



## Marketing and Communications Plan

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## Introduction

The University of Arkansas Hope-Texarkana marketing and communications plan supports the Institutional Advancement Department as they create and implement marketing activities to help increase student enrollment; inform prospective students; build external awareness of college events, activities, courses, programs, and services; and enhance the image of the college through design, multimedia, photography, online, and written projects. The plan is reviewed biennially to keep abreast of current marketing trends and tools, guide marketing and communications decisions, and provide a course of action that fits within specified budget parameters.

# Goals and Strategies



# GOAL 1

## Develop and implement marketing and communication activities to help increase student enrollment

### Strategies:

- 1.1** Identify appropriate traditional and non-traditional media vehicles to reach proper target market segments
- 1.2** Identify appropriate communication methods to market college programs, offerings, events, and activities
- 1.3** Identify appropriate traditional and non-traditional media vehicles to market continuing education, industry training, and workforce development
- 1.4** Collaborate with the Office of Enrollment Management (EM) to help generate leads and engage audiences along the EM funnel



# GOAL 2

**Promote brand identity to increase college awareness and establish UAHT's reputation as a higher education leader in the service area**

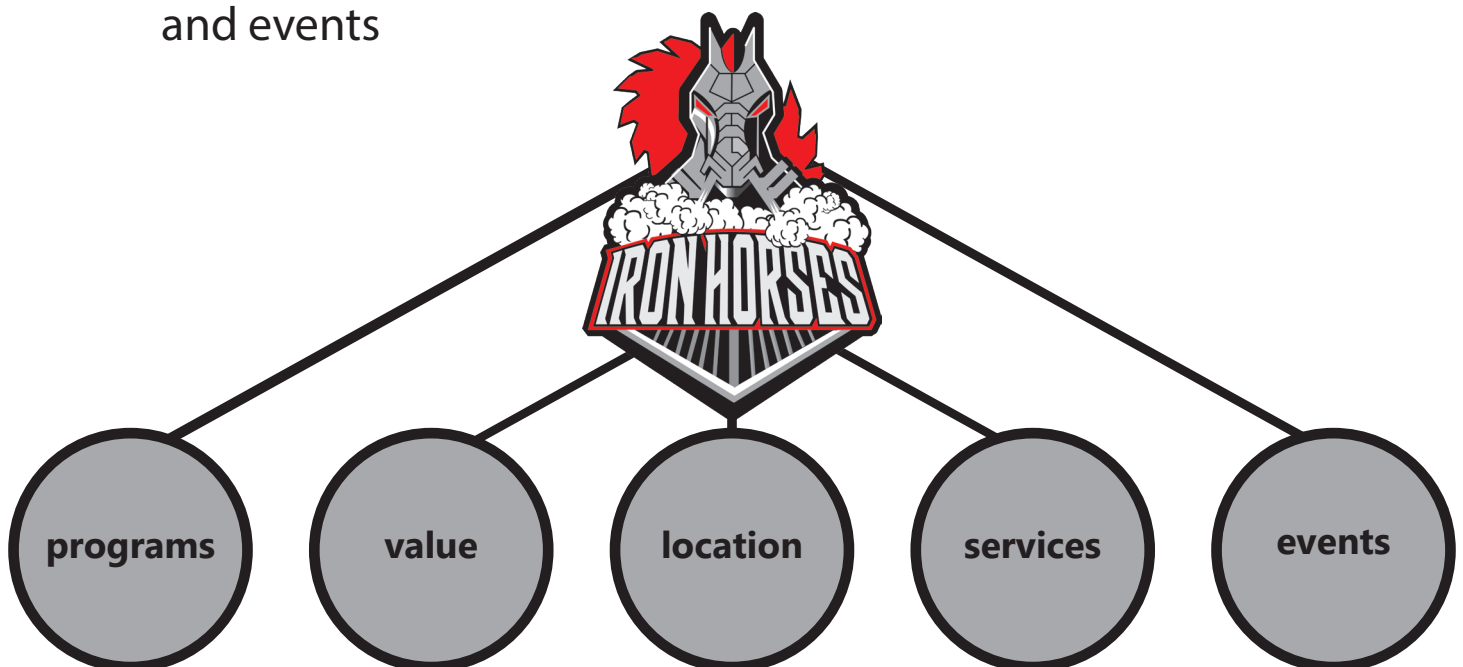
## **Strategies:**

**2.1** Strengthen the unified voice and visual identity of UAHT through consistent branding

**2.2** Evaluate collateral materials on a continual basis

**2.3** Develop and establish key messages to market the college

**2.4** Communicate effectively with external audiences (prospective students, parents, schools, donors, alumni, businesses, media, community-at-large) to build awareness of college programs, value, location, services, and events





