



How to Pass a Bond in 78 Days

*Texas Association of Community College
Marketers Summer Conference*

June 13, 2016

Who We Are



Amanda Fenwick
*Vice President, Marketing
and Public Relations*



Janet Cowey
Director, Marketing

mom | wife | daughter |
friend | councilwoman |
football fanatic |
cooking | baking |
beach | shopping |
Hoosier | Texan by
choice

Christ follower | wife |
mom | friend |
Lumberjack | chocolate
connoisseur | avid
reader | outdoor
enthusiast | traveler

Objectives



- Overview of San Jacinto College and need for 2015 Bond
- Developing the bond marketing and communications plan
- Role of the College vs. PAC (Political Action Committee)
- Lessons learned – challenges and what went well

About San Jacinto College



WHO WE SERVE

San Jacinto College serves the communities and citizens of East Harris County, Texas. The San Jacinto College taxing area includes the Channelview, Deer Park, Galena Park, La Porte, Pasadena, and Sheldon Independent School Districts. The College's service area expands to include portions of the Humble, Pearland, and Clear Creek school districts.

CITIES IN THE SAN JACINTO COLLEGE DISTRICT

Galena Park	Pasadena
Jacinto City	Deer Park
Channelview	Seabrook*
Humble (portions)	El Lago*
Shoreacres	Taylor Lake Village*
Morgan's Point	Nassau Bay*
La Porte	Webster*
South Houston	Pearland*

**Cities in the service area only*

SAN JACINTO COLLEGE LOCATIONS

Administration Office	South Campus
4624 Fairmont Parkway Pasadena, Texas 77504	13735 Beamer Road Houston, Texas 77089
Central Campus	Maritime Campus
8060 Spencer Highway Pasadena, Texas 77505	3700 Old Hwy. 146 La Porte, Texas 77571
North Campus	Online
5800 Uvalde Road Houston, Texas 77049	www.sanjac.edu/online

28,326 STUDENTS COLLEGE-WIDE*

*Unduplicated college-wide: Cross campus enrolled students are only counted once for college-wide purposes.



FALL 2015 HEADCOUNT BY INTENT

16,083 (56.8%) Associate Degree	1,063 (3.8%) Improve Job Skills
2,385 (8.4%) Earn a Certificate	419 (1.5%) Personal Enrichment
7,741 (27.3%) Earn Credits to Transfer	635 (2.2%) Did Not Respond



FALL 2015 STUDENT ATTENDANCE

6,613 (23.3%) Full-time
21,713 (76.7%) Part-time

GRADUATES BY DEGREE/CERTIFICATE (FALL 2014–SUMMER 2015)

6,144 DEGREES/CERTIFICATES

1,109 (18.1%)
Associate of
Applied Science

2,169 (35.3%)
Associate
of Arts

75 (1.2%)
Associate of
Arts in Teaching

403 (6.6%)
Associate
of Science

1,539 (25.0%)
Certificate
of Technology

849 (13.8%)
Occupational
Certificate

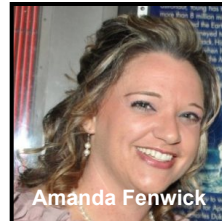
The San Jacinto College Marketing, PR & Government Affairs Team



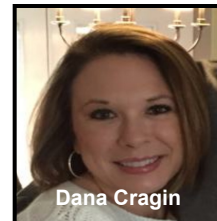
Leadership and Support



Teri Crawford



Amanda Fenwick



Dana Cragin

Marketing and Publications



Janet Cowey



Mary Hind



Josh Wilson



Coming Soon

Digital Marketing



Joshua Banks



Linda Harrison

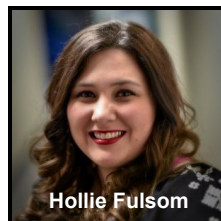


Jahmal Clemons



Nancy Van Handel

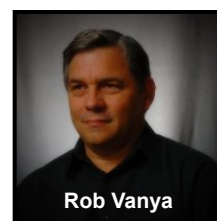
Public Relations



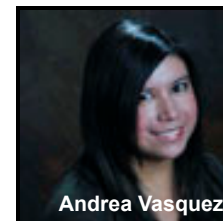
Hollie Fulsom



Jeannie Peng
Mansyur



Rob Vanya



Andrea Vasquez

Background



- \$425 million bond referendum
- Began planning marketing and PR campaign in February 2015
- Board called for election August 17, 2015
- Election Day – November 3, 2015
- Passed by 67 percent
- More than five times the number of voters as in the 2008 bond election
 - City of Houston HERO, Mayor and Council elections
 - County bond referendum

