



# **AGENDA**

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

**June 3, 2026  
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 CITY COLLEGE**

**June 3, 2026**

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston City College will be held on Wednesday, June 3, 2026 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. Update on Marketing Campaigns

**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 **28th day of May 2026**, 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 City College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston City 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: June 3, 2026

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Update on Marketing Campaigns	Dr. Margaret Ford Fisher Dr. Rima Adil

## DISCUSSION

Provide a marketing campaign update on website enhancement, outreach communications, and specific marketing campaigns for each college.

## COMPELLING REASON AND BACKGROUND

Provide an update on current marketing initiatives, including website enhancements, outreach communications to high schools, and targeted marketing campaigns developed for each college to support student recruitment, community engagement, and enrollment growth.

## STRATEGIC ALIGNMENT

4. *Community Investment* , 5. *College of Choice*

### ATTACHMENTS:

Description	Upload Date	Type
Updated Presentation	5/27/2026	Presentation

### This item is applicable to the following:

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



# Strategic Communications and Marketing

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**Margaret Ford Fisher, Ed.D.,** Chancellor

**Rima Adil, Ed.D.,** Vice Chancellor, Strategic Communications & Marketing/PIO

**June 3, 2026**

# HOUSTON CITY COLLEGE

*Local Focus. Global Reach.*

## **Purpose**

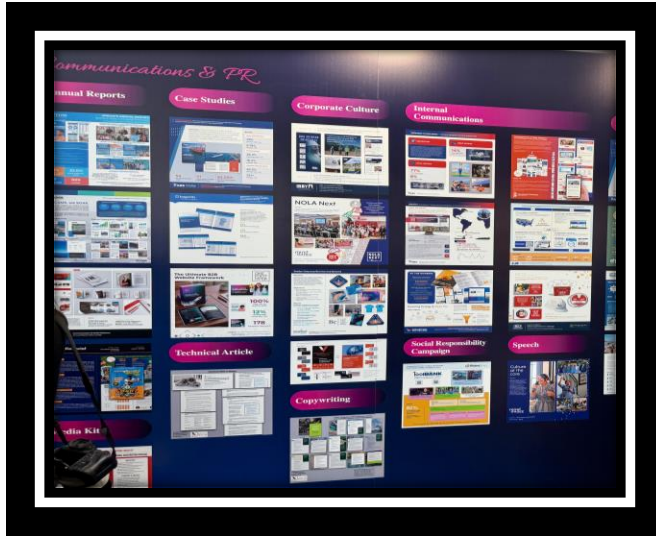
Provide an overview of current marketing initiatives, including website updates, outreach letters to high schools, and targeted marketing campaigns developed for each college to support recruitment, engagement, and enrollment goals.

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# Shining with the Stars

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## AMA Houston Crystal Awards

The American Marketing Association (AMA) Houston Crystal Awards honor marketing effectiveness, creative campaigns, and return on investment (ROI) across various industries



**HOUSTON CITY COLLEGE**

2026 HERMES CREATIVE AWARDS

# WINNER

## PLATINUM + GOLD

AI-GENERATED VISUAL CONTENT  
Platinum

INFOGRAPHIC / DATA VISUALIZATION  
Gold

ADVERTORIAL  
Gold

RECOGNIZED FOR INNOVATION + DESIGN EXCELLENCE

**PR Daily**

# MARKETING AWARDS 2026

# PROUD FINALIST

#PRDailyAwards

**EXCALIBUR Awards**

PRSA HOUSTON

# FINALIST

WE ARE HONORED TO BE RECOGNIZED AMONG THE BEST IN COMMUNICATIONS.

CATEGORY

## REPUTATION / BRAND MANAGEMENT

**HOUSTON CITY COLLEGE**

# Marketing Strategy

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## STRATEGIC TARGET MARKET HIERARCHY



### PRIMARY

- Core local focus
- High school partnerships
- Local workforce alignment
- Community engagement



### SECONDARY

- Regional awareness
- Commuter-friendly scheduling
- Targeted program marketing
- Flexibility



### TERTIARY

- Affordability messaging
- In-state tuition benefits
- Online degree programs
- University transfer paths



### GLOBAL & NATIONAL

- Diverse campus culture
- Specialized technical programs
- International energy/healthcare hub
- Digital outreach



# HOUSTON CITY COLLEGE MARKETING STRATEGY

Building Futures. Empowering Communities. Transforming Lives.



## 1 BRAND POSITIONING



Position Houston City College as Houston's most accessible and workforce-driven college by emphasizing three core pillars in all marketing and communications efforts.

- CAREER OUTCOMES**  
Preparing students for high-demand careers.
- AFFORDABILITY**  
High-quality education that is accessible and attainable.
- COMMUNITY IMPACT**  
Empowering individuals and strengthening our community.

## 2 BRAND AWARENESS & DIGITAL EXPERIENCE



Strengthen awareness of the new Houston City College identity through consistent messaging, centralized web governance, and a seamless digital experience across all campuses, websites, and digital platforms.

- CONSISTENT MESSAGING**  
One brand. One voice. One Houston City College.
- CENTRALIZED WEB GOVERNANCE**  
Accurate, up-to-date, and aligned across all sites.
- SEAMLESS DIGITAL EXPERIENCE**  
Easy to navigate. Easy to enroll. Designed for every learner.

## 3 AUDIENCE-FOCUSED MARKETING



Use data-driven campaigns to reach and engage key audiences with tailored messaging that highlights flexibility, accessibility, and career advancement opportunities.

- TRADITIONAL STUDENTS**
- ADULT LEARNERS**
- DUAL CREDIT STUDENTS**
- WORKFORCE LEARNERS**
- CONTINUING EDUCATION**

## 4 PROGRAM & STUDENT SUCCESS STORYTELLING



Highlight programs, pathways, partnerships, and real student success stories to inspire and motivate prospective students.

