

# Communication Alchemy

## Columbus State Community College

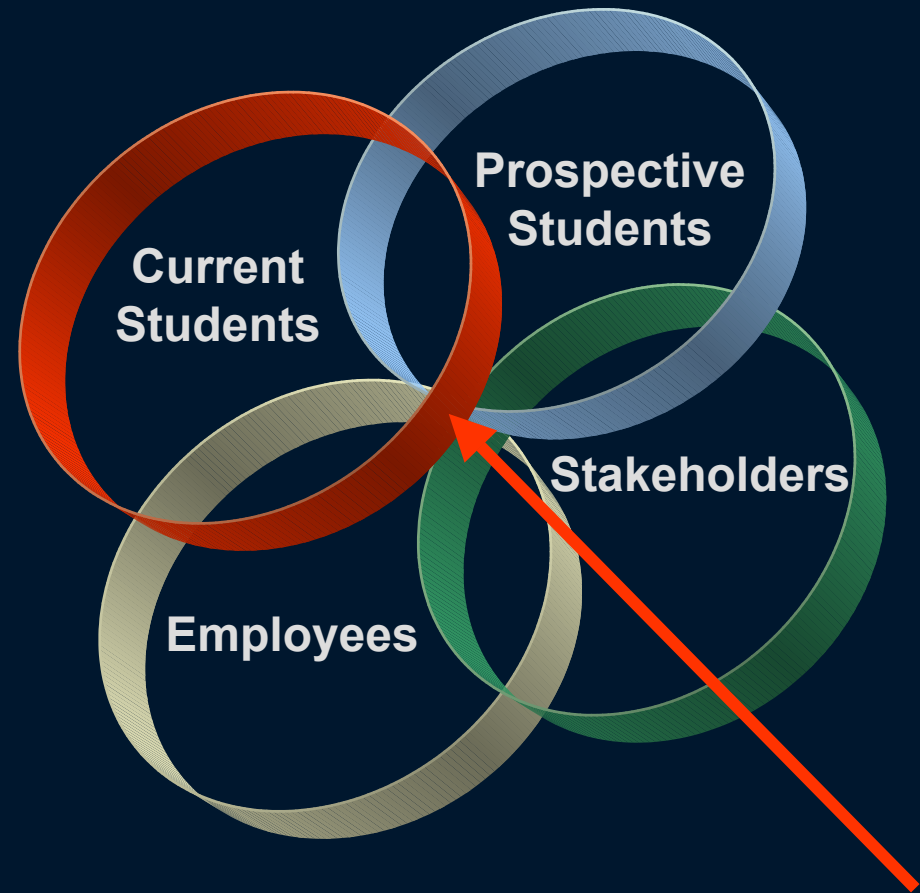
A Research Study Prepared by  
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Presented

April 11, 2003



# COMMUNICATION MODEL



**EFFECTIVE COMMUNICATION**

# Current students and entertainment venues



# Methodology

- ❖ Student survey
  - Objective: identify student preferences in academic and general communications
- ❖ Entertainment organizations and venues
  - Objective: identify innovative practices potentially applicable at CSCC



# Student Survey

- ❖ On-campus survey: 491 students
  - Cafeteria (55%)
  - Computer Commons (16%)
  - 3 satellite locations (29%)
  - Two teams collaborated to develop and deploy
- ❖ R&D assisted with data entry and analysis



# Entertainment Venues

- ❖ Interviewed 3 Columbus arts organizations
- ❖ Participant observations of 3 venues
- ❖ Coded and inventoried notes with matrix tool
- ❖ Obtained additional perspective from SME's: Marketing and Graphic Communications
- ❖ Analyzed by group discussion
- ❖ Pulled out noteworthy themes and additional observations