Pre-Planning



- Gather preliminary bond plans
- Obtain leadership buy-in
 - Meet with leadership team early
 - Get input
 - Determine potential issues / challenges
- Pre-polling
- Develop marketing and communication plan
 - Share with all parties involved
- Continued updates with leadership

Marketing & Communications Plan



- Robust!
- Information campaign only
- Included:
 - Type of communication
 - Communication objective
 - Target audience
 - Release date
 - Responsible party(ies)
 - Completed date
 - Estimated costs
 - Actual Costs

Marketing & Communications Plan



Type of Communication	Communication Objective	Target Audience	Release Date	Responsible Party(ies)	Completed Date	Estimated Costs	Actual Costs	Notes
Bond Program At-A-Glance	One page flyer to serve as a handout to stakeholders offering an outline of the bond.	Stakeholders	August 5, 2015	J. Cowey		\$500.00	\$575.00	
Brochure	Core brochure detailing all aspects of the 2015 Bond referendum, its components, and associated costs.	Students Citizens General Public	August 5, 2015	Marketing	August 4, 2015	\$5,000.00	\$4,375.00	
CareerFocus magazine	To communicate the value of a certificate or associate degree, and to promote training and programs at San Jacinto College. Two issues: one mailed to the South and Central Campus zip codes, and all students and employees not living in the District (English), a second version to the North Campus zip codes (bilingual, English / Spanish)	Citizens living in the San Jacinto College district San Jacinto College students and employees	July 15, 2015	A. Fenwick	June 26, 2015	\$110,000.00	\$107,824.69	\$100,000 absorbed in marketing budget. Freight and postage included.
Community Presentations	To present all aspects of the 2015 Bond referendum, its components, and associated costs.	Community leaders	ongoing through November 3	B. Hellyer		\$0.00	\$0.00	See spreadsheet managed by R. Pulido for complete speaking engagement schedule.

Marketing & Communications Plan



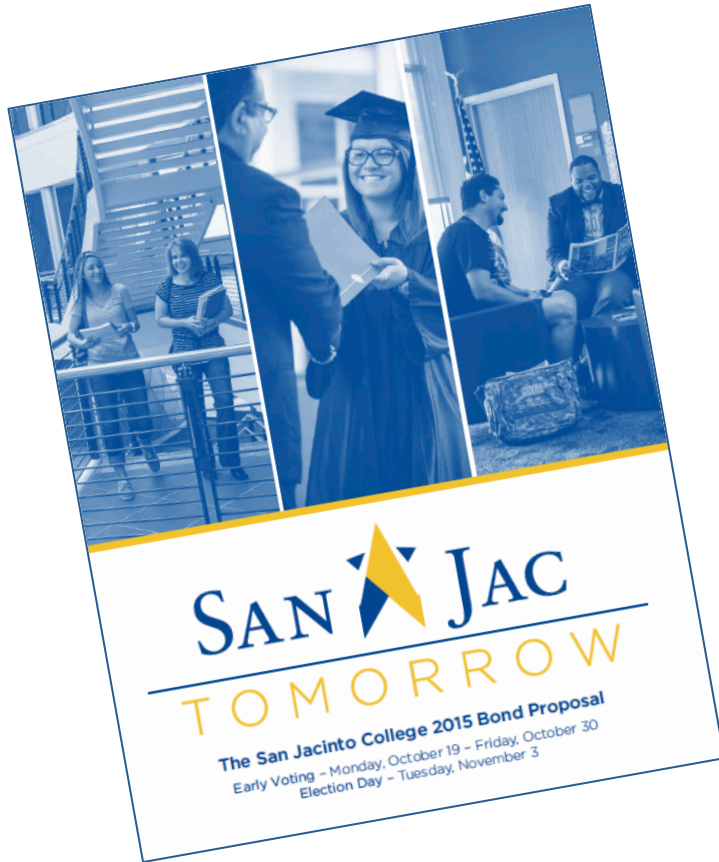
- Ready to go August 18, 2015
 - Website
 - Printed brochure
 - Bond At-A-Glance
 - Presentation template
 - First news release

