



## **AGENDA**

### **MARKETING COMMITTEE OF THE BOARD OF TRUSTEES**

**August 6, 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**

**August 6, 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, August 6, 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. Strategic Communications & Marketing Plan

**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 **1st day of August 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](http://www.hccs.edu).

Posted By:

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Sharon R. Wright  
Director, Board Services

# REPORT ITEM

**Meeting Date:** August 6, 2025

**Topics For Discussion and/or Action:**

ITEM #	ITEM TITLE	PRESENTER
A.	Strategic Communications & Marketing Plan	Dr. Margaret Ford Fisher Dr. Rima Adil Dr. Andrea BurrIDGE

## DISCUSSION

The Communications and Marketing team is realigning its strategy to support HCC's Institutional Strategic Plan through student-centered, measurable marketing efforts. The plan focuses on three core priorities: advancing student enrollment and success, elevating HCC's brand visibility, and deepening community trust.

This realignment is guided by a strategic approach that leverages emerging trends and data-informed decision-making, enabling stronger alignment with industry standards and more effective resource management. Through targeted outreach, compelling storytelling, segmented audience strategies, and real-time data tracking, the team aims to foster meaningful engagement and support institutional goals.

The initiative also emphasizes innovation, close collaboration with internal stakeholders, and clear accountability through defined metrics—ensuring sustained impact and alignment with the leadership's vision and HCC Strategic Plan.

## COMPELLING REASON AND BACKGROUND

This plan is intended for informational purposes and serves as the foundation for a new vision for the Communications and Marketing Department. We remain flexible and committed to adapting based on market dynamics, community needs, and stakeholder feedback.

## STRATEGIC ALIGNMENT

*1. Student Success , 4. Community Investment , 5. College of Choice*

### ATTACHMENTS:

Description	Upload Date	Type
Strategic Communications & Marketing Plan Presentation	7/30/2025	Presentation

### This item is applicable to the following:

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



# **Strategic Communications & Marketing Plan:**

**Aligning Brand, Messaging & Engagement to Advance  
Student Success**

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Dr. Margaret Ford Fisher, Chancellor

Dr. Rima Adil, Vice Chancellor (Interim)  
Strategic Communications & Marketing

Dr. Andrea BurrIDGE, Vice Chancellor  
Strategy, Planning, and Institutional Effectiveness

August 6, 2025

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# Executive Summary

The District Strategic Marketing District Department is reframing its marketing and communication efforts to provide **intentional student-focused** communications and marketing campaigns that align with the **Institutional Strategic Plan** and that include **measurable outcomes** that are tied to SMART goals.



To advance  
student enrollment  
and success



To elevate  
HCC's brand  
visibility



To deepen  
community trust



# Purpose of a Strategic Communications and Marketing Plan



Clear Objectives and Direction

Alignment with the Strategic Plan of the Institution

Time, Resource, & Brand Management

Flexibility Based Upon Market Changes

Consistency in Messaging

Easier Evaluation and Measurement

Team Coordination

Risk Reduction

# Focused Strategic Communication



Student-Success  
Focused



Stakeholder  
Engagement



Innovation and  
Creativity



Measurable  
Impact



Skill  
Development



Networking and  
Visibility



Learning from  
Real Feedback



Legacy and  
Continuity

# Strategic Goals / Objectives

- **Student Centered, Marketing and Communication**
  - Campaigns aligned to the student life cycle
  - Focus on the key audience
  - Platform Optimization
  - Student Voices
- **Data Driven Marketing, Internal Alignment, & Performance Tracking**
  - **Strategic KPIs:** App Leads, Media Impressions/Reach, Web Traffic, Conversion %, Brand Sentiment, Outreach Tracking, Earned Media, Programming Views
  - Cross-Unit Communications Council, Boost faculty/staff participation and involvement
- **Innovation: Digital & AI Marketing Engine**
  - Launch always-on digital campaigns (Search, Meta, YouTube, Instagram Reels)
  - Use AI tools for: Content generation (ads, landing pages, video scripts) & Predictive analytics to optimize targeting and messaging
  - Deploy campaign-specific geofencing (programmatic, workforce, returning students, and working adults)
  - Retarget website visitors via pixels (ads, email flows, text nudges)

