



The Learning Center

Integrated Marketing Communications Plan

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Strategic Marketing Communications

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Section 1

Overview

The Learning Center (LC) opens at 8 a.m. and closes at 5 p.m., Monday through Friday. The majority of student visitors are regular visitors and not one time users.

LC offers **6** separate academic programs which are available to Hastings College Students. These six programs are-

- Excel program
- Study tables
- Writing lab
- Computer lab
- Academic counseling
- Special accommodations and alternate testing site

The Excel program is designed for students with learning needs. LC offers **2** courses to help the **more than 40** Excel students transition from life in high-school to life in college.

LC has **2** large rooms and **3** smaller rooms available for students to study, take tests or do research on the **17** computers available. Along with the director, Beth Funkey, there are **5** graduate assistants and **5-7** tutors who work at LC as well.

The goal of this IMC proposal is to help **counteract** the issues facing LC. These issues include-

- Low school-wide knowledge of LC's services
- Student late night and weekends study habits
- LC's poor image on campus

This IMC's plan aims to **educate** the students about LC's services and resources provided and help give students the access and ability to use them.

Section 2

Target Market Analysis

The selected target market is-

1. Students of the Thrive Leadership Program
2. Informal sports leaders

The **Thrive Leadership Program** is a new program beginning in 2016 designed to help freshman with leadership potential develop into campus leaders. These freshman will be chosen based on applications and interviews with college faculty.

The **Thrive Leadership Program** students will share many characteristics with the informal sports leaders, and therefore, these two groups will be targeted as a single group.

The following is a list of target market descriptors both groups commonly share.

Target Market descriptors

Demographics

1	Aged 18-22
2	Have a car on campus
3	Has discretionary spending money

Financial Status

1	Holds a relatively large Academic and/or large athletic scholarship
2	Parents are generally middle upper sections of the middle social class

Life Style

1	Very little free time
2	Value their free time greatly
3	Always has a busy schedule They are involved in so much that they are constantly on the go
4	Leaders of their organizations, or team captains
5	Goal-driven individuals Especially athletically or academically
6	Has a generally positive attitude
7	Has school spirit or pride
8	Demonstrates respect for coaches, Professors and other HC administrators
9	Very social
10	Enjoys helping others Enjoys being able to be there for people
11	Up late every night- well past midnight on most nights
12	Very active on social media Well liked on campus-they are constantly tweeting, posting or Snap-chatting
13	Has a smart phone which they use frequently

Behaviors

1	Frequent partier (True for informal sports leaders only) Parties just about every weekend
2	Prefers to study in groups
3	Often uses HSU to study (True for informal sports leaders only)
4	Always plugged in They are always up-to-date on the latest gossip, campus trend, or 'news'
5	Very well organized, uses a planner well
6	Leads by example

Goals

1	Latent motive: Feels the need to be popular because they seek attention
2	Latent motive: Feels as though she/he should be a leader
3	Latent motive: Feels the need to impress people They are always striving to impress their friends in athletics, academics, or lifestyle
4	Manifest motive: Graduate in four years Feels as though they should be able to graduate in four years

Section 3

Branding and Positioning

The Branding and Positioning section of this IMC plan includes details regarding LC's situation in relation to the target markets minds. It will include detailed looks at each of these four areas:

SWOT analysis

Alternative Study Areas

Branding

Positioning

SWOT analysis

A SWOT analysis identifies LC's strengths that can be expanded upon, weaknesses which need to be resolved, opportunities for growth, and threats that need to be addressed.

	Strengths	Weaknesses
Internal	Personnel Tutoring Programs Access to computers Knowledge of professors' wants	Location Hours Lack of staffing Lack of space Not well known to students Negative image held by non-users
	Opportunities	Threats
External	Study capacity at other HC facilities Coaches expect eligible grades Professors want students to succeed	Lack of student knowledge about LC Professors offering personal study halls Practice times Student union study use Library study use

The section provides greater details' for each aspect of the SWOT analysis.