- SHORT-TERM CREDENTIALS**  
Fast-track career opportunities.
- TRANSFER PATHWAYS**  
Seamless paths to bachelor's degrees.
- EMPLOYER PARTNERSHIPS**  
Stronger connections. Better opportunities.
- STUDENT SUCCESS STORIES**  
Real stories. Real impact.

## 5 COMMUNITY ENGAGEMENT & OUTREACH



Strengthen visibility and trust through meaningful engagement that reflects our commitment to Houston.

- MULTILINGUAL OUTREACH**  
Engaging our diverse communities in the languages they speak.
- COMMUNITY PARTNERSHIPS**  
Stronger together for a stronger Houston.
- PUBLIC RELATIONS & INFLUENCERS**  
Amplifying our story across the region.
- LOCAL EVENTS**  
Building relationships and showing up for our communities.

## 6 GOVERNANCE, CONSISTENCY & ACCOUNTABILITY



Operate under a unified strategic framework to ensure consistency, accountability, and measurable enrollment growth.

- BRAND STANDARDS**  
Protect and promote our identity.
- COORDINATED CAMPAIGN PLANNING**  
Strategic. Timely. Aligned.
- ANALYTICS DASHBOARDS**  
Data-driven decisions. Measurable results.
- APPROVAL PROCESSES**  
Clear, consistent, and efficient.



### MULTILINGUAL. INCLUSIVE. COMMUNITY-CENTERED.

We communicate in the languages our communities speak to ensure everyone feels seen, heard, and supported.

Hello

Hola

Xin chào

안녕하세요

Tiếng Việt

العربية

and more.



# HCC MARKETING & COMMUNICATIONS STRATEGY

One Team. One Brand. One Mission. **DRIVING PEOPLE TO HCC.**



## OUR GOAL

Build awareness, strengthen our brand, and drive enrollment by connecting our communities to the opportunities of HCC.



## HCC DISTRICT MARKETING & COMMUNICATIONS THE BIG PICTURE

- Maintain the Brand**  
Protect and elevate the HCC brand with a consistent, unified voice.
- Drive Visibility**  
Increase awareness and visibility of HCC across all markets and channels.
- Own the Website**  
Maintain and optimize hccs.edu as the primary digital hub and enrollment gateway.
- Drive People to HCC**  
Use data-informed marketing strategies to attract, engage, and convert prospective students.
- Promote Districtwide Priorities**  
Promote new programs and districtwide initiatives through traditional, print, and digital media.

## ONE BRAND. ONE HCC.



## COLLEGE COMMUNICATIONS TEAMS THE LOCAL CONNECTION

- Strengthen Community Relationships**  
Build and maintain strong relationships with local community and media partners.
- Local Media Engagement**  
Serve as the local voice of HCC and collaborate with media to share impactful stories and updates.
- Promote Your Campus**  
Promote the center of excellence and programs offered at your campus.
- Engage Your Community**  
Connect with students, partners, and stakeholders through events, communications, and outreach.
- Support District Initiatives**  
Amplify districtwide programs and priorities within your local community.

## INTEGRATED & ALIGNED

District and College teams work together with a shared strategy, aligned messaging, and coordinated campaigns.

## OUR MARKETING CHANNELS

### TRADITIONAL MEDIA

- TV**  
Broadcast & CTV/OTT
- RADIO**
- PRINT**  
Newspapers & Magazines
- OUT OF HOME**  
Billboards, Transit, Posters

### DIGITAL MEDIA

- SOCIAL MEDIA**  
Facebook, Instagram, TikTok, YouTube, LinkedIn, X
- SEARCH**  
Google Ads (Search & Display)
- DISPLAY & VIDEO**  
Online Ads, Programmatic, YouTube
- EMAIL**  
Marketing Campaigns

### TARGETING & INTELLIGENCE

- GEO FENCING**  
Reach people in specific locations
- TARGETING**  
Reach the right audience
- RETARGETING**  
Re-engage and bring them back
- ANALYTICS**  
Measure. Learn. Optimize.



OUR AUDIENCES



PROSPECTIVE STUDENTS



CURRENT STUDENTS



COMMUNITY PARTNERS



EMPLOYERS



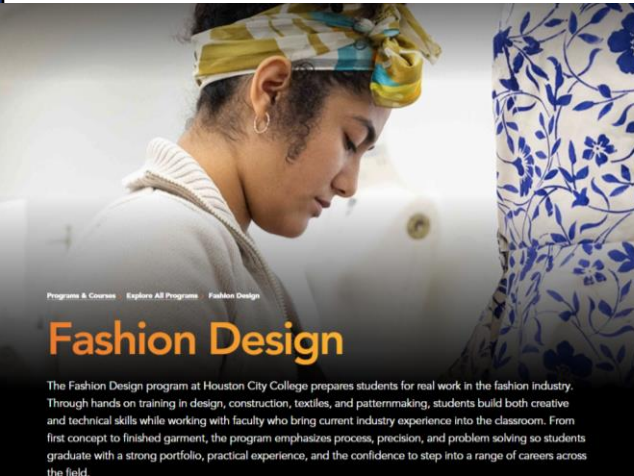
ALUMNI & SUPPORTERS

DISTRICT LEADERSHIP. LOCAL EXPERTISE. SHARED PURPOSE. **TOGETHER, WE DRIVE PEOPLE TO HCC.**

- First to offer Bachelors in AI
- Only Community College located in the world-renowned Texas Medical Center

- Affordable Education, workforce Innovation
- Strong Community & Employer Partnerships
- Flexible Learning Options
- Workforce Innovation
- Student Support
- Career Focused Education with Immediate ROI
- Deep Local Impact

## Exclusive Program Offerings



Programs & Courses | Explore All Programs | Fashion Design

### Fashion Design

The Fashion Design program at Houston City College prepares students for real work in the fashion industry. Through hands on training in design, construction, textiles, and patterning, students build both creative and technical skills while working with faculty who bring current industry experience into the classroom. From first concept to finished garment, the program emphasizes process, precision, and problem solving so students graduate with a strong portfolio, practical experience, and the confidence to step into a range of careers across the field.