# Results and findings

- ❖ Student surveys
- ❖ Entertainment organizations and venues

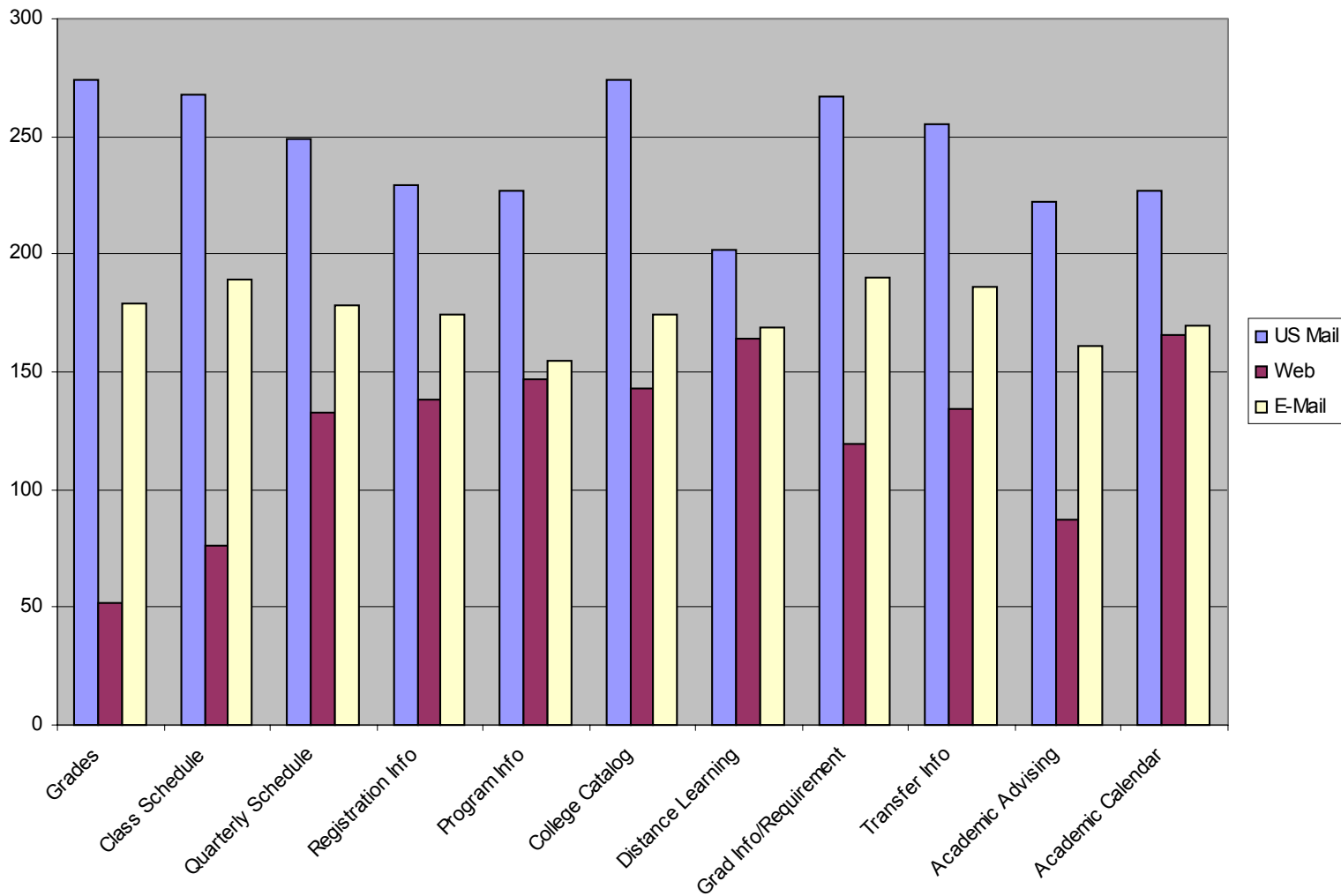


# Student surveys

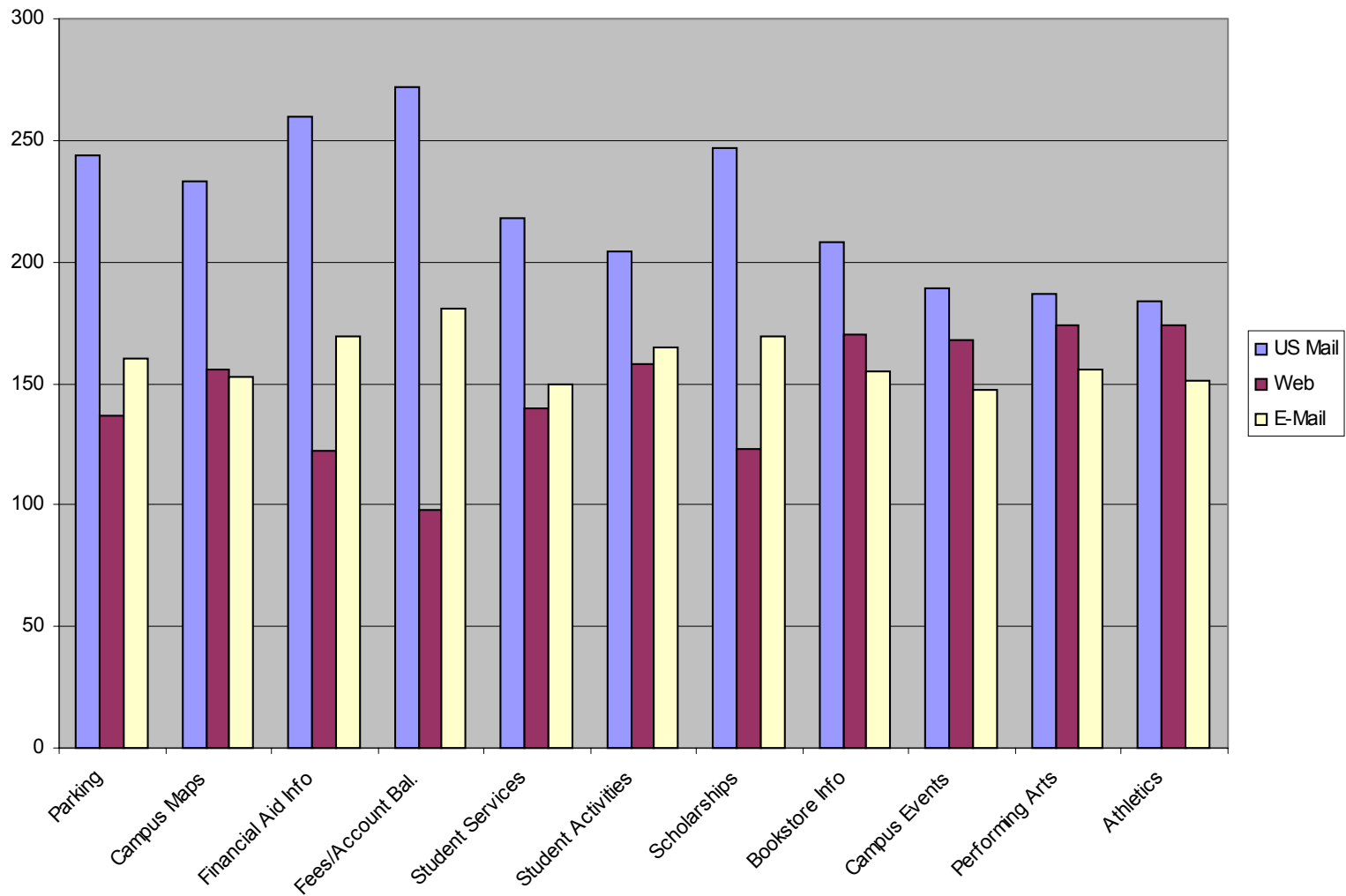
- ❖ Strong first preference for U.S. (postal) mail
- ❖ Weaker first preference for CSCCC Web site
- ❖ Strong second preference for email
- ❖ Preferences held true across ethnicity, gender, age group, and type of information.