Strengths of LC

1	LC is led by a passionate director.
2	Personnel are very dedicated to LC.
3	LC employs 5 graduate assistants who are able to assist students.
4	LC has 6 separate academic assistance programs available to students.
5	LC has quick access to roughly 17 computers for student use.
6	The staff are knowledgeable of professors' expectations.
7	LC provides a quiet place to study.
8	LC is able to assist students on a broad range of subjects, across most majors.

Weaknesses of LC

1	LC is located in the far end of campus relative to student housing.
2	LC is located in the basement of Hurley Mac and is isolated from campus.
3	LC closes at 5 pm, M-F, when most students are just beginning their studies.
5	Beth Funkey is the only full-time employee in LC.
6	LC is not very large and can only handle thirty to forty students at once.
7	LC is cramped within the small space .
8	LC has a small budget which is exhausted at the end of the fiscal year.
9	The reputation of LC is that it is only a place for students with poor grades .

Opportunities of LC

1	Several buildings have extended night hours for student study usage.
2	Hastings College coaches need their players to have eligible grades.
3	Students often study at night only .
4	Professors want their students to succeed in their classes.
5	Professors know which students would be best to serve as tutors for their courses.
6	Students get most of their information from social media.

Threats of LC

1	Students lack knowledge of LC services causing them to under-use LC.
2	A general lack of student knowledge has fueled the negative beliefs attached to LC.
3	Professors sometimes offer their own study halls.
4	Students often study late at night when LC is closed.
5	The student union is the number 1 place students study at.
6	Students seeking a quiet study environment use the library most often.
7	Hastings College may likely underfund LC's growth potential

Alternative student study opportunities

Three major “study hall” opportunities -- other than LC -- can be found on campus:

- 1. Professors who offer their own study halls**
- 2. The Student Union**
- 3. The Perkins library**

All three may likely cause students to utilize the resources of LC less often or not at all.

1. Professor’s Personal Study Halls

Professors who offer their own study halls provide students with extra help in their courses, often leading up to an exam. This offers students a unique opportunity to receive extra instruction from professors, often on a more personal basis.

- Few professors hold extra study hall sessions with students.**
- Not all students view these sessions as a worthwhile experience.**

Professors are not required to hold these extra study halls and most do not, or very rarely offer them. LC has an opportunity to work as a “middle man” between professor wants and student needs.

2. Hazelrigg Student Union

Hazelrigg Student Union is an on-campus building that, among other things, is a very popular place to study. This building has a large common area in which students can meet with groups, watch television, and get homework done. The union also offers some key benefits, such as-

- Open until 1:00 am and reopens at 5:00 am, everyday.**
- Large common area for groups of students to meet.**
- 17 Computers available for student use, and a printer for student use.**
- HSU is the most central building on campus**

In addition to those benefits, the Student Union is also the place where several services are located, such as-

- **The cafeteria**
- **Bronco Blend -- an on-campus coffee shop**

These benefits make Hazelrigg Student Union a very popular place for students to meet to study or just hang out. These benefits also make HSU a popular place for groups to meet with each other.

3. Perkins Library

The Perkins Library is the on-campus library for Hastings College and is a popular place for students to study. The library is a more quiet place to study than the student union and also provides free coffee, tea and hot chocolate. Some key benefits of the library include-

- **Has three large study rooms for students.**
- **Also has available 34 computers and a printer available for student use.**
- **Has available for student use, thousands of books, DVD's and audio tapes.**
- **Is relatively large, which can accommodate scores of students.**

Perkins Library also sponsors events such as HC Up All Night, an event where students can come and study all night in preparation for semester finals. At this event, Perkins Library provides multiple perks, such as:

- **Pizza is provided for the students while they study.**
- **Students can take a study break and play board games.**
- **Students can also take 'power naps' at the library.**
- **A range of beverages for students are provided such as coffee, soda or water.**
- **Video games are also available for students to use while on study breaks.**

Perkins Library is located in the building next to LC's location. This could lead to several mutually beneficial relationships in the future.

Branding

“Branding” is the image that consumers have of a certain product, service or entity. This section identifies the **current brand** of LC on the Hastings College campus. This IMC proposes planned branding for LC.

Current Branding

LC has **little to no brand knowledge** on the Hastings College campus. The location of LC contributes to the lack of awareness, as it is located in an isolated area. Below is a list of beliefs held by many Hastings College students that many hold to be “true”-

A place only meant for students with learning disabilities.