Programs & Courses | Explore All Programs | Anesthesia Technology

### Anesthesia Technology

If you're interested in a fast-paced healthcare career that plays a vital role in patient care, the Anesthesia Technologist program offers the training you need to succeed. Students gain practical skills, real-world experience, and the confidence to support anesthesia professionals in surgical and procedural environments.

CAREER PATH | Health Sciences



Programs & Courses | Explore All Programs | Filmmaking

### Filmmaking

Houston City College's Filmmaking Program prepares students for exciting careers in media and film production. You'll build hands-on skills in every major area of filmmaking—including screenwriting, producing, directing, cinematography, editing, and sound—while learning how to bring a story to life from start to finish. From developing your idea in pre-production, to filming on set, to editing and sharing your final project with an audience, you'll gain real-world experience in every phase of the filmmaking process.



Programs & Courses | Explore All Programs | Digital Gaming & Simulation

### Digital Gaming & Simulation

The Digital Gaming & Simulation program at Houston City College provides hands on training for careers in game and simulation design. Students develop skills in art, programming, and interactive media to prepare for entry-level positions in the gaming industry.

CAREER PATH | Art & Design

# Marketing Campaigns

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# Remote Outreach Pilot

Campaign dates: May 22 – August 31, 2026.



## Objective

Promote HCC online programs to rural Texas communities without nearby colleges.

## Strategy

Reach audiences through targeted channels, highlighting that HCC credentials are fully available online.

## Markets

Presidio, Edcouch, San Augustine, Brady, and Wellington

## Creative

Bilingual: Video, Static, graphics, Audio, Out-of-Home assets

# Program Spotlight: Biotechnology



**Build awareness of biotech as a fast-growing industry with strong career potential.**

- Increase enrollment in C1, C2, AAS, and ATC Biotechnology pathways
- Promote HCC as an accessible, career-focused pathway into the biotech workforce

# Multi-Ethnic You Tube Digital Campaign Pilot

## ▶ Reaching Community through multi-ethnic programming

- Houston is considered one of the most linguistically diverse cities in the U.S., with at least **145 languages spoken** locally.
- About 40%–48% of Houston residents speak a language other than English at home.
- In Houston, multilingual media consumption is mainstream, not niche. Roughly 40% residents likely watch or stream programming in another language at least occasionally.

## ▶ The largest non-English programming audiences in Houston are typically:

- Spanish
- Vietnamese
- Chinese
- South Asian languages (Hindi, Urdu, Gujarati)
- Arabic and African-language media



# Summer & Fall Campaigns

# Digital Campaigns Placements by Platforms



## YouTube

Utilizes video content with direct call-to-action overlays to capture viewer attention and redirect them to HCC's apply and pay page



## Snapchat

Engages younger audiences with mobile-first vertical video ads that appear between user stories to build brand awareness and drive direct web traffic



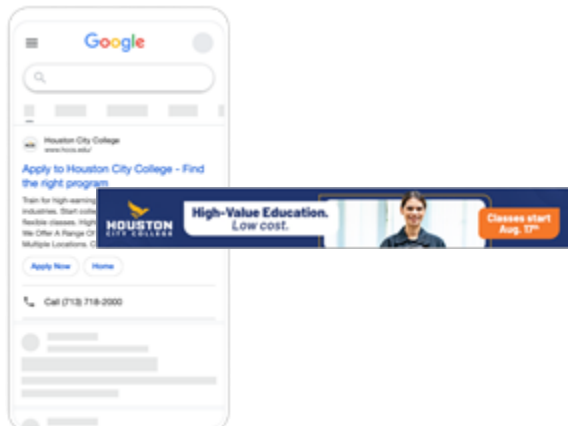
## Meta (Facebook & Instagram)

Delivers visual image ads on social media within user feeds, reels, and stories to drive traffic based on specific interests and demographics



## Google Search

Captures high-intent users by showing text ads at the exact moment they search for relevant keywords on Google



## Programmatic

Uses automated technology to place image banners across a vast network of third-party websites, focusing on high-reach audience targeting



# Creatives

Creatives in English and Spanish:

- Meta (Facebook & Instagram)
- Programmatic - Website display ads
- LinkedIn



<p>HOUSTON CITY COLLEGE</p> <p>High-Earning Pathways \$75K+ careers</p> <p>Register Now</p>	<p>HOUSTON CITY COLLEGE</p> <p>High-Value Education. Low cost.</p> <p>Classes start Aug. 17<sup>th</sup></p>	<p>HOUSTON CITY COLLEGE</p> <p>Online Classes Anytime Anywhere</p> <p>Register Now</p>	<p>HOUSTON CITY COLLEGE</p> <p>Future-Ready Skills</p> <p>Register Now</p>	<p>HOUSTON CITY COLLEGE</p> <p>Future-Ready Skills</p> <p>Register Now</p>	<p>HOUSTON CITY COLLEGE</p> <p>High-Earning Pathways \$75K Careers</p> <p>Register Now</p>	<p>HOUSTON CITY COLLEGE</p> <p>High-Value Education. Low cost.</p> <p>Classes start Aug. 17<sup>th</sup></p>
<p>HOUSTON CITY COLLEGE</p> <p>Carreras profesionales de alto ingreso \$75K+</p> <p>Regístrate hoy</p>	<p>HOUSTON CITY COLLEGE</p> <p>Clases en Línea Donde sea Cuando sea</p> <p>Regístrate hoy</p>	<p>HOUSTON CITY COLLEGE</p> <p>Educación de alto valor a bajo costo.</p> <p>Clases comienzan el 17 de Agosto</p>	<p>HOUSTON CITY COLLEGE</p> <p>Habilidades para el futuro</p> <p>Regístrate hoy</p>	<p>HOUSTON CITY COLLEGE</p> <p>Habilidades para el futuro</p> <p>Regístrate hoy</p>	<p>HOUSTON CITY COLLEGE</p> <p>Carreras profesionales de alto ingreso \$75K</p> <p>Regístrate hoy</p>	<p>HOUSTON CITY COLLEGE</p> <p>Educación de alto valor a bajo costo.</p> <p>Clases comienzan el 17 de Agosto</p>