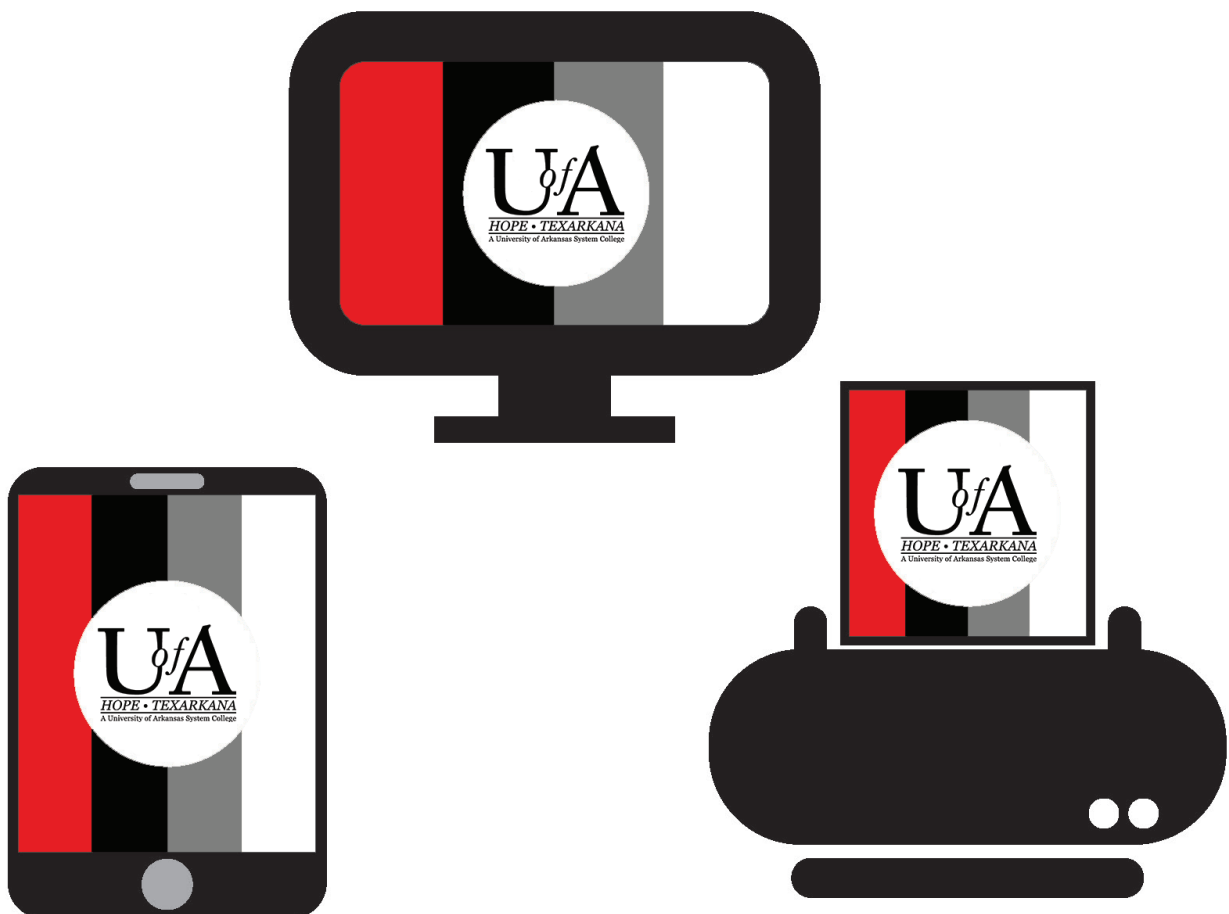
# GOAL 3

**Implement an integrated approach to marketing and communication across divisions, departments, and/or groups of the college**