LC is a place meant for unintelligent students.

LC only helps with test taking

The location of LC is isolated and out of the way for students.

LC has an unattractive location.

LC feels cramped.

LC feels like a dungeon.

The name “Learning Center” creates an attitude of indifference with students.

Additionally, most students have no knowledge of the services provided by LC.

Planned Branding

LC needs to create a more positive image with Hastings College students to become one of the top places to study and receive support for coursework difficulties. Specifically, this is the LC image his IMC proposal seeks:

LC is an enjoyable and welcoming environment.

LC is where students get stuff done.

Hastings College students realize the beneficial resources available at LC.

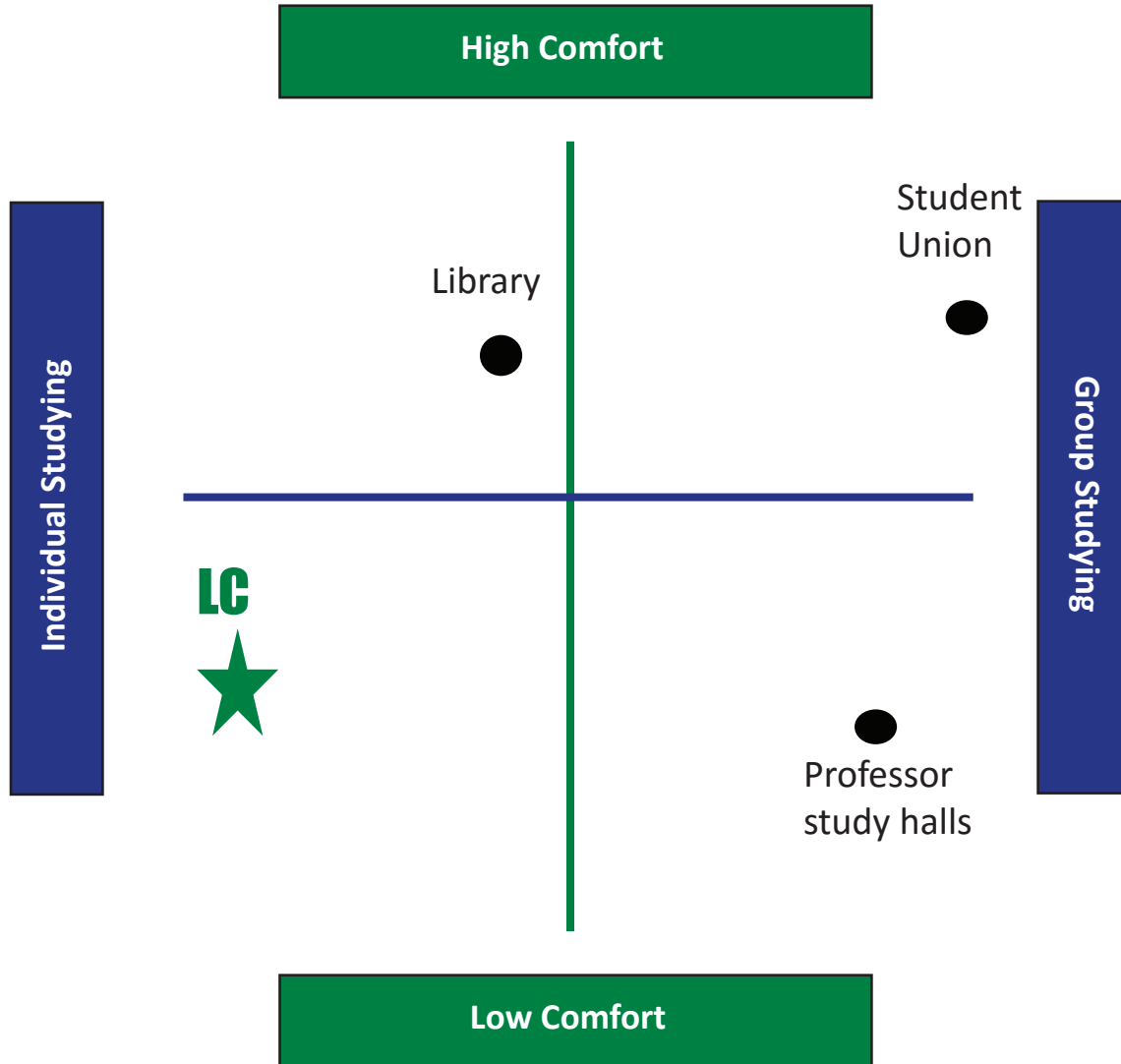
Students of all types like to study there.

