



Sandra Golden & Associates, Inc.

**Our 14th Year Presenting
One-Day Intensive Workshops**

New!

Choose either or both back-to-back
one-day workshops on today's hot topics
for two-year colleges:

***Creating a Retention/Completion
Plan for Student Success***

and

***Integrated Marketing/Enrollment
Management and Branding in a
Viral World***

***June 13 and 14, 2011
Scottsdale, Arizona***





More than 1000 participants have raved about these workshops

- 100% would recommend the workshops to a colleague.
- Each workshop was consistently praised for having practical, relevant, hands-on information and a faculty member who has 'lived' what she teaches and brings enthusiasm, energy and knowledge to her sessions.

What makes these workshops special?

- In-depth concentration on a single topic
- Practical examples of real life solutions that work in a college environment that can be applied immediately
- Supervised work sessions in the program to provide hands-on experience and completed take-home materials targeted to your individual institution
- Abundant handouts, including a sample marketing plan
- Sessions scheduled on single day, 9am - 4:30pm, to allow for minimum time away from the office
- Reasonable registration fee and affordable total costs
- Opportunity to network with marketing, communications and other two-year college professionals

We'll give you solutions to these typical marketing and retention questions – All targeted to work at two-year colleges

- How do you create a college-wide approach to successful marketing and retention?
- How do you develop and apply a marketing and retention model?
- How do you organize to achieve college-wide involvement and buy-in?
- How do you create a living plan that works and doesn't sit in a drawer?
- How do you determine a unique marketing niche, brand and image?
- What research do you need to set you in the right direction?
- How do you identify target audiences, key benefits, appropriate messages and develop creative promotional tools?
- How do you get the most mileage out of limited budgets?
- What have other colleges done that works?
- How should you be using new technologies for marketing, branding and retention?
- How do you get started and keep the momentum going?
- How can your college be part of the national agenda and call to action from AACC and other national groups for completion/retention success?



A great location in Old Town Scottsdale

Retention/Completion Workshop • Monday, June 13, 2011

Marketing Workshop • Tuesday, June 14

Hyatt Place – Scottsdale/Old Town

7300 E. 3rd Avenue, Scottsdale, Arizona

Call 888-492-8847 to make reservations in the Sandra Golden Workshop block for our special conference rate of \$99. Room block held until May 13.

Hyatt Place is conveniently located in the heart of Old Town Scottsdale, within walking distance of shopping, art galleries, nightlife and restaurants. Book early to assure rate and availability.

Please call the hotel directly and mention the Sandra Golden Workshops. Participants are responsible for their own hotel reservations.

Who should attend?

Presidents, vice presidents, directors, deans, managers of: marketing, public relations, communications, enrollment management, retention, admissions, continuing education, publications, planning, research, student services, instruction, and faculty.

Bring a team...build a team

For even greater impact, send a team from your institution and start your planning together to apply across the college. Team discounts are available.

"It was valuable to have a team in attendance because we have different roles -- one has leadership level influence, one directs/administers funding and one heavily involved in hands-on. Helps to go back with more "leverage" to actually move forward."

Linda Lockhart, Director of Marketing and Communication
Washington State Community College, Ohio



Sandra Golden: A record of success with two-year college marketing

Marketing and retention workshops will be led by Sandra Golden, president, Sandra Golden & Associates and former associate vice president, public affairs and information, Cuyahoga Community College. Golden brings:

- 41 years experience in two-year college PR/Marketing
- Consulting with more than 120 two-year colleges across the country
- Winner of more than 100 top awards for her work
- Past president of National Council for Marketing and Public Relations (NCMPR), Greater Cleveland Public Relations Society of America (PRSA), past international board member and chair, Communications Commission, Council for Advancement and Support of Education (CASE)
- Regularly sought-after speaker and leader of more than 350 workshops for NCMPR, CASE, College Board, AACC and others.
- Communicator of the year, NCMPR
- Contributing author to *Shaping the Community College Image*, NCMPR *Counsel*, *CASE Currents*, *AACC Times* and *Journal*.





The Program: Creating a Strategic Retention/Completion Plan for Student Success

Why do they drop out and what can you do about it?

While two-year colleges are seeing unprecedented enrollment growth, concentrated efforts for retention and completion are still needed to ensure student success. **This agenda has become a national community college focus and call to action, recognized as a priority by AACC and others.** This workshop will help colleges understand the components of successful retention, learn how to gather and apply meaningful data and how to organize a team to plan and implement programs for student success.

Larry Golden will lead the data and research sessions both days. Eileen Archibald will present the Marketing in a Viral World sessions. All other sessions will be presented by Sandra Golden.