## **Strategies:**

**3.1** Establish consistency of message between print and electronic media

**3.2** Integrate design elements between external and internal methods

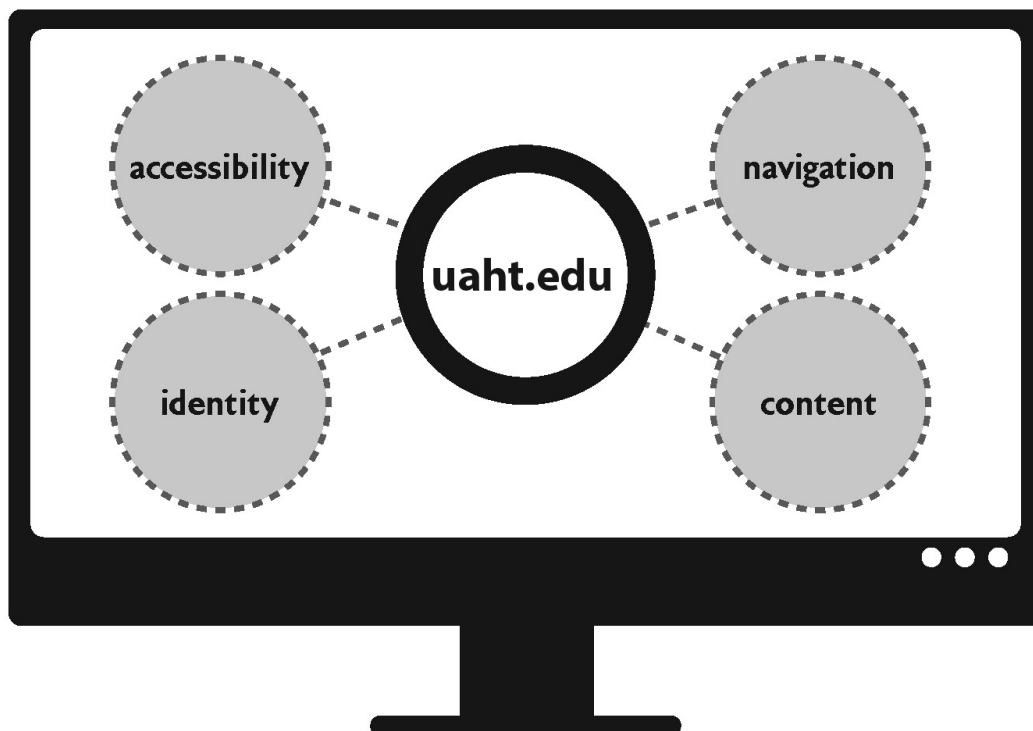


# GOAL 4

## Maintain an informative and user-friendly college website ([www.uaht.edu](http://www.uaht.edu))

### Strategies:

- 4.1** Adopt best practices of third-party vendor (Modern Campus) for user needs, experiences, and usability
- 4.2** Maintain and update website content as needed. Individual departments are responsible for sending webpage updates to the College Relations team.
- 4.3** Initiate website redesign when needed based on user data, current design trends, and ability to function across multiple platforms if budget allows





# GOAL 5

## Maintain and/or increase the college social media presence and social media marketing

### Strategies:

**5.1** Maintain and/or expand social media reach of the college through appropriate methods and channels

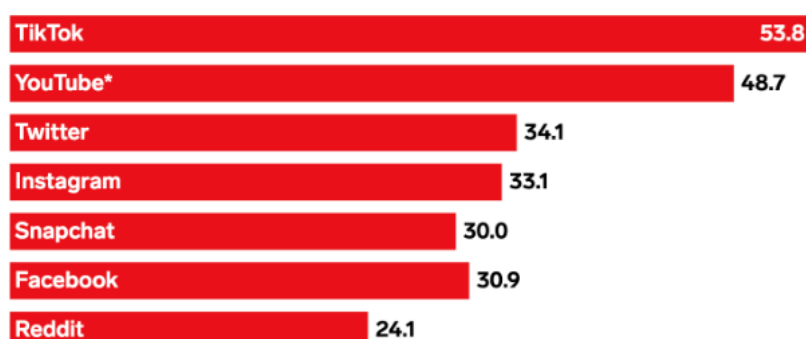
**5.2** Maintain and/or increase engagement with external audiences through social media platforms

**5.3** Monitor and track social media through analytics dashboards

### Which social media platforms are most popular?

YouTube 84% Facebook 68% Instagram 47% TikTok 33% Snapchat 27%

**Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2023**  
minutes



### 75% Of Parents Use Social Media Regularly

	Moms	Dads
Facebook	81%	66%
Instagram	30%	19%
Twitter	19%	27%

Sources: <https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>  
<https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/>  
<https://sproutsocial.com/insights/new-social-media-demographics/>

# GOAL 6

## Evaluate the effectiveness of marketing and communication activities through data-driven research and monitoring methods

### Strategies:

- 6.1** Conduct research to support marketing and outreach decisions through data
- 6.2** Analyze data to support marketing and outreach decisions
- 6.3** Assess paid media buys through post-campaign analysis to the extent possible
- 6.4** Monitor and track news coverage of UAHT through online media monitoring via Google Alerts

9. What is the most important information to include in advertisements about UAHT? Use arrows to the right of choices to rank.

[More Details](#)



\*Source: Student Survey Fall 2023



# Primary Audiences

**Future Students**

**Local Organizations**

**Media**

**Alumni**

**Donors & Friends**

**Business & Industry**

**Board of Visitors**

**Foundation Board**

**Parents & Decision Makers**

**Government/Legislators**

**Community-At-Large**

**High School Students, Counselors, & Teachers**

College marketing communicators create, articulate, and promote messages indicating why individuals should become engaged with UAHT. These are the primary target audiences.

*List not necessarily in order of importance.*





# **Key Messages**

The messages below are applied to the college marketing and communication efforts to establish a unified voice for UAHT. Key attributes have been identified to guide the marketing messages.



