



2026-27

MARKETING & COMM PLAN

U of A
HOPE • TEXARKANA



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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.



A photograph of two welders in a factory setting. One welder is wearing a yellow protective suit and mask, while the other is wearing a blue suit and mask. They are working on a metal structure, with bright sparks and light emanating from the welding point. The background shows industrial equipment and a red structure.

GOALS & 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 digital media
- 3.2** Integrate design elements between external and internal methods



GOAL

#4

MAINTAIN AN INFORMATIVE AND USER-FRIENDLY COLLEGE WEBSITE (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



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 compared to industry averages

6.4 Monitor and track news coverage of UAHT through online media monitoring via Google Alerts





PRIMARY AUDIENCES



PRIMARY AUDIENCES

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

List not necessarily in order of importance.

FUTURE STUDENTS
LOCAL ORGANIZATIONS
MEDIA
ALUMNI
DONORS & FRIENDS
BUSINESS & INDUSTRY
BOARD OF VISITORS
FOUNDATION BOARD
PARENTS & DECISION MAKERS
GOVERNMENT/LEGISLATORS
COMMUNITY-AT-LARGE
HIGH SCHOOLS





KEY MESSAGES



KEY MESSAGES

These messages are part of UAHT's college marketing and communication efforts to establish a unified voice. Key attributes have been identified to guide the marketing messages.

**FREE COLLEGE
AFFORDABLE TUITION
SCHOLARSHIPS
IN-DEMAND PROGRAMS
CLOST 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



MEDIA METHODS

PAID ADVERTISING

Precision Targeting/Website Retargeting

Flex360 (ABPG)

Search Engine Optimization

Google SEO (WEHCO Media/Flypaper)
ChatGPT

Electronic Billboards

Shipp Outdoor Advertising (TXK)

Radio

Spotify
POWER 95.9
KKYR 102.5
KZHE Magnolia
American Media (3 Stations)

Online News

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
Arkansas Next
Audible Football Magazine

Newspapers

HopePrescott News
Amigo News
SWARK Tabs
Texarkana Gazette



MEDIA METHODS

PAID ADVERTISING

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/Misc

Sponsorships

Nevada County Golf Tournament
Prescott Fall Festival & Trade Days
Hope Watermelon Festival
Hope Booster Club
Prescott Booster Club
Spring Hill Booster Club
United Way Gala
Texarkana USA Chamber Banquet
Bowie Heritage Festival
Girl Power to the MAX CTE Event
Hope Chamber Banquet
Prescott Chamber Banquet
TASD Razorback TV
Hope Bobcat TV
Chambers of Commerce

Promotional Items

Campus Banners

Direct Mail Postcards

Special Campaigns As Needed



MEDIA METHODS

PUBLICATIONS & DESIGN

College Guide (Viewbook)

Program Spotlight Magazine

Foundation Annual Report

Iron Horse Cutout (Fast Facts)

College Catalog

Graduation Program

Scholarship Ceremony Programs

Parking Sticker

Secondary Career Center Brochure

Collegiate Academy Brochure

Maps

Postcards

Brochures

Flyers

Posters

Event Signage

Banners

Invitations

Photography

Foundation Materials

All Advertising & Miscellaneous



MEDIA METHODS

WEB & ELECTRONIC

College Website

www.uaht.edu

Secondary Website

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

Video

Testimonials

Instructional

Informational

Various Projects as Needed

The Bridge Email Newsletter

Student Email

Campus Electronic Signs



MEDIA METHODS

NEWS & PUBLIC AFFAIRS

News Releases

Feature Stories

Success Stories

Testimonials

Progress Editions

Special Editions

Awards & Recognitions

Media Pitches

Media Inquiries

Media Relations Efforts

Graduations

Ceremonies

Special Events

Announcements



MEDIA METHODS

MEDIA DISTRIBUTION LIST

Television

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

Online News

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

Newspaper

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

Radio

Townsquare Media
Southwest Arkansas Radio
KZHE Magnolia
American Media Radio

Magazine

Texarkana Magazine
Four States Living

Miscellaneous

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





PLAN OF ACTION



CREATIVE & DESIGN STRATEGY

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

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, Arial, and other basic serif and sans serif fonts are the approved fonts.

CREATIVE & DESIGN STRATEGY

Approved Color Values

CARDINAL RED

#9D2235

PMS 201 C

CMYK 0, 100, 63, 31

RGB 157, 34, 53

BLACK WHETSTONE

#000000

PMS Black C

CMYK 65, 66, 68, 82

RGB 28, 21, 17

SPOOFER'S STONE

#424242

PMS 446 C

CMYK 71, 53, 55, 53

RGB 66, 66, 66

GRAY SQUIRREL

#C7C8CA

PMS 428 C

CMYK 21, 13, 8, 0

RGB 199, 200, 202

QUARTZ

#F2F2F4

PMS 663 C

CMYK 5, 6, 0, 0

RGB 242, 242, 242

APPLE BLOSSOM

#FFFFFF

PMS Opaque White

CMYK 0, 0, 0, 0

RGB 255, 255, 255

COMMUNICATIONS **STRATEGY**

Public Affairs

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



COMMUNICATIONS **STRATEGY**

Web Communication

The college website, 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.



COMMUNICATIONS **STRATEGY**

Social Media

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



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

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. Online funeral service programs are advertised regionally.

Nontraditional and Parents

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

AUDIENCES

Traditional

- Ages 18-23
- Social Media, Streaming Radio, Traditional Radio, Magazines, Streaming TV, Online News, Display, Website Re-Targeting, Lookalike Audience Targeting, High School Program Ads, Sports Broadcast Sponsor, Digital Billboards, SEO, GEO
- 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, Streaming Radio & TV, SEO, GEO, Yearbook, High School Program Ads, Posters in Schools, Video boards in schools, Arkansas Next, Texarkana High School Football Magazine, Football & Basketball Game Broadcast Sponsor, T-shirts, Counselors
- 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 2

ANALYTICS

In accordance with Goal 6 on page 10, the Office of Institutional Advancement seeks to evaluate the effectiveness of marketing and communication activities through data-driven research and monitoring methods.

Facebook & Instagram Impressions 7,457,758

YouTube Video Views 1,059,122

Web Targeting Impressions 2,334,481

Google SEO Impressions 28,867

Streaming TV Impressions 112,089

Online News Site (TXK.Today & SWARK) Impressions 2,759,203

Streaming Radio Impressions 126,600

Total Impressions 13,878,120

[Click for Advertising Analytics Overview July 2025 Through June 2026](#)

MEET THE TEAM



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OFFICE OF INSTITUTIONAL ADVANCEMENT

uaht.edu/about/institutional-advancement.php