# Strategic Goals / Objectives

- **Brand Activation – “Houston City College”**
  - Finalize brand voice, visual identity, digital assets
  - Execute **internal** & **public launch** with faculty/staff ambassadors, and citywide messaging/campaigns (TV, social, print)
  - Align signage, merchandise, and templates across all campuses
- **Website Relaunch – Student-First & Mobile-Optimized**
  - \***Content Audit** for accuracy and ease of navigation
  - Ensure mobile-first UX, ADA compliance, and Spanish translation
  - Explore and Embed chatbots & AI-driven program match tools
- **Brand Awareness:**
  - Boost **storytelling** through **student/alumni and faculty** success
  - Host press briefings with mainstream and targeted ethnic media
  - Activate faith leaders, ISDs, and community influencers for trust-building
  - Spotighting students/employers and position HCC leadership for regular media op-eds and forums
- **Community Trust: Community & Media Engagement**
  - Create demographic-relevant content for local communities;





## **Student Centered Marketing & Communication**

# Communication campaigns aligned with student life cycle



Outreach



Connection



Onboarding



Progression  
and  
Retention



Completion



Alumni

## Focus on Key Audiences

Dual Credit

Parent  
Engagement

Working  
Adults

Parent  
Students

Lower  
Socioeconomic

First  
Generation  
Students

Transfer  
Students

Returning  
Students

Military / Ex  
Military

High School  
Grads/GED

International  
Students

Multicultural  
Students

Life-long  
Learners

# Supporting a Laser Focus on Student Success



DEVELOP CONTENT  
THAT DEMYSTIFIES  
SUPPORT SYSTEMS



PROMOTE STUDENT  
SUCCESS STORIES



HIGHLIGHT PATHWAYS:  
“FROM CLASSROOM TO  
CAREER”