### Key Selling Points

Free College | Affordable Tuition | Arkansas Transfer Achievement Scholarship  
Foundation Scholarships | In-Demand Programs | UA System Education  
Close To Home | Multiple Locations | Personal Attention | Book Rentals

The UAHT tagline used in conjunction with key messages is:  
***"Your Bridge to the Future"***



# Media Methods

**The college uses a variety of methods  
to market and communicate with  
primary and target audiences.**

## Advertising (paid)

**Precision Targeting/Website Retargeting**  
Flex360 (ABPG)

**Search Engine Optimization**  
Google SEO (WEHCO Media/Flypaper)

**Electronic Billboards**  
Shipp Outdoor Advertising (TXK)

**Radio Spots**  
Spotify  
POWER 95.9  
KKYR 102.5  
KZHE Magnolia

**Online News Outlets**  
TXKtoday.com  
SWARK.Today

**Social Media Advertising**  
YouTube  
Facebook  
Instagram  
Snapchat

**Magazine & Specialty Publications**  
Four States Living  
Texarkana Magazine  
Texarkana City Guide  
Hope-Hemp. County Relocation Guide  
Texarkana USA Chamber Guide  
Texarkana Football Magazine  
Arkansas Next

**Newspapers**  
HopePrescott News  
HopePrescott Spanish Paper  
Amigo News  
SWARK Tabs



**U of A**  
HOPE • TEXARKANA

- Quality University of Arkansas System education at an affordable cost.
- High school students can earn their Associate of Arts degree and high school diploma simultaneously for FREE through the Arkansas High Collegiate Academy.
- Traditional students can earn their Associates of Arts 100% online or in the evening at the Texarkana campus.
- High school juniors and seniors can earn career and technical certificates for FREE through the Secondary Career Center.
- Transfer to U of A Fayetteville and pay UAHT's tuition!
- And much more!

UAHT.EDU | 800.953.5062 | 1301 U OF A WAY | TEXARKANA, AR |   



## ATTENTION PARENTS!

Did you know your high school junior or senior can take career & technical classes for **FREE** at UAHT?

- Try out different job options to see what you like.
- Be career ready as soon as you graduate high school.
- Gain skills that give you the competitive advantage to get high-paying jobs.

For more information, visit [uaht.edu/academics/career-center.php](http://uaht.edu/academics/career-center.php).

**YOU CAN GET  
YOUR FIRST  
YEAR **FREE**  
AT UAHT!**



870-722-8524

[admissions@uaht.edu](mailto:admissions@uaht.edu)

**HEMPSTEAD**  
Your first year free at UAHT! *Guarantee*

## Advertising (paid)

### High Schools

Hempstead Guarantee Posters  
Hope High Sports Posters & Tabs  
Hope High Football Program  
HPSD Pocket Folder Ads  
Spring Hill Football Tab & Banner  
Spring Hill Football Program  
Spring Hill Basketball Livestream  
Arkansas High Video Board Sponsor  
Arkansas High Football Program  
Prescott Football Program  
Yearbook Ads  
Local Special Section Ads  
SCC Posters in High Schools  
T-shirts  
Other

### Sponsorships

Four States Fair Arena Chute Sponsor  
Prescott-Nevada County Golf Tournament  
Prescott Fall Festival & Trade Days  
Hope Watermelon Festival  
Hope Booster Club  
Prescott Booster Club  
United Way Gala  
Texarkana USA Chamber Annual Banquet  
Bowie Heritage Festival  
Pitch It Texarkana  
Girl Power to the MAX CTE Event  
Hope Chamber Banquet  
Prescott Chamber Banquet  
SWARK Football Player of the Week  
TASD Razorback TV  
Chambers of Commerce

### Promotional Items

### Campus Banners

### Direct Mail Postcards

### Special Campaigns As Needed



## EVENING ASSOCIATE DEGREE

- ✓ Texarkana Campus
- ✓ Monday - Thursday
- ✓ Evening Courses



University of Arkansas Hope-  
Texarkana

Sponsored · 🌐



Clases de construcción en español impartidas  
en la UAHT. Para más información o para  
registrarse 870-722-8122 o visite [uaht.edu](http://uaht.edu).



## CONSTRUCCIÓN



A University of Arkansas System College

[uaht.edu](http://uaht.edu)

CLASES DE  
CONSTRUCCIÓN EN...

[Learn more](#)

👍❤️👍 51

2 comments 10 shares



Like



Comment



Share





## DO THE MATH!

At UAHT, you save

**\$34,658**

on your first two years  
of college with the  
Arkansas Lottery  
Scholarship!

Apply at [sams.adhe.edu/Scholarship/Details/ACST](https://sams.adhe.edu/Scholarship/Details/ACST)

UAHT tuition & fees for Arkansas resident rate for 60 hours; 2024-25.  
Average 4-year university cost based on 2024-25 ADHE schedule 18-1.  
Room & board average based on UA-F and SAU; 2024-25.