# Summer Creative Ranking

English top  
3



HOUSTON CITY COLLEGE

High-Earning Pathways  
\$75K+ careers

1 Register Now

This advertisement features a man wearing a VR headset. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.



HOUSTON CITY COLLEGE

High-Value Education.  
Low cost.

2 Classes start Aug. 17<sup>th</sup>

This advertisement features a woman in a dark blue work uniform standing next to a piece of industrial machinery. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.



HOUSTON CITY COLLEGE

Online Classes  
Anytime  
Anywhere

3 Register Now

This advertisement features a man in a red sweater sitting at a desk with a laptop. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.

Spanish top  
3

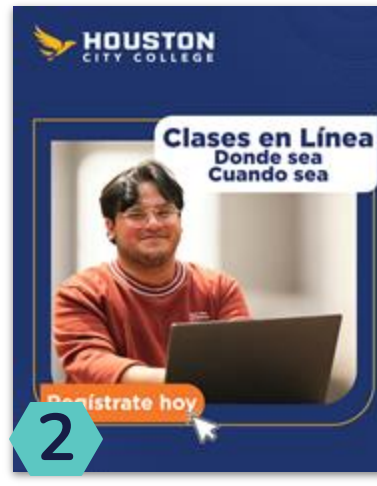


HOUSTON CITY COLLEGE

Carreras profesionales  
de alto ingreso  
\$75K+

1 Regístrate hoy

This advertisement features a man wearing a VR headset. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.



HOUSTON CITY COLLEGE

Clases en Línea  
Donde sea  
Cuando sea

2 Regístrate hoy

This advertisement features a man in a red sweater sitting at a desk with a laptop. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.



HOUSTON CITY COLLEGE

Educación  
de alto valor  
a bajo costo.

3 Clases comienzan  
el 17 de Agosto

This advertisement features a woman in a dark blue work uniform standing next to a piece of industrial machinery. The background is dark blue with a glowing orange and red circular pattern. The text is white and orange.

# Fall Top Performing Graphics

English

1

Imp.	CTR
95,812	2.45%

2

Imp.	CTR
149,318	2.17%

3

Imp.	CTR
114,069	2.10%

7 creatives designs. 3 sizes on Meta, 7 sizes on programmatic and 1 size on Snapchat



Spanish

1

Imp.	CTR
70,860	1.43%

2

Imp.	CTR
35,157	1.43%

3

Imp.	CTR
58,386	1.38%

# Top Performing Videos

8 video versions: 2 lengths → 15 second; 30 second; 5 seconds

English

1

Manufacturing 5 Sec



Imp.	CTR
67,265	3.32%

2

Version 1 of 15 Sec



Imp.	CTR
109,790	2.45%

3

Healthcare 5 Sec



Imp.	CTR
54,078	1.93%

Programs featured per version

V1:

- Healthcare
- Culinary
- Computer Information Systems

V2:

- Healthcare
- Manufacturing
- Computer Information Systems

Spanish

1

Version 2 of 15 Sec



Imp.	CTR
136,811	2.76%

2

Version 1 of 15 Sec



Imp.	CTR
30,768	1.62%

3

Manufacturing 5 sec



Imp.	CTR
33,248	1.51%

Apr 19th - May 18th

# Metrics Enrollment Campaign

Summer : Apr 9th - May 11th, Completed  
 Fall : Mar 17th - May 18th, Ongoing

## Summer Across Platforms Metrics

Platform	Impressions	Clicks
All Platforms	1,218,252	23,880

## Fall Across Platforms Metrics

Platform	Impressions	Clicks
All Platforms	2,800,090	105,903

## General CTR\* by Platform

Platform	CTR* Education Industry Benchmarks	HCC Fall Campaign CTR
Programmatic	0.08% to 0.20%	1.76%
Meta	0.50% to 0.75%	0.99%
YouTube	Average 0.65%	1.87%
Google Search	Average 6.4%	23.75%
Reddit	0.30% to 0.60%	3.26%

## General CTR\* by Platform

Platform	CTR* Education Industry Benchmarks	HCC Fall Campaign CTR
Programmatic	0.08% to 0.20%	2.07%
Meta	0.50% to 0.75%	1.34%
YouTube	Average 0.65%	2.40%
Google Search	Average 6.4%	35.80%
Reddit	0.30% to 0.60%	2.88%

\* CTR: Click-Through Rate, The number of clicks divided by impressions.



