



**Portland
Community
College**

Advancing PCC

- PCC is a beloved institution. Advancement works through public relations and marketing activities to nurture this good will and raise visibility.
- Our ongoing challenge is to use this goodwill to create action.
 - Recruitment
 - Philanthropy
 - Legislative support
 - Alumni support
 - Public good will

Key values proposition: “PCC is working for the success of our entire community.”

The debut of #ThinkPCCFirst

- Bold claim that PCC should not just be a good option...**but a first choice option.**
- Profiles of students who embody **a driven, focused and serious perspective** – breaking away from traditional college advertising.
- **Debut of a hash-tag** as rallying point for community conversation.
- **Television and outdoor ads** on par with university placement and quality. <https://www.youtube.com/watch?v=eGOGsZQ8g5s>





Results of this campaign

- Number of people who viewed a #ThinkPCCFirst social media post = **162,237**
- Number of YouTube impressions of the television commercial = **75,751** (all high-school age users)
- Number of online engagements (total): **13,236**



TPF also successfully claimed new territory for PCC:

- PCC's recent reputational polling showed **sky-high favorability**.
- Timing with national conversation about community colleges yielded **news stories and editorials** about PCC as a “first choice option.”
- Elected officials such as Governor Kate Brown have begun to **use the saying in public forums**.

TPF also successfully claimed new territory for PCC:

- National AACCC affiliate council named “Think PCC First” the **nation’s best community college campaign.**



#ThinkPCCFirst 2.0

Key goals for this spring's campaign include:

- Continue to **claim PCC as a first-choice** for savvy students and innovators.
- Drive sense of **“community college as a cause”**
- Mounting a recruitment campaign that is also an **advocacy campaign.**
- **“Turn out the Turquoise!”** Make a bold claim **around the college's official** color.



SOME-
TIMES
THE BEST
IDEA IS
RIGHT IN
FRONT
OF YOU.

#THINKPCCFIRST





A SINGLE
BOLD
MOVE
CAN
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COLLEGE PUTS THE
WORLD IN FRONT
OF YOU.



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**YOUR FUTURE
IS HERE FOR
THE TAKING.**

#THINKPCCFIRST



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SOMETIMES THE
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A SINGLE BOLD MOVE
CAN CHANGE EVERYTHING.



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#THINKPCCFIRST



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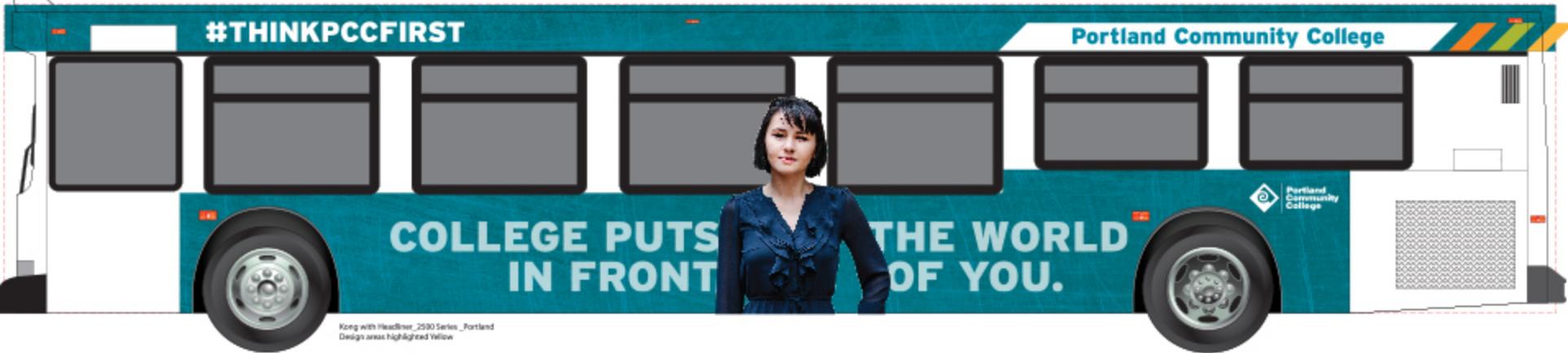