### COST TO ATTEND UAHT WITH THE LOTTERY SCHOLARSHIP

<b>\$8,895</b>	Cost to attend 2 years at UAHT
<b>- \$4,000</b>	Lottery Scholarship amount
<b>\$4,895</b>	Cost to student

### COST TO ATTEND AN ARKANSAS 4-YEAR UNIVERSITY WITH THE LOTTERY SCHOLARSHIP

<b>\$19,738</b>	Average cost to attend 2 years at an Arkansas 4-year university
<b>+ \$19,920</b>	Average room & board for 2 years
<b>- \$5,000</b>	Lottery Scholarship amount
<b>\$34,658</b>	Cost to student

## Publications & Design

College Guide (Viewbook)

Program Spotlight Magazine

Iron Horse Cutout (Fast Facts)

College Catalog

Graduation Program

Scholarship Ceremony Programs

Parking Sticker

Secondary Career Center Brochure

Collegiate Academy Brochures

Maps

Postcards

Brochures/Flyers/Posters

Vehicle/Trailer Wraps

Banners

Invitations

Bookmarks

Photographs

All Advertising & Miscellaneous

UAHT Foundation Materials

The marketing department works with departments across campus to produce designed material in a timely manner. We ask that you give at least two weeks notice for design work. **All student organizations are responsible for their own design work and printing.**



**UofA**  
HOPE • TEXARKANA



# Web & Electronic

## College Website

[www.uaht.edu](http://www.uaht.edu)

## Secondary Website

[www.chancellorsearch-uaht.info](http://www.chancellorsearch-uaht.info)

## Social Media

Facebook (@uahopetexarkana)

Instagram (@uahtironhorses)

YouTube (@uahopetexarkana)

Twitter (@uahopetexarkana)

Snapchat (@uahopetexarkana)

*\*Monitor all other departmental channels.*

## Iron Horse News Blog

[www.uaht.edu/news/news-listing.php](http://www.uaht.edu/news/news-listing.php)

## Video

Testimonials

Instructional

Informational

Various Projects as Needed

## The Bridge Email Newsletter

## Student Email

## Campus Electronic Signs



Hemp. Guara...



Free Degrees



Your Bridge



Areas of Study



Early College



Quick Facts



Free Class

POSTS

REELS

SAVED

TAGGED



following procedure:

1. Complete and submit an application for admission online. Applications are FREE and should be submitted the semester prior to planned enrollment.
2. Provide the UAHT Enrollment Management Office with a copy of your high school transcript, official transcripts from any previously attended colleges and/or universities, and proof of two vaccinations against measles, mumps and rubella.
3. You will need a copy of your ACT scores, or you will need to take the ACCUPLACER exam prior to meeting with an advisor. Any degree seeking student must have test scores in order to enroll. See the College catalog or contact UAHT for required scoring levels.
4. ACCUPLACER exams are given regularly.



Build your bridge to the future at the University of Arkansas Hope-Texarkana!

UA Hope-Texarkana

214 subscribers

Subscribe

1

Share

Download

Clip

Save

...

## Current News

Home / News / News Listing



### New Student Orientation Events Scheduled

JULY 15, 2024

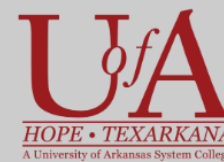
New Student Orientation is designed to prepare new, first-time UAHT students for the college experience by reviewing academic expectations, financial aid, student account information, and more.



### Ford Selected as New Vice Chancellor for Finance and Administration at the University of Arkansas Hope-Texarkana

JULY 9, 2024

Sherri Ford was recently selected as the new Vice Chancellor for Finance and Administration at the University of Arkansas



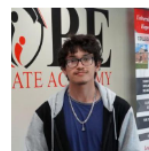
## THE BRIDGE NEWSLETTER | JANUARY-APRIL 2024



### Spring Enrollment Increases Over 10%

The University of Arkansas Hope-Texarkana welcomed 1,183 students this semester. This spring enrollment number represents a 10.4% increase from last spring and the largest spring enrollment since 2020.

[Read More](#)



### Hope Collegiate Academy Senior Receives Arkansas Governor's Distinguished Scholarship

Axel Yhoss, a senior at the Hope Collegiate Academy, has received the Arkansas Governor's Distinguished Scholarship.