# Campaigns by College

# Central College Marketing Plans - Summer & Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Kickstart your summer with HCC Central College!	Meta (Facebook, Instagram)	Current students, Summer Transient Students	4/28/26 - 5/8/26
HCC Summer Lash Program	Meta (Facebook, Instagram)	Female 18-35	4/28/26 - 5/29/26
HCC Central Summer/Fall Enrollment Campaign	Hearst Media (Targeted Email)	Zip codes for households in HCC Central service area	4/26 - 8/26
Launch your career in Construction Trades	Meta (Facebook, Instagram)	General population 18-55	5/12/26 - 6/5/26
Minutes From Pearland! Take classes at HCC South Campus	Community Impact (Print/Digital)	Pearland	6/10/26 - 9/10/26
HCC Central Summer/Fall Enrollment Campaign	Houston Defender (Print/Digital)	HCC Central service-area (Sunnyside, Third Ward)	6/1/26 - 8/7/26
HCC Central Summer/Fall Enrollment Campaign	Postcard Mailout	Zip Codes for HCC Central service-area (Sunnyside, Third Ward)	July 2026

# Southwest College Marketing Plan - Summer & Fall Campaigns



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Promoting Summer and Fall registration and 30+ Southwest programs (AI & Robotics and other IT areas, Manufacturing, Business, Health, Construction Trades, CDL, Engineering, etc.)	Digital Marketing	Ages 18–49 (Residents from Southwest service areas interested in SW College offerings based on demographic studies, mirroring 87% of SW College student body)	5/22/26–8/25/26
Advanced Manufacturing (Rebranded program returned to Southwest)	Print advertising	Ages 35–64 (1) those seeking to reskill and upskill (2) influencers	6/1/26–8/25/26
Earned Media	Community Impact Newspaper, Telemundo, Southern News Group	Community and multicultural newspaper readers and TV viewers	Ongoing
Community Engagement	Partner outreach; co-hosted recruitment events; new partnership development; community presentations	Community members and partners	5/1/26–8/25/26

# Coleman College Marketing Plans - Summer & Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
HCC Coleman College for Health Sciences	Movie theaters	Communities of Stafford and Houston (Gulf Pointe, Greenway, Memorial City & River Oaks)	5/22/26-6/18/26
Physical Therapist Assistant, Endoscopy, Pharmacy Technician & Medical Assistant	Online display ads	Ages 18-55, Lower-wage earners, single parents, former military, Houston & area residents	5/25/26-6/26/26
Physical Therapist Assistant & HCC Coleman College	Online video ads	Ages 18-55, Lower-wage earners, single parents, former military, Houston & area residents	5/25/26-6/19/26
HCC Coleman College	OTT & CTV	Ages 18-55, Lower-wage earners, single parents, former military, Houston & area residents	5/25/26-6/19/26
			Strategic Communications & Marketing

# HCC Global Online - Summer & Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Summer Enrollment – Working Adults, Returning Students	Paid Digital: Sponsored email, digital display, digital video	Adults 25-34 Annual income <\$50k Southeast Texas	Current through June 11 (six weeks)
Fall Enrollment – Young Adult (Regular term start date)	Paid Social: Instagram, YouTube	Adults 18-24 Outside HCC District	July 6 – August 14 (six weeks)
Fall Enrollment – Young Adult (Regular term start date)	Paid Search: Google, Bing	Adults 18-24 Outside HCC District	July 6 – August 14 (six weeks)
Fall Enrollment – Working Adults, Returning Students (Regular, Second Start, 8-week, 1-Now)	Paid Social: Facebook, LinkedIn	Adults 25-49 Outside HCC District	June 15 – September 4 (13 weeks)
Fall Enrollment – Working Adults, Returning Students (Regular, Second Start, 8-week, 1-Now)	Paid Search: Google, Bing	Adults 25-49 Outside HCC District	June 15 – September 4 (13 weeks)
General Awareness – Global Online	Paid Digital: Streaming video	Adults 18-49 Outside HCC District	July 20 – August 28 (six weeks)  Strategic Communications & Marketing

# Northwest College Marketing Plans - Summer and Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Summer and Fall Registration NWC Programs	Paid Social Media Ads (FB, Instagram, Google)	Current and potential students	April 1 – Aug.31
Summer and Fall Registration	Digital Publication Ads (Sealy News, Katy Times, Community Impact)	Current and potential students	March 15 - Aug.31
Summer and Fall Registration	Spring Branch Outdoor Digital Sign Campus Digital Monitors	Current and potential students	April 1 – Aug.31
Summer and Fall Registration NWC programs	Print Media (Community Impact, Houston Latino Magazine)	Current and potential students	April 17- - Sept. 15
Fall Registration	Billboard	West Houston Residents	July 15-Aug. 15
Summer and Fall Registration; NWC programs, events	Social Media Posts/Reels	NWC student, friends and followers	April 1 – Aug.31
Summer and Fall Registration; NWC programs	eBlasts NWC eMagazine	Katy and West Houston chamber members; NWC business and community partners	April 1 – Aug.31

# Northeast College Marketing Plans - Summer & Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Summer and Fall Registration – All Campuses; COE Career Programs	Paid Ads - Meta (Facebook, Instagram); Google Ads	Current students, Summer Transient Students; northeast residents Adults 18-55	5/1/26 - 8/15/26 7/1/26-8/15/26
COE Career Programs; Connect 2 Scholarships;	Digital Streaming	Adults 18-55; former military; high school graduates; northeast residents	6/01/26 - 8/2/26
COE Career Programs; Summer and Fall Registration	Digital Display On-Campus Outdoor Digital Display	Zip codes near NE Campus service area; Adults 16-55	7/1/26 - 8/16/26
Summer and Fall Registration-All Campuses; COE Career Programs	Print Media	Adults 18-55; Parents; residents in northeast Houston	5/1/26 - 8/15/26
Fall & Second Start Registration (NE, AHC, NL, and NF Campuses)	Direct Mail	Zip Codes in northeast service area/99,000 households	7/15/26
Summer/Fall Registration; COE programs	Social Media Posts/Reels	HCC Northeast followers	4/1/26 - 8/31/26
Summer/Fall Registration; Connect Scholarships; COE programs	E-Newsletter & Registration Guide	Distribution to community contacts; Distribution at key community locations	4/1/26-8/31/26