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Design areas highlighted Yellow



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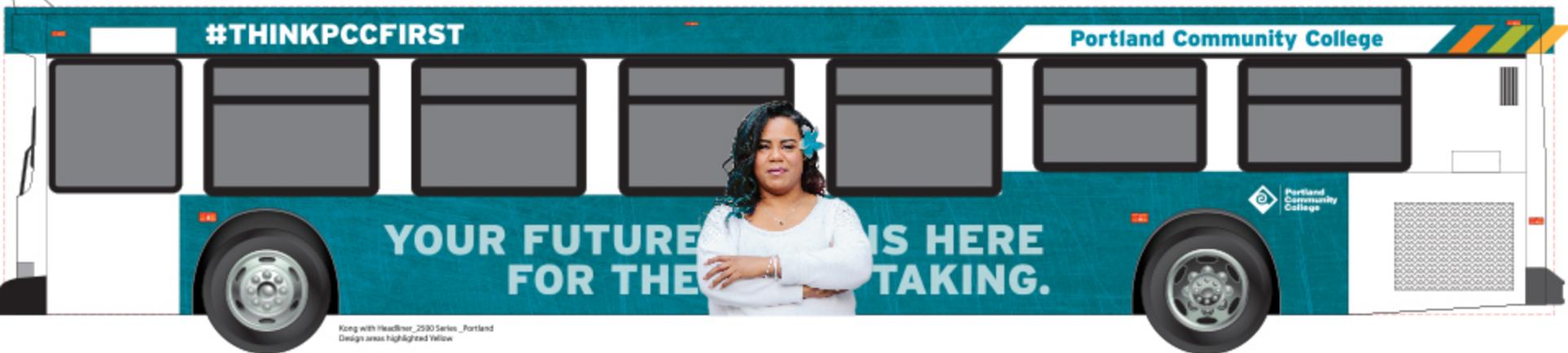


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Campaign roll-out

- **April was about enrollment:**
 - Targeted radio ads and Pandora web ads
 - Bus shelters near campuses
- **May is about advocacy:**
 - Trimet busses traveling district-wide begin
 - 15 prominent city billboards placed...many intentionally placed in under-served areas.
- **June is about influencers:**
 - Two downtown wallscapes — one at 4th/Washington; one at Providence Park and West Burnside.