[Read More](#)



### Dean of Secondary Programs Named Educator of the Year





# Media Distribution List

## Television

KTAL 6 (NBC)  
KTBS 3 (ABC)  
KSLA 12 (CBS)  
KMSS 33 (FOX)



## Online News

TXKToday.com  
Texarkana Gazette  
Texarkana FYI  
HopePrescott.com  
SWARK.Today  
Magnolia Banner News  
Arkansas Online



## Newspaper

Texarkana Gazette  
HopePrescott News  
Lafayette County Press  
Atlanta Citizens Journal  
Cass County Now  
Nashville Leader  
Arkansas Democrat Gazette



## Radio

Townsquare Media  
Southwest Arkansas Radio  
KZHE Magnolia  
KZRB New Boston  
AMI Radio Group



## Magazine

Texarkana Magazine  
Four States Living  
Crossroads Magazine  
Her Magazine

## Miscellaneous

Hope-Hempstead County Chamber  
Texarkana USA Chamber  
Prescott Nevada County Chamber  
AR-TX REDI  
Leadership Texarkana  
Representatives  
Board Members  
Arkansas Business  
Arkansas Community Colleges



# **Plan of Action**

**Creative and design strategy,  
communications/public affairs  
strategy, web communication  
strategy, and social media strategy**





## Creative & Design Strategy

Design, photography, and color selection all contribute to the branding and visual identity standards of the college.

**Design:** Marketing materials adhere to a design that provides uniformity across materials and platforms. This consistency extends to print and electronic methods.

**Photography:** The college aims to capture lively, exciting and diverse photographs of UAHT students, events, activities, and locations. When appropriate, stock photography may be used to represent students and programs but is not preferred.

**Color palette:** A color palette of Cardinal Red, Apple Blossom, Quartz, Gray Squirrel, Spoofer's Stone, and Black Whetstone connects the creative strategy, visual identity, and official logo and mascot of UAHT. These six colors bring consistency to the brand. Other colors may be used depending on the project. See next page for color values.

**Fonts:** Times New Roman, Minion, Myriad Pro, and Arial are the approved fonts.

# APPROVED COLORS AND FONTS

**Cardinal Red**  
**#9D2235**

**PMS: 201 C**  
**CMYK: 0 | 100 | 63 | 31**  
**RGB: 157 | 34 | 53**

**Apple Blossom**  
**#FFFFFF**

**PMS: Opaque White**  
**CMYK: 0 | 0 | 0 | 0**  
**RGB: 255 | 255 | 255**

**Quartz**  
**#F2F2F4**

**PMS: 663 C**  
**CMYK: 5 | 6 | 0 | 0**  
**RGB: 242 | 242 | 242**

**Gray Squirrel**  
**#C7C8CA**

**PMS: 428 C**  
**CMYK: 21 | 13 | 8 | 0**  
**RGB: 199 | 200 | 202**

**Spoofers Stone**  
**#424242**

**PMS: 446 C**  
**CMYK: 71 | 53 | 55 | 53**  
**RGB: 66 | 66 | 66**

**Black Whetstone**  
**#000000**

**PMS: Black C**  
**CMYK: 65 | 66 | 68 | 82**  
**RGB: 28 | 21 | 17**

**Times New Roman**  
**Minion**

**Myriad Pro**  
**Arial**





## Communications/Public Affairs Strategy

The college has implemented a strategy to maintain, facilitate, and enhance communication about UAHT with external audiences. Components include:

- Create and distribute news & events to local, state, and national media
- Generate features that highlight successful students, alumni, and staff
- Pitch stories to the media
- Respond to media inquiries for information, interviews, photographs, etc.
- Organize and execute news conferences
- Advise administration, faculty, and staff who are contacted by the media
- Identify and execute key media relations efforts



## Web Communication Strategy

The college website, [www.uaht.edu](http://www.uaht.edu), serves as the primary source of information for the college. Further, the website provides an important marketing tool, since most advertising and communication efforts encourage and direct individuals to the website.

The college homepage and secondary pages of the website must conform to branding and identity guidelines established by the college.

In an effort to keep information up-to-date, all levels of the website have been assigned to departments and/or divisions to review throughout the year.



## Social Media Strategy

The college uses the most current and relevant social media tools, including Facebook, YouTube, Instagram and Snapchat to communicate, interact, and engage with internal and external audiences.

The official UAHT social media sites are maintained and operated by the Office of Institutional Advancement. Departments and/or areas of the college interested in creating social media sites must be granted permission through the Institutional Advancement Department and provide the IA Department with administrator credentials.



# Integration Tools

In an effort to implement a cohesive brand across the college, a variety of tools have been created. These tools are accessible online, via SharePoint, or upon request for college faculty, staff, administrators, and students:



[Official Logos, Seal, Mascot, & Letterhead](#)

[Press Release Request Form](#)

[Web Change Request Form](#)

[Photography Request Form](#)

[Graphic Request Form](#)

# Appendices



# Appendix 1: Strategic Enrollment Communication Plan

The UAHT Office of Institutional Advancement seeks to aid the Office of Enrollment Management to move potential students from leads to enrolled students. This includes help generating leads through advertising with landing pages with information request forms and targeting groups at various points along the enrollment funnel.

## Goals:

- 1.) Create and send 'Call to Action' targeted communications to potential new students based on where they fall in the admissions/enrollment process funnel
- 2.) Determine what type of communication is best suited for each category in each funnel phase  
*Ex: postcards, emails, letters (or packets), text messages, & phone calls*
- 3.) Discuss responsibilities for sending each communication item as well as tracking and updating corresponding student information as students migrate through the funnel
- 4.) Estimated implementation time

For the full Strategic Enrollment Plan, contact the Office of Enrollment Management.