# HCC Southeast College Marketing Plans - Summer & Fall Campaigns

Compiled in response to a trustee request



Current Campaigns (Planned or Underway)	Marketing Channels & Platforms Being Used	Target Audience	Time frames for Each Campaign
Your Future Close to Home – Summer Registration @ HCC Southeast College	Spring Break Social Media paid Campaign (Meta – Instagram, FB)	Transient students	March 6 – March 15, 2026
Connect 2 Scholarship Summer Programs @ HCC SE	Spring Break Social Media paid campaign (Meta – Instagram, FB)	All audiences – Working adults	March 6 – March 15, 2026
Take Summer Classes at HCC Southeast. Save Money. Stay on Track.	Postcard mailout, digital ads (google, online newspapers [La Subasta in Spanish]) flyers, paid social media all platforms (Meta, X, LinkedIn, HCC SE YouTube channel), local grassroots efforts	Transient students, high school students, first generation, student parents	March 15-June 1
FALL: Accelerate Your Success 8-weeks to New Opportunities at HCC SE	Postcard mailout, digital ads, social media campaign (Meta- Instagram, FB)	All audiences in HCC SE 12 zip code serving area	May 19, 2026 – Aug. 13, 2026
FALL: Career Ready Certificates in less than 16 weeks	Postcard mailout, digital ads, paid social media campaign	Former military, Adult learners, Student parents in HCC SE 12 zip code serving area	June 5, 2026 – Aug. 2026

# Community Outreach

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# NEWS - Creatives

## Community Engagement / Influencer Campaign

AACC National Conference

**HCC Is Leading the Way in Higher Education**  
Driving solutions for modern community colleges at AACC 2026.

Impr.	Clicks	CTR
6,284	101	1.61%

GHP Future of Healthcare

**Strengthening Houston's Healthcare Workforce**  
HCC joins top leaders at GHP's Future of Health Care 2026.

Impr.	Clicks	CTR
26,074	351	1.35%

Tesla partnership -1

**Workforce Training Partnership With Tesla**

Impr.	Clicks	CTR
8,428	42	0.50%

Tesla partnership -2

**Workforce Training Partnership With Tesla**

Impr.	Clicks	CTR
46,457	612	1.32%

Metrics from May 14th to May 18th

# HCC Influencers Campaign Performance

	Impressions	Reach*	Frequency	Clicks	CTR
<b>TOTAL</b>	826,587	87,059	9.49	9,658	1.17%
<b>Programmatic</b>	133,478	27,505	4.85	487	0.36%
<b>Meta</b>	538,637	112,865	4.77	5,464	1.01%
<b>LinkedIn</b>	154,472	14,612	10.40	3,707	2.40%

Metrics from April 6th to May 18th

# Dynamo Event Campaign

Hosting HCC Enrollment Day at Shell Energy Stadium to engage, motivate perspective students and their families through on-site Enrollment next steps, COE program displays, and motivational Student Success Panel featuring professional soccer players



Platform	Impressions	Reach	Frequency	Clicks	CTR
Meta	53,031	21,258	2.49	342	0.64%

May 15th - May 19th



# World Cup 2026 Campaign Efforts

Reach local + international audiences & generate leads for HCC programs



# World Cup 2026 Campaign Efforts



REACH POTENTIAL STUDENTS

Geo-targeted ads + local placements

- NRG Stadium
- Hotels + airport
- Watch parties
- Social



ACTIVATE ON-SITE

June 18 watch party at Dynamo Stadium

- Brand activation
- HCC staff present talking attendees through programs



PROMOTE PROGRAMS

Short credentials + online programs

- Business
- Logistics
- Technology
- Safety
- Health + Environment



CONVERT LEADS

Custom HCC World Cup landing page, with lead generation form

- Quick form lead generation

# MEDIA INVITE

Where technology meets  
the future of training.

Houston City College is preparing the next generation for high-demand, future-ready careers—leveraging advanced technology, hands-on training, and industry partnerships across sectors, including healthcare, right in the heart of the Texas Medical Center.

Join us for a **Media Luncheon** at the **HCC Coleman Campus** to explore how innovation is shaping the future of workforce training.

## DATE & TIME



**JULY 22**

11 A.M. - 1 P.M.

## LOCATION



**HCC COLEMAN CAMPUS**

1900 Pressler St.,  
Houston, TX 77030

# CONSULAR PARTNERSHIP APPRECIATION LUNCHEON

**DRAFT**

Houston City College proudly welcomes members of the **Houston Consular Corps** to a special luncheon hosted by the Culinary Arts Program.

Join us for an afternoon of international fellowship, exceptional cuisine, and meaningful connections as we celebrate our shared partnerships and Houston's global community.

## DATE & TIME



**NOVEMBER 9**

11 A.M.

## LOCATION



**HCC CENTRAL CAMPUS**

Culinary Arts Center  
1401 Alabama St.,  
Houston, TX 77004

# Other Monthly KPIs

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# Website KPIs Year-Over-Year

## April 2026

Subject	April 2025	April 2026	Change
Total Views	1,932,125	2,240,604	+15.97%
Views to Home Page	500,876	501,202	+0.07%
Search Results/Usage	79,412	102,468 *	+29.04%
Apply/Pay Page Views	69,038	163,443 *	+138.2%
New Users	261,258	314,316	+20.31%
Views Per Session	2.29	2.59	+12.84%
Total Events/Actions	5,608,148	6,280,118	+11.98%

\*With the website redesign launched on April 16, we combined analytics from the legacy site (April 1–15) with data from the new site (April 16–30) to calculate the April 2026 total. This combined total was then used to determine the percentage change.