Marketing & Communications Plan



- Tactics included:
 - Bond At-A-Glance
 - Brochure
 - CareerFocus Magazine
 - Community Presentations
 - Customized Direct Mailers
 - Elevator Speech
 - Email Campaign
 - Editorial Board Presentations
 - Employee Information Sessions
 - News Releases
 - Newspaper Advertising
 - PowerPoint Presentation
 - Social Media
 - State of the College
 - Student Information Sessions
 - Video
 - Website


Marketing & Communications Plan



EARLY VOTING	ELECTION DAY		
Monday, October 19, 2015 through Friday, October 30, 2015	Tuesday, November 3, 2015		
For more information and to find your polling location, please visit www.sanjac.edu/bond or call 281-998-6183.			
www.sanjac.edu Connect with us on 			
EOI			



Marketing & Communications Plan



The San Jacinto College 2015 Bond Proposal

Early Voting – Monday, October 19, 2015 through Friday, October 30, 2015
Election Day – Tuesday, November 3, 2015

LOOK FOR THE SAN JACINTO COLLEGE BOND REFERENDUM ON YOUR BALLOT.

Subscribe to our newsletter at
WWW.SANJAC.EDU/FEATURE/SJC-ENEWSLETTER-SIGN.

THE PROPOSED BOND PLAN

\$425 million in bond funds to build, renovate, and repurpose facilities, many of which are 30+ years old.

Maximum tax increase of 3 cents per \$100,000 assessed property value.

No tax increase for senior citizens 65+ with home values up to \$132,500.

Updates to infrastructure, security and access, and technology College wide.

New buildings to prepare students to transfer or find careers right here in our community.

Renovations to update existing space.

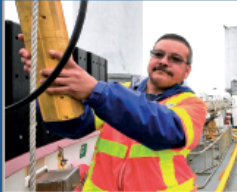


Approximately 30,000 students choose San Jacinto College each semester.

More than 5,000 certificates or associate degrees awarded in each of the last three years – an increase of 108.8 percent from eight years ago.

Bond funds to construct new centers of excellence and state-of-the-art training facilities.

2015 BOND PROPOSAL MASTER PLAN PROJECT TOTALS: \$425 MILLION						
PROJECTS	CENTRAL	NORTH	SOUTH	MARITIME	PHASE II FACILITY NEEDS	TOTAL
New Construction	116,205,000	22,845,000	50,398,000	-	-	189,248,000
Renovation	42,190,000	33,928,000	46,758,000	-	-	122,876,000
Infrastructure	12,322,000	23,072,000	19,482,000	-	-	54,876,000
College Development and Assessment	-	-	-	28,000,000	30,000,000	58,000,000
2015 Bond Total	170,717,000	79,845,000*	116,438,000	28,000,000	30,000,000	425,000,000

*Does not include construction currently in progress (Center for Industrial Technology, new library)

In collaboration with industry, San Jacinto College is meeting the demand!

San Jacinto College works side-by-side with industry partners to train the next generation of workers in a variety of fields. Funding through this bond proposal will:

- Construct a state-of-the-art Center for Petrochemical, Energy, and Technology, to provide the latest instructional labs for the process technology, instrumentation, non-destructive testing, electrical technology, and fire protection programs
- Construct a state-of-the-art Center for Engineering and Technology, to house programs in engineering, biomedical equipment repair technology, engineering design graphics (drafting), electronics, and computer information technology
- Construct state-of-the-art facilities to house programs in support of careers in cosmetology and culinary arts
- Provide for maritime training expansion and development

Improving safety, security, and technology are top priorities!

Ensuring our campuses are safe for all students, employees, and visitors is an important and integral part of student success, and something we don't take lightly at San Jacinto College. Maintaining and upgrading our technology capabilities to meet student expectations is equally as important. Funding from this bond proposal will:

- Study and upgrade security and access systems throughout all facilities
- Provide significant infrastructure upgrades and replacements for systems at the end of their useful life
- Expand technology capabilities in all facilities
- Update data and technology infrastructure

Ensuring we have the "right" space for teaching and learning is mandatory!