# Admissions Enrollment Funnel

**POTENTIAL STUDENT:** Any student identified as a 'lead' with potential to enroll. Leads can be collected by the following: College Fairs, High School Visits, Website Information Requests, Website Campus Tour Requests, & Email.  
**\*Call to Action:** (1) Submit a free application for admission on our website  
(2) Request a campus tour or set up a time to visit our campus(es) to meet with an EM Office member

**APPLICANT:** A student that has submitted an admissions application. There are 2 main types of applicants: (1) Returning students who require no additional admissions information {these students need to be checked for account holds prior to registration} (2) Students who need to submit all remaining admissions information prior to being admitted and registering  
**\*Call to Action (returning students):** (1) Advising and registration info  
**\*\*Call to Action (first time students):** (1) Submit all admission items (2) Request a campus tour or set up a time to visit our campus(es) to meet

**ADMITTED:** submitted all admission materials to enroll. **\*Call to Action:** (1) Opening registration date reminder (2) Make an appointment with Academic Advisor to register/enroll (3) Submit free application for foundation or institutional scholarships (4) Share your UAHT acceptance status with friends/family on social media

**ENROLLED:** registered for classes. **\*Call to Action:** (1) Attend Orientation (depending on the semester/term) (2) Send degree audit & fin. aid info (3) Don't forget ID card & park. pass (4) Campus login information

**CURRENT STUDENT: "Re-Enroll" Campaign**

# Admissions Enrollment Funnel Actions

EVENT	STATUS	COMMUNICATION	METHOD
College Fair	Inquiry	College Guide, Program Guide, Iron Horse Handout	Handout
Classroom Visit	Inquiry	College Guide, Program Guide, Iron Horse Handout	Handout
Financial Aid Night	Inquiry Applicant	Follow up communication based on contacts from FA	Email
'Thanks for your Interest'	Inquiry	A "Nice to Meet You" follow up for fairs or classroom visits (Application & Campus Tour)	Email
Information Request	Inquiry	Links to: Application, Tuition Calculator, Specific Program Information	Email (unless requested mail)
Tour Request	Inquiry	Confirmation Date & Campus Map	Email
Application	Applicant	"What's Next" Graphic, Important Dates/Deadlines	Email SV Text (follow up)
Application (Acceptance)	Applicant	Official Acceptance Letter (printed from Poise)	Mail
Application (Business Office Hold)	Admitted	Links to: "Make Online Payment" & Contact C.L.	Email
Application (Admitted/Readmitted)	Admitted	Links to: PAC Contact & Student Login	Email SV Text (follow up)
Registration	Admitted Enrolled	Registration Call to Action	Email SV Text (follow up)
Scholarship Eligibility	Admitted	Application for Institutional Scholarship	Mail Email (follow up)
Concurrent Students	Admitted	Personalized Folder with Degree Plan/Audit	Handout
Foundation Scholarships	Admitted Enrolled	Application link for Foundation Scholarships	Email SV Text (follow up)
New Student Orientation	Enrolled	Link to register for NSO & Parking Sticker/ID Reminder	Mail Email (follow up)
Counselor Follow Up	<Counselors>	Individualized data for applicants from each school	Email
All communications are tracked via the Enrollment Management Master Spreadsheet (by date of communication) and are continually revised and reviewed for follow up. *This plan does not currently include social media correspondence.			

For the full Strategic Enrollment Plan, contact the Office of Enrollment Management.

## Appendix 2: Audiences

In accordance with Goal 1 on page 5, the Office of Institutional Advancement seeks to develop and implement marketing and communication activities to help increase student enrollment.

### Service Area

Advertising is in the UAHT service area. Primarily a 65-mile radius of Fulton, Arkansas.

### Nontraditional and Parents

- Ages 24-33 and 34-65
- Newspaper, Radio, Social Media, Magazines, TV, Online News, Display, Website Re-Targeting, Email, Look-a-Like Audience Targeting, High School Program Ads at Games, Sports Broadcast Sponsor, Billboards
- Specific targeting based on campaign (e.g., no bachelor's degree, household incomes, behaviors, etc.)
- Key selling points: Cost (tuition, Arkansas Transfer Achievement Scholarship, UCan, Grants, etc.), Location, Programs, Jobs, Job Training, Career Enhancement, Continuing Ed.