# Television

Summary	Impressions	VCR
	999,890	98.81



April 1st-30th

Platform	Impressions	VCR	Frequency	Estimated Uniques
Fox	193,699	97.89%	2.2	87,788



April 1st -30th

Platform	Impressions	VCR	Frequency	Estimated Uniques
KHOU 11 * TEGNA	496,191	99.05%	3.28	176,490



April 1st- 30th

Platform	Impressions	VCR	Delivered Clicks
Disney	N/A	N/A	N/A



April 1st- 30th

Platform	Impressions	VCR	Frequency	Estimated Uniques
Televisa Univision	310,000	99.5%	3.9	80,000



April 1st- 30th

Platform	Impressions
Telemundo Houston	N/A

The campaign is performing above typical benchmarks in the industry.

\* VCR: Video Completion Rate

\* Estimated Uniques: Individual people who saw the ad at least once

BROADCAST: Radio	
<b>KBXX - 97.9 The Box</b> Urban	:15 Spots
	TTWN :15's
	TTWN :BB's
<b>KLOL - 101.1 Mega</b> Spanish Hurban	
	:15 Spots
<b>KLTN - 102.9 Qué Buena</b> Regional Mexican	
	:15 Spots
	TTWN :15's
	TTWN :BB's
<b>KODA - 99.1 Sunny</b> Adult Contemporary	
	TTWN :15's
	TTWN :BB's
<b>KOVE - 106.5 Amor</b> Spanish Adult Contemporary	
	:15 Spots
<b>KRBE - 104.1</b> Contemporary Hit Radio	
	:15 Spots
<b>TTWN</b> Total Traffic & Weather Ntwk	
	AV :15's
	AV BB's

DIGITAL: Audio Streaming
<b>iHeart Music</b>
Targeting strategy underway
<b>iHeart Podcasts</b>
Targeting strategy underway
<b>Spotify</b>
Targeting strategy underway

# Website

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Website requests from the new website launch date  
4/16/2026 – present

- 163 website requests received
- 153 website requests completed
- 11 outstanding requests.

## Take the Next Step

Whatever your goal, wherever you are, Houston City College has an affordable program for you.

[Apply & Enroll](#)

[Visit & Tour](#)

[Request Information](#)

## Your Success Starts Here

Get the guidance, resources, and services you need to feel confident throughout your time at HCC.


[Paying for College](#)


[Financial & Food Resources](#)

[Academic Support & Tutoring](#)

[Live Virtual Support \(Virtual Lobby\)](#)



 [713-718-2000](tel:713-718-2000)

 3100 Main Street  
Houston, TX 77002

[Campus Locations](#)

[Contact Us](#)



### [Programs & Courses](#)

[Admissions](#)

[Paying for College](#)

[Student Life & Services](#)

[About Us](#)

[News](#)

[Events](#)

### RESOURCES

[Student Login](#) 

[Canvas \(Eagleonline\)](#) 

[Email](#) 

[Course Catalog](#) 

[Bookstore](#)

[Library](#) 

[Careers at HCC](#)

[Mental Health Support](#)

### LEGAL & COMPLIANCE

[Policies, Procedures, Financial Transparency & Disclosures](#)

[Privacy Policy](#)

[Accessibility & Disability](#)

[Customer Service Survey](#) 

[Office of Equal Opportunity & Title IX](#)

[Online Resume \(THECB\)](#) 

[Truth in Taxation](#)

[File a Complaint](#)

[Website Feedback](#)



Explore All Programs

Find your Career Path

Class Search (My Eagle)

University Transfer & Degree

Workforce Training & Apprenticeships

Continuing & Professional Education

Adult Education (TxCHSE/GED, ESL & Literacy)

College Readiness

High School Programs

Flexible Learning (100% Online, Hybrid & Weekend)

Honors College

Military Education

Vocational Advancement & Skills Training (VAST) Academy

Catalog & Student Handbook

← Back
Terms prior to Quarter III 2026 Continuing Ed Term Begin Date 03-01-2026
Terms on or after Quarter III 2026 Continuing Ed Term Begin Date 03-01-2026
Quarter III 2026 Continuing Ed
Summer 2026
Quarter IV 2026 Continuing Ed
Fall 2026
Quarter I 2026 Continuing Ed
Quarter II 2027 Continuing Ed
Spring 2027
Summer 2027

Where you are...

- Explore All Programs
- Find your Career Path
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- University Transfer & Degree
- Workforce Training & Apprenticeships
- Continuing & Professional Education
- Adult Education (TxCHSE/GED, ESL & Literacy)
- College Readiness
- High School Programs
- Flexible Learning (100% Online, Hybrid & Weekend)**
- Honors College

[About Us](#) > [Contact Us](#)

# Contact

Have a question or need help finding a resource? We're here to connect you with the resources and services that can assist you. Use the information below to reach the appropriate department for admissions, financial aid, academic services, employment

## Flexible Learning Options



### 100% Online Programs

HCC online classes are 100% virtual, so you can earn your education without ever stepping foot on campus. Study from the comfort of your home while receiving the same high-quality education and support as in-person students.

## Link to HCC 100% online programs added

- The mega menu
- Can also be accessed through flexible learning option
- Welcome to HCC Global Online College statement
- Can also be accessed through Explore all Programs

