Advancing PCC

• PCC is a beloved institution. Advancement works through public relations and marketing activities to nurture this goodwill 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](https://www.youtube.com/watch?v=eGOGsZQ8g5s)
My eyes are on the future.

#thinkPCCfirst
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 AACC 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.
Sometimes the best idea is right in front of you.

#THINKPCCFIRST
A SINGLE BOLD MOVE CAN CHANGE EVERYTHING.

#THINKPCCFIRST
COLLEGE PUTS THE WORLD IN FRONT OF YOU.

#THINKPCCFIRST
SOMETIMES THE BEST IDEA IS RIGHT IN FRONT OF YOU.

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A SINGLE BOLD MOVE CAN CHANGE EVERYTHING.

#THINKPCCFIRST
#THINKPCCFIRST

COLLEGE PUTS THE WORLD IN FRONT OF YOU.
YOUR FUTURE IS HERE
FOR THE TAKING.
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.
COLLEGE PUTS THE WORLD IN FRONT OF YOU.
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COLLEGE PUTS THE WORLD IN FRONT OF YOU.
#thinkPCCfirst
Sometimes the best idea is right in front of you. #thinkPCCfirst
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