### Traditional

- Ages 18-23
- Social Media, Spotify, Magazines, Streaming TV, Online News, Display, Website Re-Targeting, Look-a-Like Audience Targeting, High School Program Ads, Geofencing, Sports Broadcast Sponsor, Billboards
- Key selling points: Cost (tuition, Arkansas Transfer Achievement Scholarship, UCan [ages 22+], Grants, etc.), Location, Programs, Jobs

### High School/Concurrent

- Ages 13-17 (age target is below concurrent age on purpose)
- Social Media, Spotify, Yearbook, High School Program Ads, Posters in Schools, Video boards in schools, Arkansas Next, Texarkana High School Football Magazine, Football Game Broadcast Sponsor, T-shirts
- Key selling points: Cost, Get Ahead, Earn Credentials, Location, Programs, Jobs, Arkansas Transfer Achievement Scholarship, Career Center, Collegiate Academy

### Notes:

*Many of these audiences overlap.*

*Special advertising projects arise as needed based on enrollment numbers among various audiences or programs and special funding (e.g. Perkins funding).*



# Appendix 3: Advertising Return On Investment

Total return on investment is based on advertising dollars spent and income made from tuition and fees at UAHT.

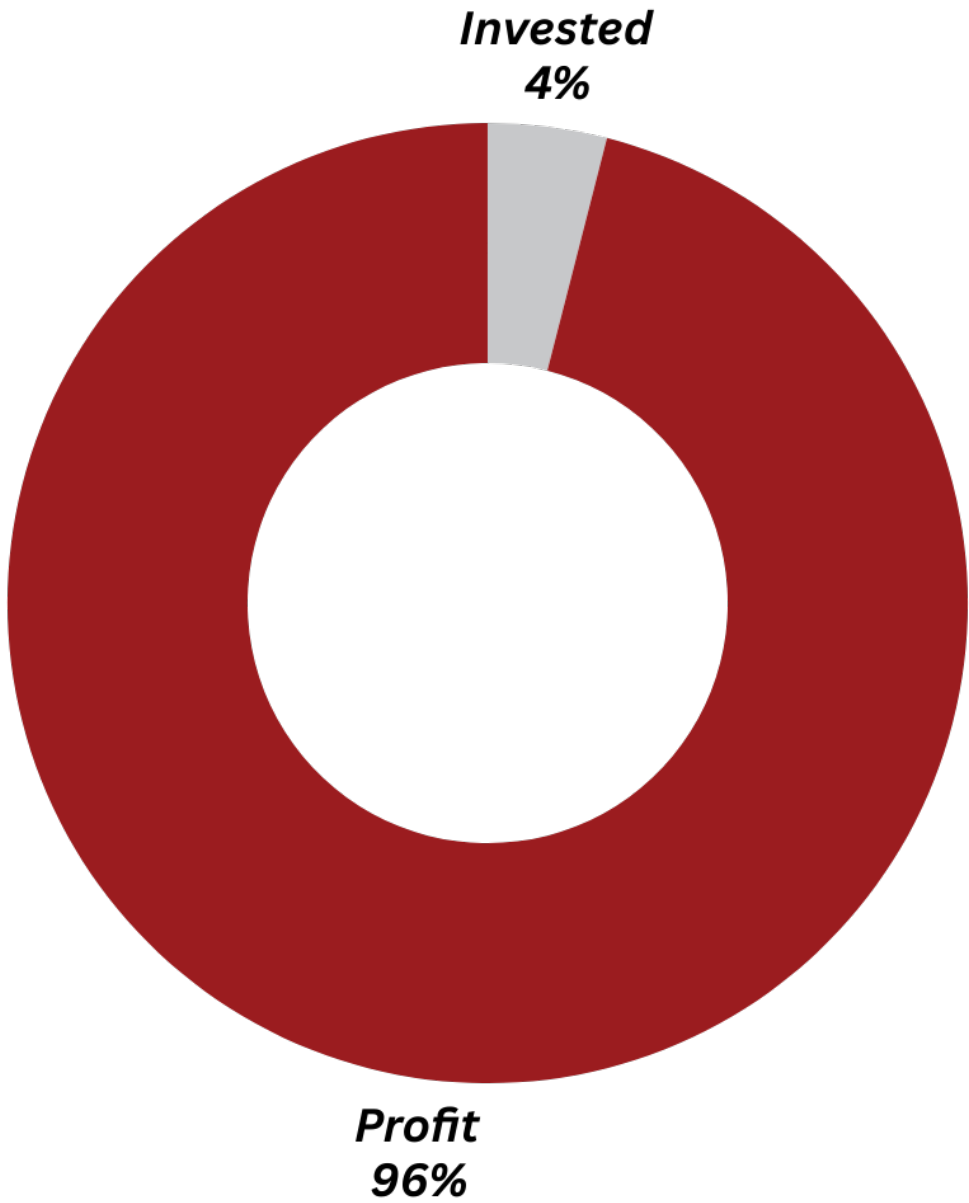
Advertising Dollars Spent: \$150,000

Profit From Tuition and Fees AY24: \$3,533,940

## ROI Result

Investment Gain: \$3,383,940

ROI: 2,255.96%



U of A

*HOPE • TEXARKANA*

A University of Arkansas System College