

HELLO AGAIN.

PHASE ONE

FINDINGS & RECOMMENDATIONS

WHAT WE'VE DONE SO FAR

- Communications audit
- Analysis of existing online communications tools, usability and analytics audits, competitive and higher education trend research
- Stakeholder meetings with faculty, administration & staff, students, high school counselors, & members of your community
- A web survey that garnered 1,100+ responses from students, faculty & community members

THE STATE OF MHCC

BRAND & DIGITAL PLATFORMS

WHAT WE HEARD



CONSISTENT THEMES

MHCC isn't as **community focused as it could be. It needs to become **more accessible** to the community. The MHCC community would greatly benefit from a **more inclusive, engaged college.****

CONSISTENT THEMES

There are **communication challenges** between administration and faculty, the school and the community, and the school and business partners. MHCC needs to **build trust and respect** internally. It needs inspired ambassadors who **speak and walk the mission of the organization.**

CONSISTENT THEMES

MHCC's value proposition is unclear. It has become **lost over time** and needs to be **well-defined** for the school to achieve its mission and represent its values.

CHALLENGES & OPPORTUNITIES

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Challenge: Prospective MHCC student has evolved over time, but communication and access for the new breed of student has not.

Opportunity: Research and identify ways to provide better opportunities for those feeding from area schools.

CHALLENGE & OPPORTUNITY

Challenge: MHCC is largely disconnected from the community it serves.

Opportunity: Develop policies and events that engage the community in college and communicate the value proposition to the community at-large.

CHALLENGE & OPPORTUNITY

Challenge: The level of information coming at a prospective student or community member is hard to sift through and the website is difficult to navigate.

Opportunity: Develop more relevant communication processes. Structure the website and update content to reflect audience needs

CHALLENGE & OPPORTUNITY

Challenge: Disparate technical infrastructure and lack of best practices

Opportunity: Unify digital infrastructure/instill and execute best practices

CHALLENGE & OPPORTUNITY

Challenge: Lack of clear digital channel ownership, leadership and governance

Opportunity: Create and execute on a clear vision for the role of digital across MHCC

RECOMMENDATIONS

CLARIFY/UNIFY: Clearly articulate MHCC's value proposition and brand so as to get the entire campus on the same page with respect to mission, competitive advantage, graphic standards, signage, images, key messages and language. Empower the organization to participate in the execution of the brand and digital strategies through education and support.

RECOMMENDATIONS

INTEGRATE: Implement key integrated processes to foster campus support for brand marketing and begin to coordinate messages and activities. Build an integrated technical platform and ensure digital efforts align with overarching marketing plans.

RECOMMENDATIONS

INVEST: In order to affect the above, MHCC needs to make investments in permanent staffing, communication efforts, training and technical infrastructure changes. Maximize MHCC Communication Department's organizational structure.

FINAL THOUGHT

THE COLLEGE NEEDS TO HAVE A SHARED PURPOSE

MHCC is transforming lives and building community.

NEXT STEPS

- **Deliver a creative brief as a guide to the re-branding and College identity efforts**
 - **A creative brief is a road map used to guide all ensuing creative efforts**
 - **A brief defines the assignment, audience(s), and key messages**
 - **The brief is a point of discussion, not a 'deliverable'**

NEXT STEPS

- **Define audiences and create stakeholder examples representing the different groups and their use and interest in the brand and digital communication tools.**
- **Through further interviews and research we build out the profiles of audiences and their supporting journeys. These allow us to prioritize communication, marketing and digital strategies and touch points (online and off) that will allow MHCC to best reach each group.**

NEXT STEPS

- **Deliver a documented brand strategy tracking back to business goals.**
 - **Development of long-term marketing support for MHCC based on the definition of the tone and personality (characteristics) of your audience**

NEXT STEPS

- **Deliver a documented digital strategy tracking back to business goals.**
- **Digital Strategy provides guidance around each digital touch point along the key audience journeys. It provides the guiding direction for the Site Strategy Blueprint (site structure, content strategy, and technical/organizational model for your site).**

THANKS!