FEEDBACK LOOPS  
FROM STUDENTS





# Amplify Student Voice

Peer-led video stories, testimonials, and influencers

# Platform Optimization

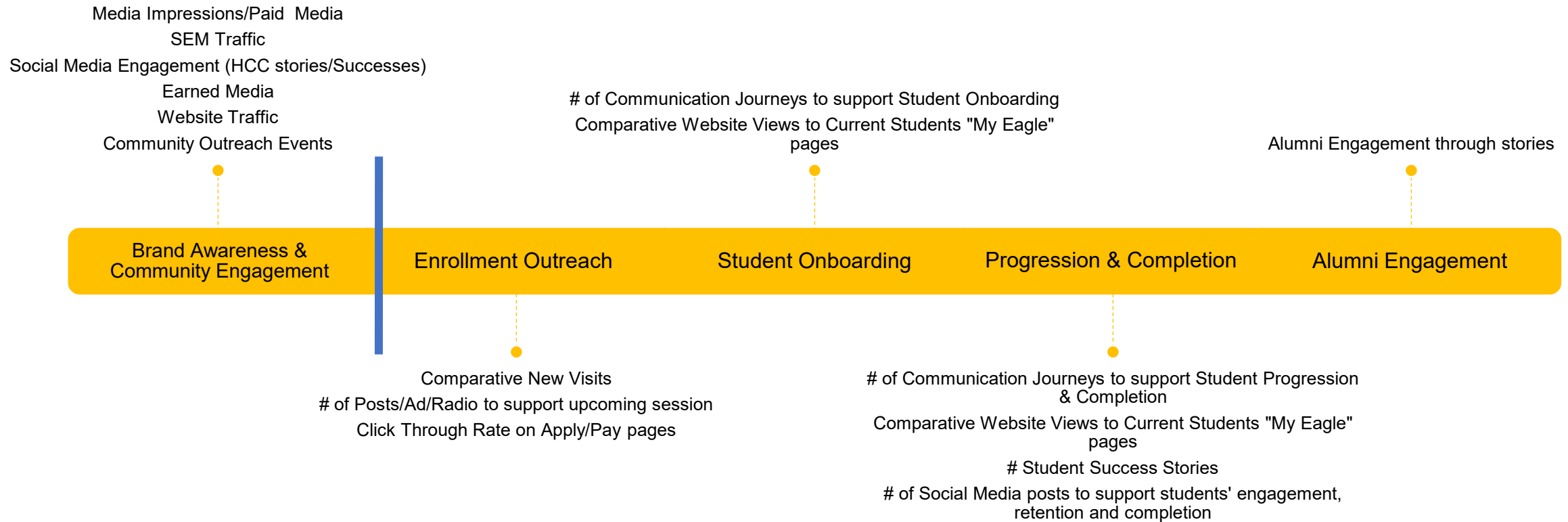
## Audience Specific Strategy

Audience	Strategic Tactic
Prospective Students	Instagram/Social Media Reels and Videos (both paid and organic)
Current Students	Social Media, In-app message, email and text notifications, digital signage
Alumni	Spotlight Video series, Alumni podcast, social media,
Faculty & Staff	UTTM live daily streaming show, email and text notifications, digital digest, recognition videos, digital signage, Convocation
Employers/Partners	LinkedIn series, Industry roundtables and advisory boards, State of the College
Community Leaders and Influencers	Town Hall and Community meetings, State of the College, Multilingual newsletters, Engagement events including, Consular Corps Chamber, Rotary Clubs and faith-based organizations



## **Data Driven Marketing, Internal Alignment, & Performance Tracking**

# KPI Alignment to Advance Student Success and Community Outreach through Marketing & Communication



# Proposed Tracking Dashboards

- Comparative Application Leads (MOF, Genius)
- Web Traffic by COE & Programs
- Comparative Impressions Data
- Data for Micro Campaigns
- Comparative Home Page Visits
- Conversion Rates (Meltwater)
- Media Reach (Google Analytics, Social Media, Meltwater)
- Brand Sentiment (Meltwater)
- Digital Ads (Google Analytics, Meltwater)
- E-mail (Constant Contact)
- Real-World Interactions (Community Outreach, Community events)

## Other Relevant Measurable Outcomes

Description	FY 2024-25	Projected Increase FY 2025-26
Editorial Mentions	3.8K	5% increase in editorial mentions
Social Media Followers (LinkedIn, Facebook, Instagram, X)	218,324 Total Followers	+4K New Followers
Website Activity	Views: 18,854 Active Users: 3,030	5% increase website activity and user engagement
HCC TV	TV Reach: 700,000 cable subscribers Social Media Views:	5% increase HCC TV Engagement in Social Media
Community Outreach / Engagement	Events: 40 Impressions: 100,300	5% increase in Community Outreach / Engagement

Media Impressions  
Paid Media  
Website Traffic  
# of Leads Generated  
Comparative New Visits  
Click Through Rate on Program Pages



## **Programmatic Ads KPI Tracking**





## Report and Outcomes 2024 - 2025



# HCC Communications & Marketing

## Sept. 1, 2024 - June 30, 2025 Report

**HOUSTON**  
COMMUNITY COLLEGE

### Writing Assignments/Media Relations

**185**

SNOW Writing Assignments

**3.8K**

Editorial Mentions

### HCC | U.S. Press total AVE was \$74M

*The Advertising Value Equivalency (AVE) assists in placing a monetary value on media coverage. AVE is usually tracked as a trend indicator overtime or in comparison.*