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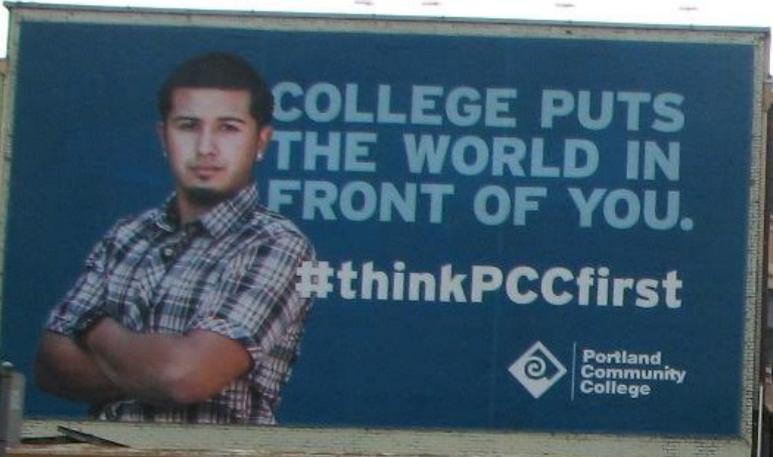
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COLLEGE PUTS
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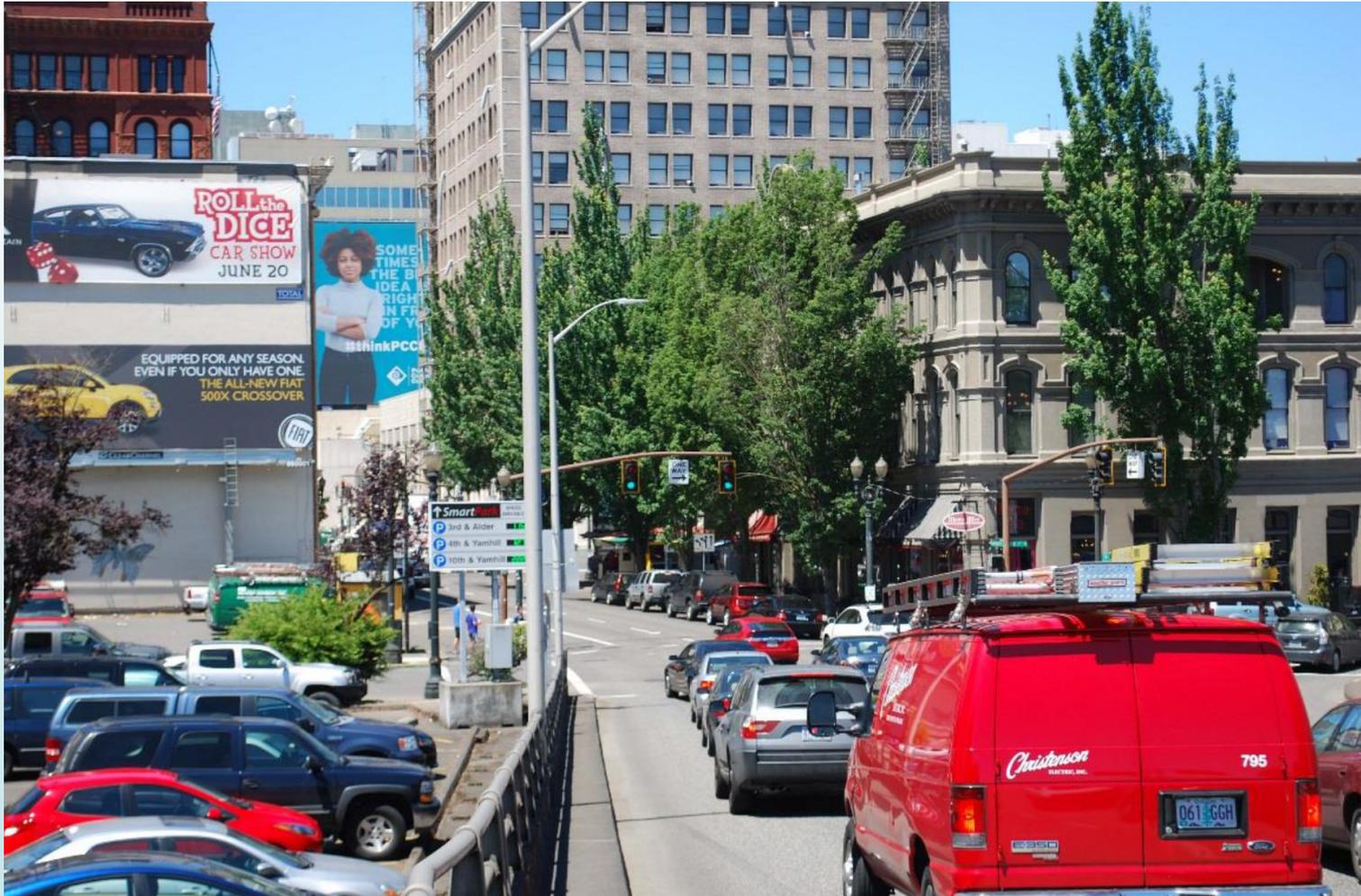




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Join the campaign.

1. Use the **#ThinkPCCFirst** hashtag.
2. Use “Think PCC First” in your **speeches and meetings.**
3. Watch for opportunities to join with us in **showing PCC pride.**



Pride = Unity

Unity = Action

Action = Advancement





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