# Survey results: Academic Information



# Survey results: General Information



# Results: Entertainment organizations and venues

- ❖ Internal communications
- ❖ Email
- ❖ Brand building vs. targeted marketing
- ❖ Information drops
- ❖ Nuggets
- ❖ Web site
- ❖ Other Internet-based communications
- ❖ Media strategies



# Internal communications

- ❖ Handle most communications similarly to CSCC: phone, email, memos
- ❖ PDA's (Palm devices) mentioned by one venue
  - Considered “indispensable” by respondent
  - Encourages synchronization with organization-wide calendar system
  - Eliminates double-entry



# Email

- ❖ Delivers same message to wide audience
- ❖ “Opt-in” system
- ❖ Capture email address on first contact



# Brand Building vs. Targeted Marketing

- ❖ Brand building: emphasizes qualities of the venue (e.g. Wexner Center)
- ❖ Targeted marketing: targets programs at specific populations (e.g. Nationwide Arena)
- ❖ Balanced approach does both (e.g. CATCO)



# Comparative Marketing Graph



# Targeted information drops

- ❖ Locations used by entertainment organizations:
  - Coffeehouses
  - Community Centers
  - Libraries
  - Arts venues



# Info drop example: Sports and Fitness Management

- ❖ Fitness centers
- ❖ Bluejackets games
- ❖ High school athletics
- ❖ Community parks/recreation programs



# Promotional nuggets

- ❖ Value to customer
- ❖ Low cost to provider
- ❖ Examples
  - Promotional phone card
  - Themed gift baskets
  - Cross-promotions with other venues
- ❖ Current CSCC practice: small giveaways



# Web Site: Practices

- ❖ Clear paths for major services and/or audiences
- ❖ Highlights upcoming/high profile event
- ❖ Link to “opt-in” email list
- ❖ Captures contact info directly into database
- ❖ Streaming media of special events



# Common models for web site

- ❖ **Portal:** everything for everyone
- ❖ **Product/service:** what the org does
- ❖ **Customer:** guide customer to where they want to go
- ❖ **Org chart:** grouped by functional units, line of reporting
- ❖ **Geographic:** multiple territories



# Web site example: CATCO



# Web site example: CPS

The screenshot shows a Netscape browser window displaying the Columbus Public Schools homepage. The browser's address bar shows the URL: <http://www.columbus.k12.oh.us/website.nsf/Homepage/Active?cc=indocument>. The website features a large header with the text "Columbus Public Schools" and a logo of an apple with the text "COLUMBUS PUBLIC SCHOOLS". Below the header is a large image of a young girl and a boy looking at a book together, with the word "Welcome" overlaid in white text. To the right of the image is a vertical navigation menu with buttons for "District Information", "Community", "Contact Us", "For Parents", "For Students", "For Staff", "Employment", "Our Schools", and "What's New". Below the navigation menu is a "Search" button with a magnifying glass icon. The main content area has a pink background and features the text "In The News" in a large, italicized font, followed by the sub-heading "Safe Schools: A Community Effort". Below this is a paragraph of text: "As the nation prepares for war, we are reminded of recent events that impacted national security and reflect upon our ability to maintain safe learning environments for our students, faculty and staff. To ensure everyone's safety, building principals have been reminded to review their school's safety procedures and individual crisis management plans." The browser's status bar at the bottom shows "Done" and "Internet".

**Columbus Public Schools**

**Welcome**

*In The News*

**Safe Schools: A Community Effort**

As the nation prepares for war, we are reminded of recent events that impacted national security and reflect upon our ability to maintain safe learning environments for our students, faculty and staff. To ensure everyone's safety, building principals have been reminded to review their school's safety procedures and individual crisis management plans.