### HCC | U.S. Press Mentions share 47%

*Lone Star College: 25% San Jacinto College: 27%*

### HCC | Estimated Views 3.3M

*Approximate number of article views you appeared in*

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### Social Media

#### Total followers: 218,324

*note 4000 new followers*

#### Breakdown

LinkedIn: 137,906

Facebook: 49,826

Instagram: 11,551

Twitter/X: 12,145

Number followers on all platforms

**678**

YouTube videos produced

**3,486**

Total Social Media posts

### HCC | Social Mentions increased 215%

*For this year*

### HCC | Social accounted for 100% of Share of Voice by Mentions.

### HCC | Social with the most coverage was X with 5.3K Mentions.

# HCC Communications & Marketing

Sept. 1, 2024 - June 30, 2025 Report

## Website - This year to last year comparison

**17,492.171** **2,867.250** Last year

**18,854.382** **3,030.402** This year

Views -7.79% increase

Active users - 5.69 increase



## HCCTV

**700,000** **606**

Reach

Total Recordings



## Community Outreach

**40** **100,300**

Total Events

Audience/Impressions

### Events for 2024-2025

HCC Fall Convocation  
HCC Spring Graduation  
HCC VAST Spring Graduation  
HCC TxCHSE Spring Graduation  
Greater Houston Partnership State of Education  
East End Chamber Education Symposium  
Cinco de Mayo Parade  
Juneteenth Parade

## SNOW Requests

**2,545** **255** **48**

Total Request

Monthly (average)

Weekly (average)



