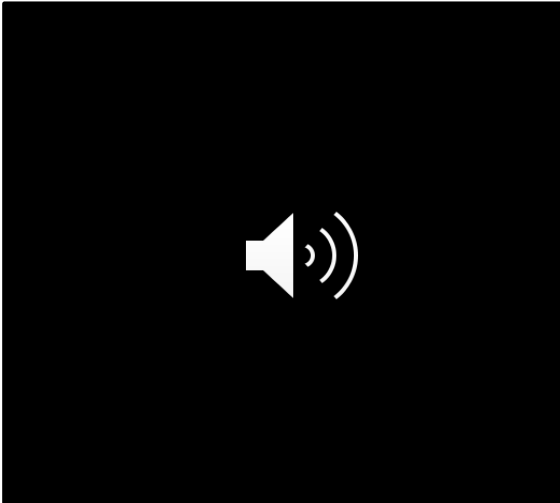
—Aubrey S.



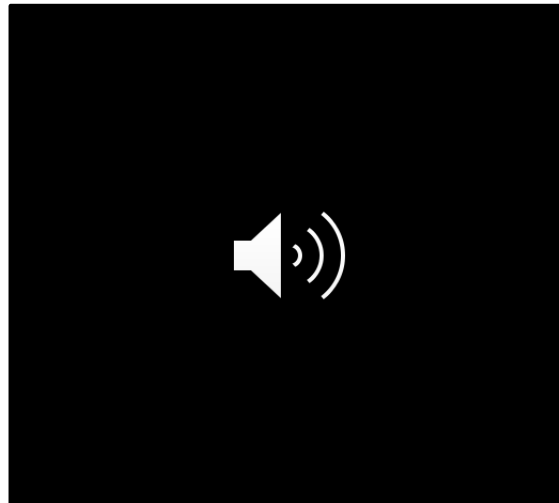
"Comenzar la universidad fue un reto al principio debido a una emergencia de salud, pero el programa en línea de HCC marcó la diferencia. Estudiar a mi propio ritmo me permitió seguir comprometida con mi educación mientras manejaba todo lo demás, incluyendo el crecimiento de mi negocio."

— Aubrey S.

Radio :30 Commercials



English



Spanish

THANK YOU!