

Spring 2025

VCAS Resolution

Contact:

Resolution to Support Program Enrollment through Marketing Efforts

Marketing at Ventura College should place a stronger focus on students, programs, and faculty. It is crucial marketing place greater emphasis on the course and program level rather than developing marketing campaigns strictly about the college as a whole.

It is critical that the marketing department monitor enrollment before the start of semesters and create campaigns for the community focused on low-enrolled courses and programs to increase visibility for those disciplines and programs.

Marketing on campus (marquees, posters, flyers, websites, marquees) and within our community should significantly increase promoting campus events lead by and/or featuring students.

The marketing used in the past has sent the message to the community that our college is a “backup plan” for students.

Be it resolved

Work collaboratively with faculty and student organizations to market Ventura College as a destination for higher education and not just a backup plan for students wanting to pursue degrees, transfer to a 4-year institution or earn certificates to move up in the job world

Work collaboratively with faculty and students organizations to market Ventura College as a destination for higher education and stop promoting Ventura College as a "backup plan" for students. Celebrate the many exciting and challenging opportunities and programs our institution offers students in our community. Encourage students to pursue degrees, transfer to 4-year institutions, or earn certificates to move up in specific career fields.

Promote the cost savings of attending Ventura College for the first 2 years of higher education compared to our local 4-year universities and regional 4-year universities

Promote events lead by students, faculty, and programs on campus, off campus and on marquees

Resources should be provided that allow Marketing to create radio, television, and in-app advertising options to our community and surrounding areas that will achieve the initiatives listed above.

In addition to targeted marketing around enrollment of programs and courses based on low enrollment, there needs to be more focus on the students, reducing the focus on services offered