Views ▾

24M

↑ 7.8%

New users ▾

3.7M

↑ 4.0%

Active users ▾

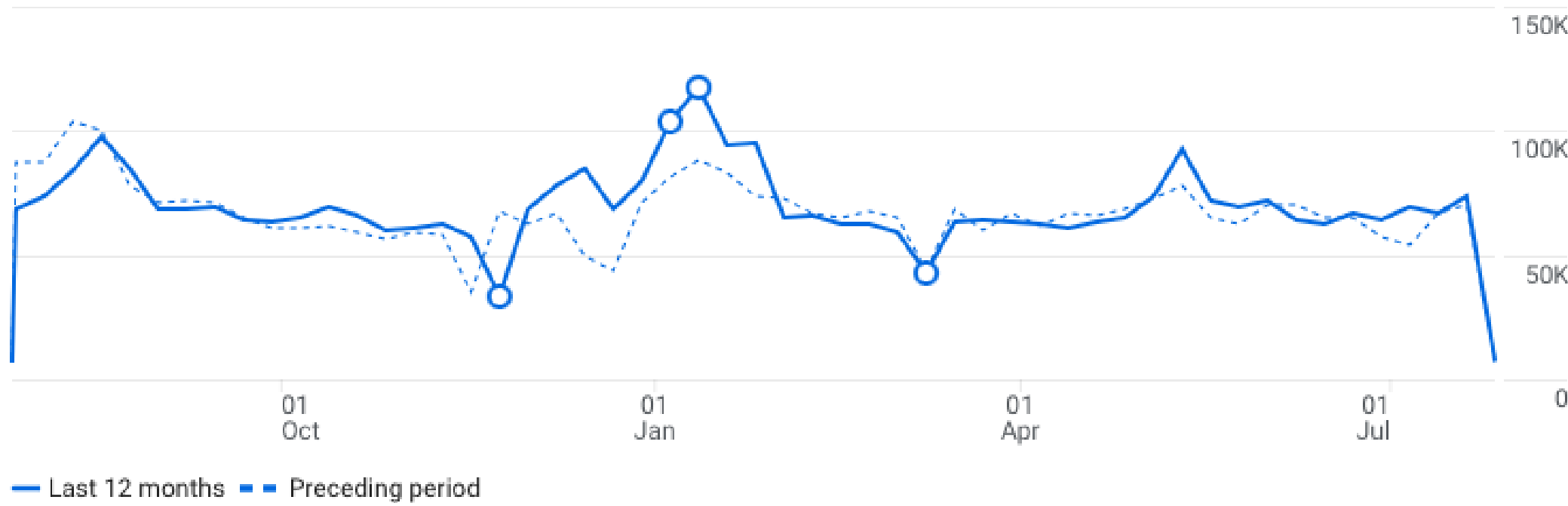
3.8M

↑ 4.8%

Views per active user ▾

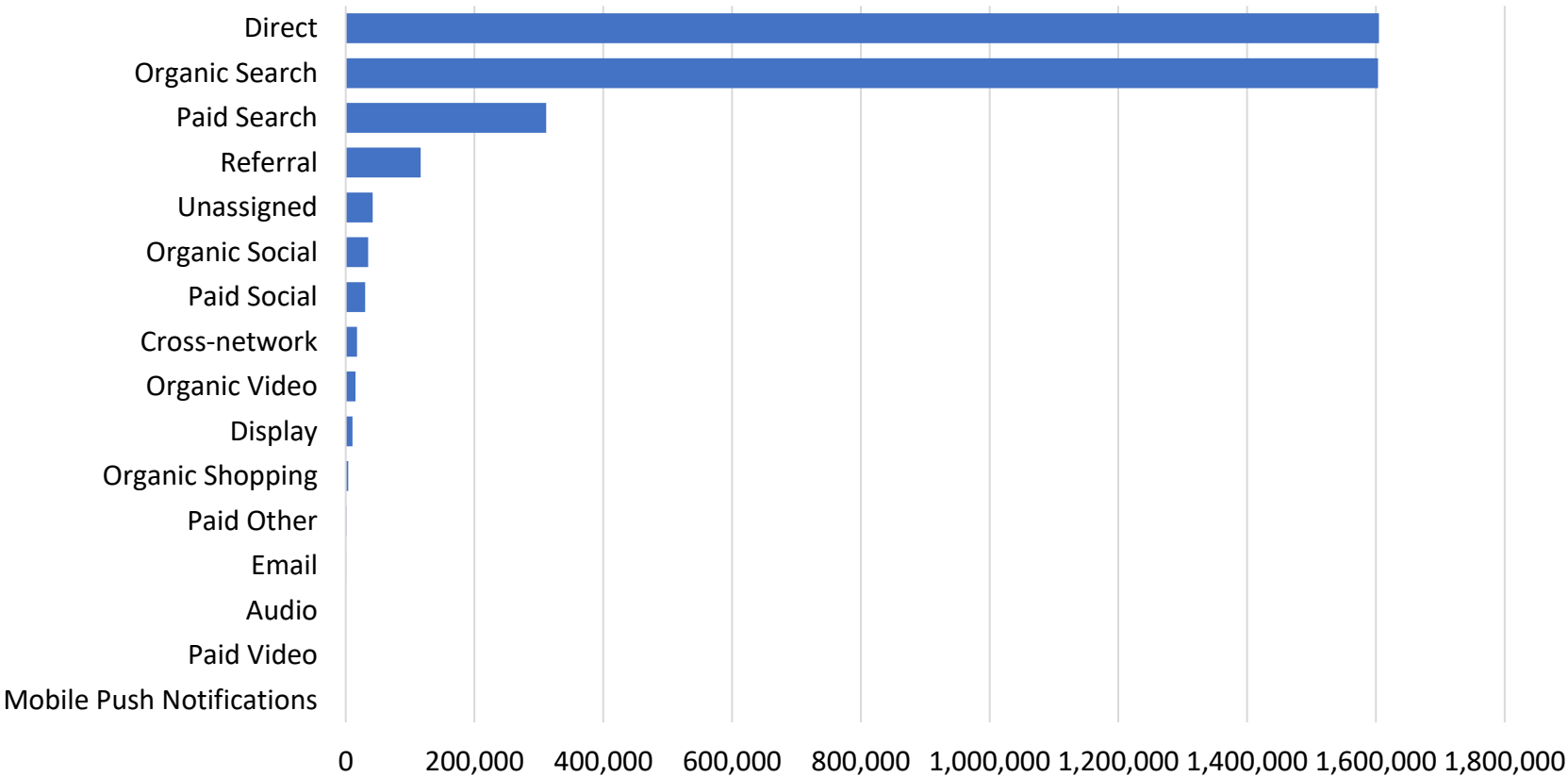