“EZ as LC”

Positioning

Positioning is where an entity, product or service sits in the consumer’s mind when compared to the competition. For LC, this is other campus organizations and places, such as those identified in the alternative student study opportunities on page 8.

Perceptual Map



Current Positioning

LC's current position is that LC is not as easily accessed as other locations on campus. Also, that LC carries a heavy negative image with it, **driving students away** from utilizing its services. The list below identifies some of the issues that students find with LC:

1	Is not a fun place to study unlike HSU.
2	Professors can offer more help than LC.
3	Is isolated compared to the competition.
4	Does not allow group studying.
5	Is all work and no play.
6	Is a place for nerds.
7	Is too quiet .

Planned Positioning

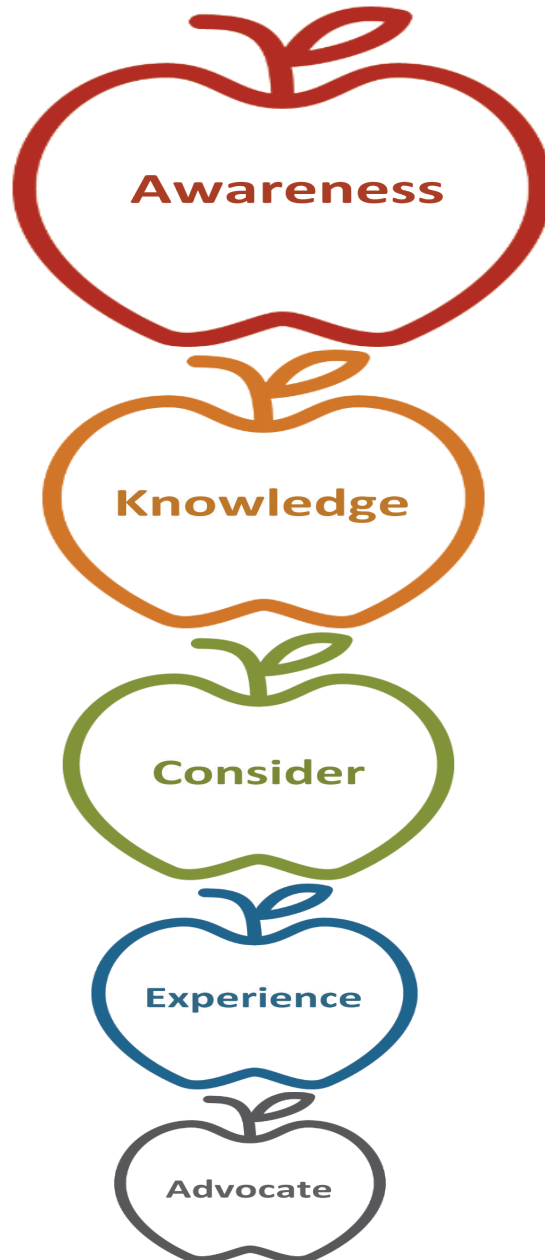
This IMC proposal plans to position LC as a problem and solution service for Hastings College students. That is, if a student has a problem they can go to LC for help and it will be offered to the best of LC staff abilities. The new positioning will be as follows-

1	LC is one of the popular places for students to meet and study.
2	LC is able to provide one-on-one help for students.
3	LC is able to provide a solution for the busy student having coursework difficulties.
4	LC is able to assist students with time-management problems.
5	LC has access to 2 computer labs with which students may study.
6	LC is a fun place to get homework done.

This IMC proposal recommends that LC has to position itself as the first place students think of to study at. It is uniquely qualified to assist in this capacity because of the resources and personnel at its immediate disposal.