**8:30 am Registration/
Continental breakfast**

**9:00 am Intro: Retention and
the national agenda**

Getting and using the data

Larry Golden, EVP and director of research for Sandra Golden & Associates, has conducted surveys from community perception to dropout studies for community colleges for more than 13 years following a 30-year career as a marketing professor. He'll discuss how you can develop and conduct surveys of dropouts/stopouts and analyze data to learn such information as why your students drop out, what could be done to keep them, correlations between knowledge and use of services, and more. Sample results of national and college-specific surveys will be discussed.

The session will also look at analyzing internal data on student success and retention.

Starting on the right foot

Sandra Golden will discuss such aspects as creating and implementing effective inquiry follow-up systems, orientation, counseling, advising, mentoring and financial aid.

Developing face to face activities: information booths, "Ask me" week and more.

Keeping them engaged

A key to retention is creating student engagement. This session will address such areas as peer groups, learning communities, at-risk students, early alert, tutoring and curriculum delivery.

Lunch - (provided) Roundtables for informal discussions of best practices

Marketing communications for student retention

What is the role of marketing communications to reach students from personal contacts to use of viral technologies? We'll discuss such tactics as using Facebook, Twitter, chat rooms, blogs, contact through permission marketing by email, texts, calls, and mailings in a systematic approach to follow-up contacts.

Targeted retention

Different audiences require different approaches and emphasis. We'll look at ways to retain such targeted audiences as recent high school students, returning adults, minority markets, online students, and developmental education and continuing education students. Remember, bringing them in is only half the job.

Creating a team and plan to implement your call for action

How to organize a team to plan – and then effectively implement – your retention/completion objectives. Forms to develop Gap Analysis and Retention/Completion Action Plans will be shared.

As time permits, participants will develop an Action Plan for a retention/completion project at their college that they can take home and apply immediately.

4:30 pm Workshop concludes



The Program: Integrated Marketing in a Viral World

In today's world of accelerating change, the need to keep our marketing current is as critical as ever. At many colleges, the exploding enrollment growth is starting to level. But even with overall growth, many target groups, from minorities to special academic and services programs, still need concentrated marketing efforts. And enrollment building is only part of the branding/marketing impact, which also needs to consider ongoing efforts of image building for legislative, fundraising and business support. Further, our communication tools and tactics need to adapt to ever-changing technology in a viral world.

8:30 am **Registration/ Continental breakfast**

9:00 am **College Marketing**

Sandra Golden will present, with abundant examples, a full marketing model that goes beyond promotion and recruitment to include the integration of: marketing research, curriculum delivery, customer service, promotion (from publications and branding to the web and social media) recruitment, inquiry follow-up and retention.

Among special topics:

Research: getting and using feedback

Learn results of national studies conducted by Lawrence Golden showing what people perceive and know about two-year colleges and what this means for your marketing.

Branding: creating a look and shared message

It's more than a logo and graphic look. What is a "family look" and how do you create a compelling message?

Customer service beyond expectations

Providing customer service to impact retention and enrollment.

Recruitment and inquiry follow-up

How does your recruiting target diverse audiences and what follow-up is in place to systematically contact them from inquiry through retention?

Creating the Team and Plan

Marketing Planning – Some axioms to make it work. Marketing plan components and planning forms

Lunch - (provided) Roundtables for informal discussions of best practices

Marketing in a Viral World

This hands-on session will be led by Eileen Archibald, director of institutional advancement, Phoenix College. Eileen's cutting-edge work with viral technologies and social media platforms has been recognized with numerous awards. She'll share how she made it happen and how you can implement the same approaches.



• What makes a video go viral?

Students expect to find video testimonials on your college website. But will they watch them? Learn techniques that will help you choreograph video segments that are engaging and worthy of sharing in a viral world. Find out how to use your students as brand ambassadors.

• Use viral technologies to spread the word

Nothing spreads faster than word-of-mouth, and the use of social technologies can move it at lightening speed. Learn how to effectively integrate social and viral technologies into your marketing mix. You will come away with numerous concrete examples and learn how to use mobile barcode aps and create digital magazine editions (ezines) that will spark your imagination, and much more.

Target/Program Marketing

You'll learn to use target marketing worksheets to develop a plan for an identified target market and/or specific academic or service program.

4:30pm Workshop concludes



Bring these programs on-site to your college campus or region

On-site customized workshops

A flat rate fee applies, with no limit on the number of participants

Additional sites can be added for workshops or conference presentations for your college or for state organizations or groups of colleges and can be customized to group needs.

Our two-day on-campus workshops help you train and form your entire college-wide marketing and/or retention team. Day one is similar to the workshops described in this brochure. Day two is a structured work session that allows your college to develop specific marketing/retention action plans. Other specialized workshops or concentrations can focus on minority marketing, low enrollment programs, customer service, advocacy, branding, continuing education.