**District Information**

**Community**

**Contact Us**

**For Parents**

**For Students**

**For Staff**

**Employment**

**Our Schools**

**What's New**

**Search**

[text only version](#) [site index](#)

[apply](#) | [register](#) | [pay fees](#)



# Columbus State Community College

*Education that works!*

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[student services](#)

[quarter schedules](#)



[college catalog](#) [campus directory](#) [contact us](#)

search



**Severe Weather Policy**

**Spring/Long Street Bridge Construction Information**



# CSCC: Where would *you* go?

- ❖ Alumnus/alumna
- ❖ (Student Services:More:Alumni Office)
- ❖ Community member who wants to attend athletic event
- ❖ (Student Services:Cougar Sports)



# Web Site: Where would *you* go?

- ❖ Community member who wants to attend a CSCC concert
- ❖ (About Columbus State:More:Arts Calendar)
- ❖ Strategic partner: potential or current
- ❖ (no current link to information)
- ❖ Donor  
(no current link to information)



# Other internet-based communications

## ❖ CSCC “Cougarpaw” mini-portal

The screenshot shows the WeatherBug website interface for Columbus, OH. The top navigation bar includes the AOL BROADBAND logo and a "CLICK HERE!" button. The main content area features a news article titled "Records May Fall in East" dated March 31, 2003, by Mark Hoekzema. The article discusses the slow arrival of spring in the Eastern U.S. and includes a map titled "Highs Today Mon, Mar 31" showing temperature readings across the region. The left sidebar displays the current temperature as 45° and a forecast for a high of 48° and a low of 27°. The right sidebar contains a "WeatherBug Today" section with "Today's Weather News" and a "Top Feature" section for "Weather Trivia". The bottom of the page features an AOL BROADBAND advertisement with the slogan "AOL High Speed Broadband is like this Rocket Car!" and a "Share the Bug!" button.

My WeatherBug for Columbus, OH 43215 (V. 5.01) Powered by AWS/WeatherNet

WeatherBug

06:48:28 PM

Forecast > WeatherBug Feature

Records May Fall in East  
March 31, 2003 - 9:00AM EST  
By WeatherBug Chief Meteorologist, Mark Hoekzema

Spring has been slow to arrive in the Eastern U.S. and the region received another example of that reality over the weekend and on Monday.

On Sunday, rain changed to snow along the east coast from Maine down through the North Carolina Mountains as cold air flooded in behind a slow moving

Highs Today Mon, Mar 31

Local Forecast Buy a Weather Station Related Content

AOL High Speed Broadband is like this Rocket Car!

Share the Bug!

WeatherBug Today

Today's Weather News

TOP STORY Record Low Temperatures and Freeze Warnings in the East [More...](#)

Records May Fall in East [More...](#)

Iraq Weather and Forecasts

Top Feature

TRIVIA Weather Trivia Test your weather knowledge prowess!

Change Location Station / Zip Code

Search the Web:  Search

# Other internet-based communications

❖ PointCast screen saver



# Media strategies

- ❖ Paid media: organization pays for advertising
- ❖ Earned media: organization adds value to community by providing media content
  - Athletics
  - Performances
  - Guest speaker broadcasts
  - Newspaper/magazine articles



# Recommendations

- ❖ Provide for parallel communication
  - Low-tech: postal mail
  - High-tech: Email and Web
- ❖ Pilot PDA's for internal communication
- ❖ Improve use of email
  - Opt-in lists
  - Capture emails from web site



# Recommendations (cont.)

- ❖ Utilize more targeted marketing of specific programs
- ❖ Provide valuable promotional nuggets



# Recommendations (cont.)

- ❖ Appoint committee to:
  - Redesign web site from portal and org structure to customer-oriented
  - Research other network information tools such as “Cougarpaw” or PointCast
- ❖ Identify more opportunities to provide and utilize earned media