Hierarchy of Effects

This hierarchy shows the levels of student image and involvement LC hopes to attain by the Students of Hastings College. This begins with awareness and moves to advocacy as the preceding strategies proposed are implemented.



Section 4

Objectives and Strategies

The objectives and strategies section of this IMC proposal is an in depth look at how each objective will be achieved. It will include budgets, measurements, and specifics of the strategies for each objective.

Objective ONE

By May 2016, increase knowledge of LC on campus by 10%.

A **great** number of people on campus are aware of what LC is. However, there is a great lack of **general knowledge** of LC and the location, hours and services that it provides to students.

Objective Two

Increase engagement with LC services by 10% by May 2016

Strategy 1: Hire a student Intern

Hiring a student intern will help LC staff to focus on student needs. While the intern would be in charge of handling tasks involved with this IMC effort, including:

- **Event planning**
- **Social media**
- **maintaining MyLC (To be explained later)**

Budget

\$9.00 an hour	10 hours a week (maximum)
Total \$90 per week	

Measurement

The student intern will have a weekly meeting with Beth Funkey to update her on social media statistics. These would include-

- Social media engagement
- MyLC engagement
- Event attendance
- LC weekly attendance

In addition the intern will need to keep a **weekly journal** of what they worked on each time they come into work.

Strategy 2: Coaches

LC will work with the Athletic Director to hold a meeting for coaches informing them of the services provided by LC. At the meeting LC would speak to the coaches and inform them of LC services and the success she has already had with the Football team. This would help LC launch sport study halls for student athletes.

Strategy 3: Students

Host LC² Night (LC and Little Caesar's).

Once a month, LC would provide Little Caesar's pizza during study hall in which a few tutors would be available to help students. LC² would take place at night when most students are starting their studies. In addition LC² would be hosted in different buildings around campus during the semester to promote LC knowledge.

Budget (priced for the year)

\$800 Little Caesar's Pizza	\$100 Plates/Cups/Napkins
\$200 Soda	\$432 Tutors

Total \$1,532 (\$170.22 per month)

Measurement

To measure the success of this new program LC will look at two measurements:

- 1) Have students sign into each LC² night and track if there are more or fewer students each time LC² night is hosted.
- 2) Have students take a brief survey to measure how effective they believe LC² night is to their academic success.

It will then be the intern's job to measure those two categories and report them to Beth Funkey.

Strategy 4: Coaches

Implement use of Study Tables for all sports.

Study Tables would be highly encouraged by the coaches for all athletes to attend. At these Study Tables, students would get help with their homework and work to improve or maintain eligible grades in order to participate in their sports.

Measurement

To measure the success of this program LC will monitor athlete attendance to these study tables. LC will also collect grades before the implementation of this program and report the increase or decrease of student athlete grades once this program begins.

Strategy 5: Students

Launch Online platform called “MyLC” by Fall 2016.

MyLC is an Online resource where students can keep track of Study Table hours, ask questions about homework, and set up times to meet with tutors at LC.

A student internship position would be available with the set up and launch of MyLC, as well as develop materials within MyLC for incoming freshman.

Budget

\$0.00 Creating MyLC

Upkeep, done by intern. See intern budget.

Total \$0.00

Measurement

The proposed intern would be in charge of monitoring MyLC and maintaining the information on MyLC. The intern would need to track the analytics on the web-page to measure the success of MyLC, including-

- Time spent on pages within MyLC
- Engagement on MyLC pages
- Visits to MyLC pages

The intern would then report these findings to Beth Funkey in their weekly meeting.

Section 5

Conclusion

Overview of the project

This IMC Proposal is developed to solve the issues that LC faces, including:

- Low school-wide knowledge of LC's services
- Student late night and weekends study habits
- LC's poor image on campus

This proposal seeks to handle those issues by educating Hastings College's students via the new Thrive program and informal sports leaders about LC services and resources. It is also designed to give students the motivation, desire, and availability to access those resources and see the success that LC and HC strives for their students.

Final thoughts

It is anticipated that this IMC Proposal will enhance the success of LC and create a more unified and welcoming homework workspace for Hastings College. Furthermore, the implementation of this plan will increase the **knowledge, experience and advocacy** of LC among the college campus.