Research/audits

Other services for your college include audits, consulting and research to help you evaluate your current marketing/retention efforts and set directions for future improvements. Audits include a series of internal and external focus groups resulting in a detailed report analyzing your situation and giving concrete action recommendations.

Research can focus on community perception surveys, giving you information on community awareness, image and needs. Dropout surveys help you understand reasons for dropouts and what you can do about it.



Our marketing experience with Sandy and Larry Golden has provided terrific results for the college. In addition to the obvious success demonstrated by our 22% enrollment increase in two years, after experiencing two years of flat enrollment numbers, the longer lasting impact is that the institution has adopted a marketing culture. We now have active college-wide committees continually developing, implementing and assessing marketing action plans. As an institution we already had a culture of assessment, but through the consultation services of Sandy and Larry, we learned the significance of our marketing venture and broadened the focus from enrollment numbers exclusively to service outcomes as well.

Ray Hoy, President, Wor-Wic College, Maryland

Sandy and Larry Golden assessed our situation quickly and gave us real-world, precise information that we could apply right away. They helped us craft our audit to get the maximum bang for their time, and gave me very powerful advice that resonated with our senior leadership. I feel equipped to tackle the challenges ahead.

**Sally Cameron, Vice President, College Communications,
Bristol Community College, MA**

Contact Sandra Golden at 480-634-7161 or Sandra@sandragolden.com and check out our website at www.SandraGolden.com.

Registration is easy!

Complete on-line registration form at www.sandragolden.com, or
Mail form to 25150 N. Windy Walk, Unit 62, Scottsdale, AZ 85255
Call for number to fax.

We encourage you to register by a month prior to each conference to take advantage of the early registration rates, as well as special hotel rates. Individuals are responsible for their own travel arrangements.

Registration Form

(May be copied for multiple registrations)

Name _____

Title _____

College _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Conference date(s): (please check)

June 13

June 14

Both

Retention

Integrated Marketing

Payment/Fees:

Fees should be made payable to *Sandra Golden & Associates, Inc.*

Fees include tuition, resource materials, continental breakfast, lunch and breaks.

Single

Team

3 or more registrations
from an institution

Early Bird Registration\$295\$275/person
Received by one month prior to workshop One workshop One workshop

Regular Registration\$325\$305/person
One workshop One workshop

\$100 discount on second workshop when attending both.

Enclosed is a check for \$ _____

Enclosed is a check request (), or purchase order # _____

for \$ _____. Registration is not complete without payment of fees. Purchase orders, check requests, or purchase order numbers will be accepted by mail or fax or e-mail to hold a reservation: checks must follow within a week to qualify for early bird rates. Please use this registration form as an invoice if one is needed to process the check.

Cancellation: While not expected, Sandra Golden & Associates reserves the right to cancel workshops. Individuals who cancel within two weeks of the scheduled workshops will receive full refunds. No refunds for individuals will be given less than two weeks prior to the workshop, but fees are transferable to another individual or can be applied to a future workshop.

For further information:

Call Sandra Golden at (480) 634-7161, E-mail sandra@sandragolden.com or visit our website at www.sandragolden.com.



Sandra Golden & Associates, Inc.

What they're saying:

"It's so great to hear from someone who has lived in our world. So many times you go to workshops that will talk about marketing colleges and universities, but very few of them specifically address community colleges and their needs."

Heath Martin, Admissions Director, Western Nebraska Community College

"This was a wonderful workshop providing an enormous amount of useful information in one day."

Dr. Pamela Anglin, President, Paris Junior College, TX

"I was a neophyte going in and came out with skills and knowledge I didn't think were possible to obtain in a one-day workshop."

Yasmin Delahoussaye, Vice President, Student Services, Los Angeles Valley College, CA

"The best marketing seminar that I have attended. Specific (examples) were extremely helpful."

Al Warrick, Dean of Institutional Advancement, Johnston Community College, NC

"Sandra Golden & Associates conducted a complete assessment of MWCC's marketing efforts and then helped to spearhead a college-wide, integrated marketing planning process at MWCC. SGA was easy to work with, responsive, and very well-received by the college community. Through their work with MWCC, faculty and staff began to see marketing as "everyone's job," not just the job of the marketing department. As a direct result of SGA's work with us, MWCC has conducted a complete rebranding campaign and instituted a yearly marketing planning process. During the following academic year, MWCC served the largest credit and noncredit student body in its history, representing a one-year increase of 13 percent."

Daniel M. Asquino, President, Mount Wachusett Community College, MA
Winner of NCMPR CEO Pacesetter Award

**Contact Sandra Golden at 480-634-7161 or Sandra@sandragolden.com
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