6.4

↑ 2.8%

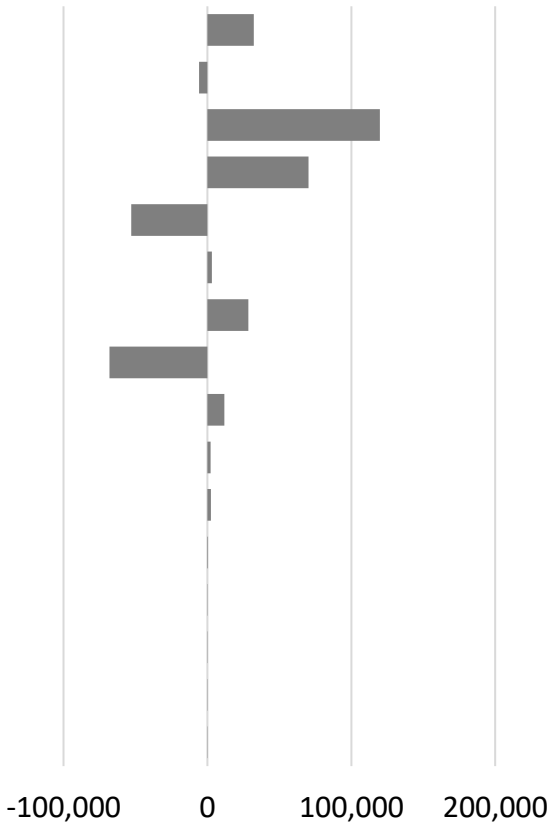


# Site User Acquisition

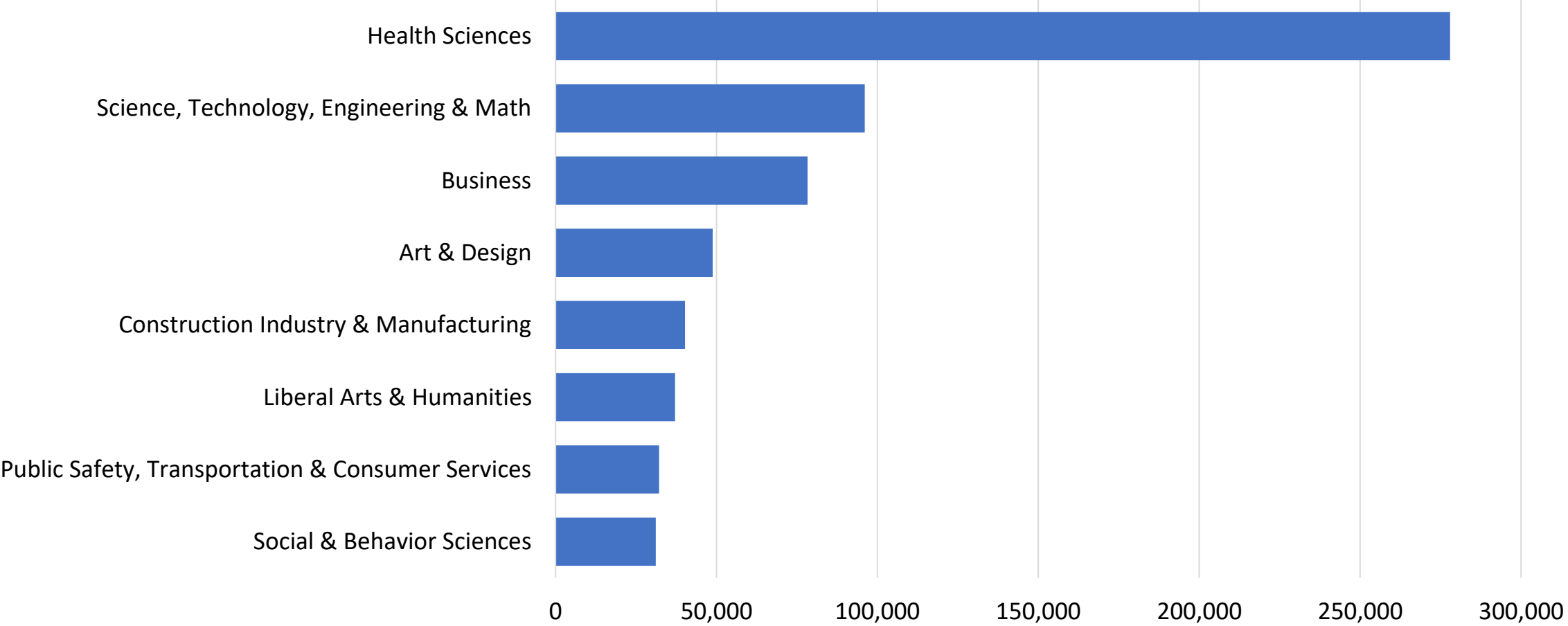
Total Users in 12-month Period Ending July 7, 2025