## Welcome to HCC Global Online College

### Houston City College Global Online – Education that Moves with You

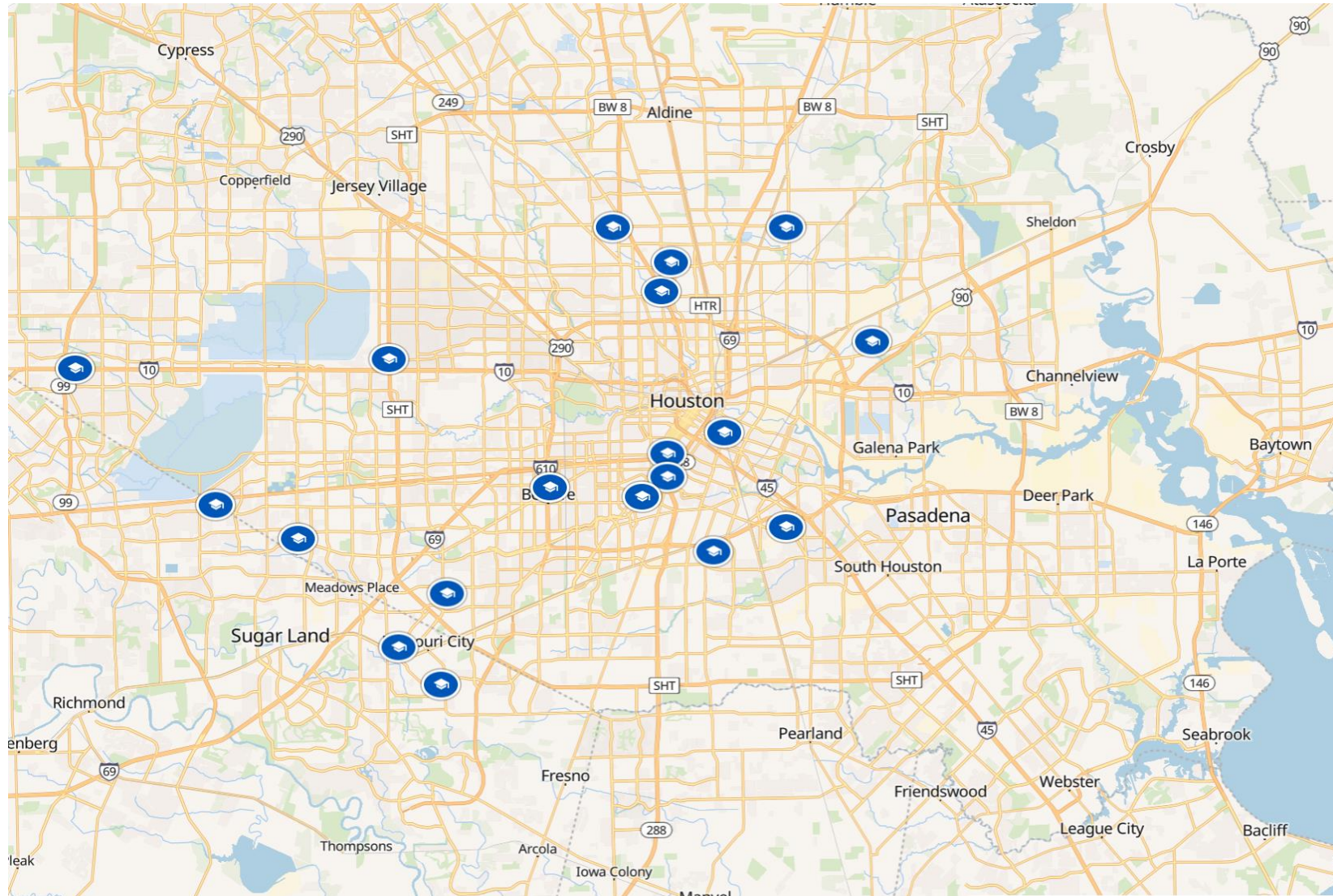
At HCC Global Online, your education travels with you—wherever life takes you. We understand that every student's journey is unique. Whether you're just starting out, continuing a paused dream, or advancing your career, you'll find flexible, affordable and career-focused programs designed around your life.

**HCC online classes are 100% virtual**, so you can earn your education without ever stepping foot on campus. Study from the comfort of your home while receiving the same high-quality education and support as in-person students.

## Explore All Programs

Explore over 300+ degrees, certificates, and credential offerings designed to help you reach your goals. We also offer programs in **High School**, **Adult Education (GED, ESL & Literacy)**, and **Military Education**.

# Live Campus Map

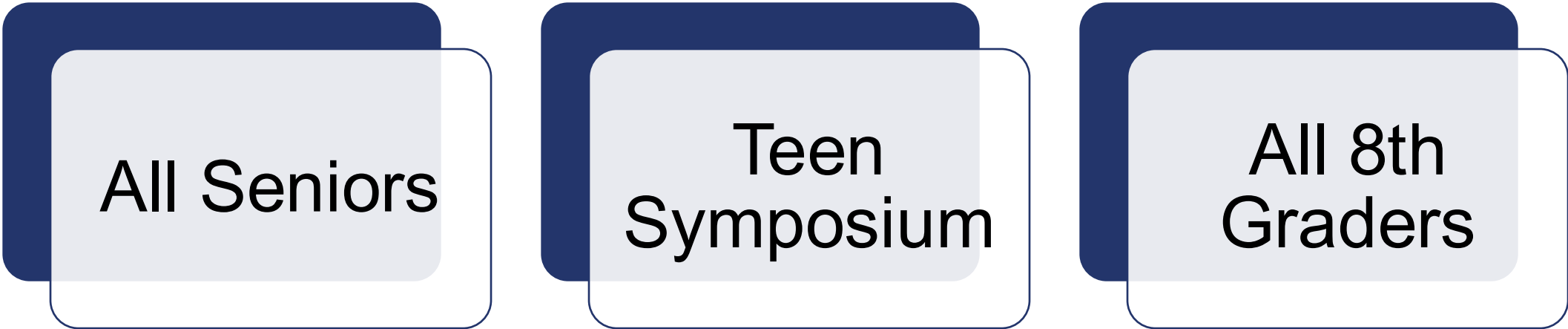


# Webpages Under Construction

- AI Page (In Progress)
- Bloomberg Page (In Progress)
- Virtual Media Room (In Progress)
- World Cup (In Progress)
- Workforce Community Partnerships (In Progress)

# Outreach to High Schools

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All Seniors

Teen  
Symposium

All 8th  
Graders

**Thank You!**