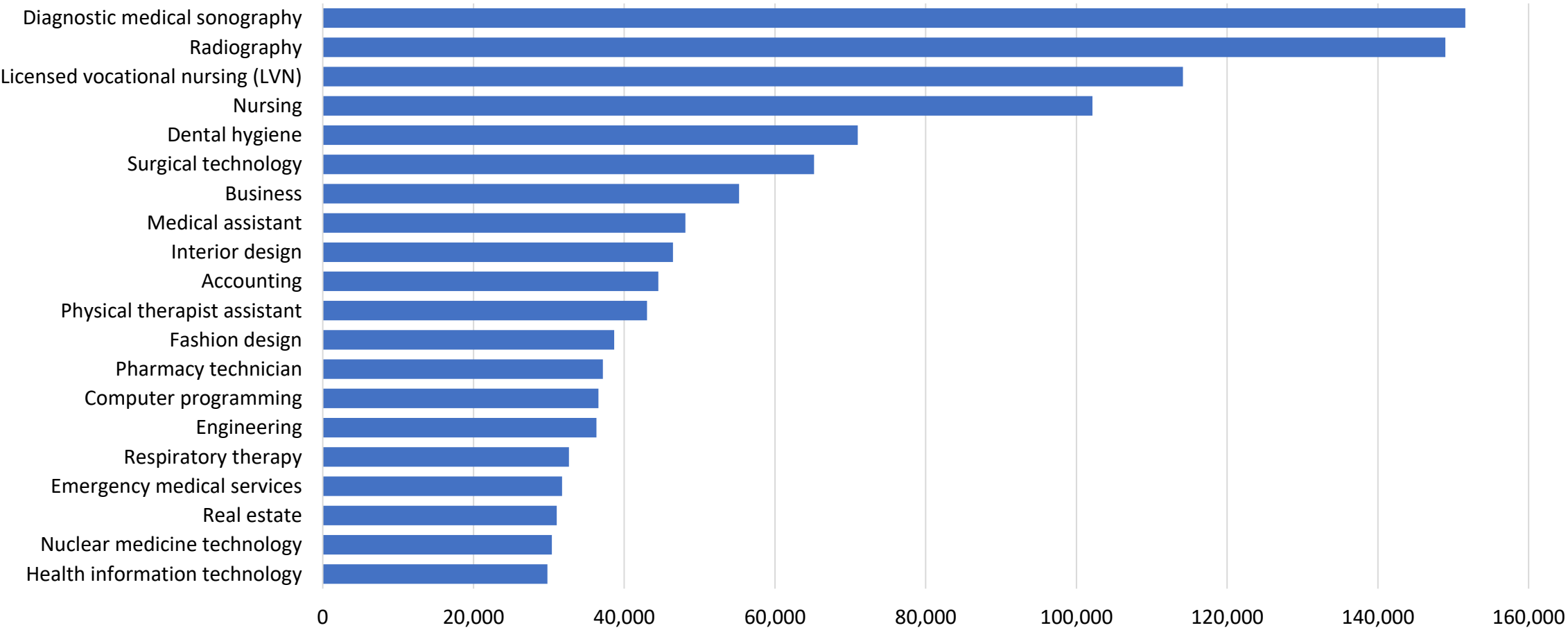
Year-Over-Year Change



# Page Views for Area of Study



# Top 20 Page Views by Program





# Strategic Alignment

- HCC Strategic Plan Priorities:
  - **Student Success**
  - **Community Investment**
  - **College of Choice**
- Board and Chancellor's Vision (Access, Success, and Completion)
- Student Success Framework
- Community & Workforce Goals
- Flexibility to accommodate emerging AI trends

# Thank you!