At San Jacinto College, our philosophy is that if our students do not succeed, we do not succeed. Part of that success is ensuring we have the right facilities and environment for teaching and learning. As we look toward the future, it is imperative that we update our facilities, most of which are more than 30 years old, and construct a new classroom building that fits the educational needs of our students. Funding from this bond proposal will renovate and repurpose nearly 530,000 square feet of existing space to:

- Provide updated and flexible classroom, instructional, and office space
- Construct a new classroom building to meet the needs of tomorrow's student
- Provide space for a growing dual credit and early college high school programs
- Repurpose vacated space to increase efficiencies

By 2019, East Harris County will need

11,000

more skilled petrochemical workers*

Houston is the nation's

6th

best city for engineers**

42.5%

of the maritime workforce is age 55 or older***

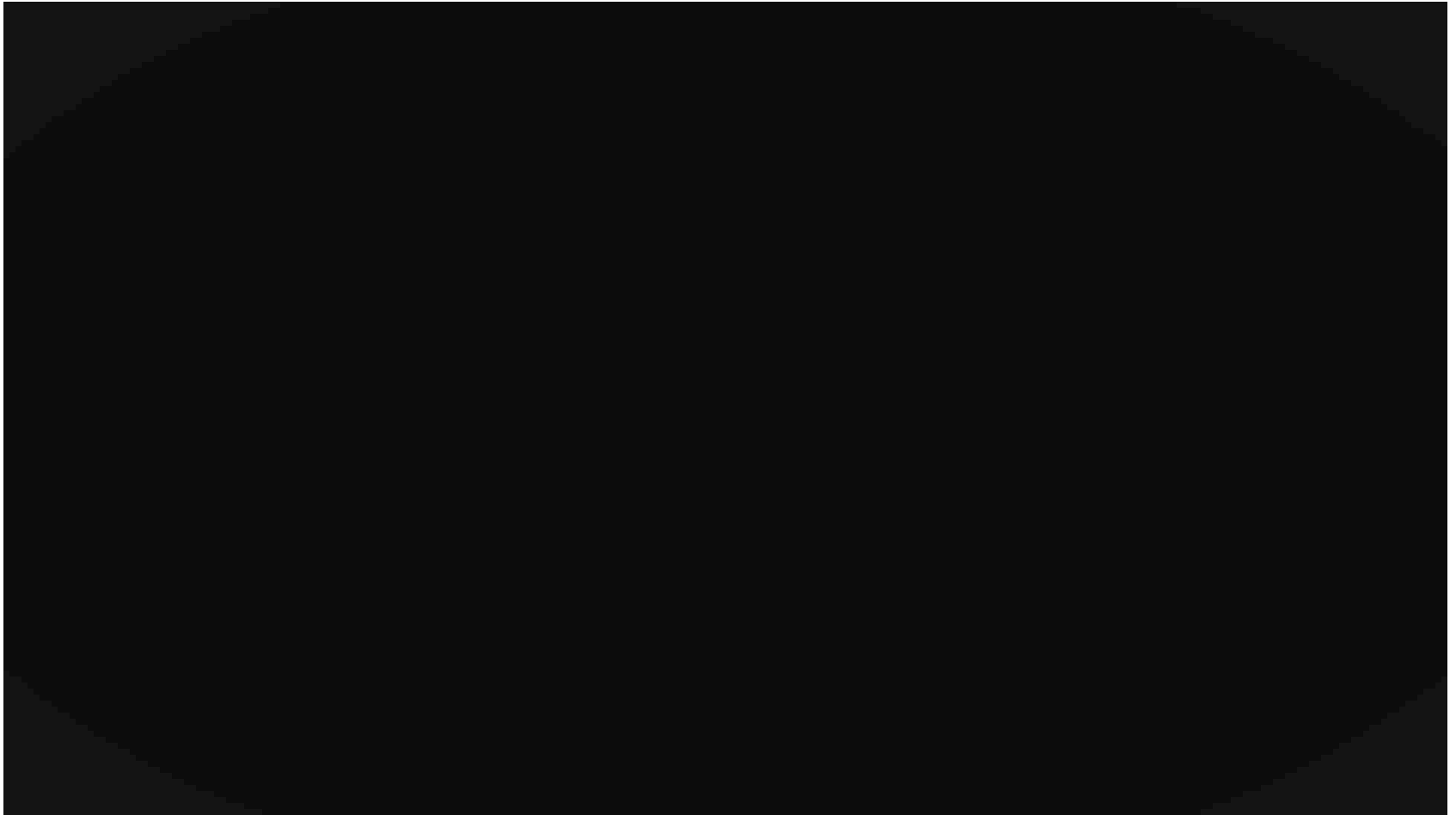
Sources: *East Harris County Manufacturing Association study, December 2014. **Forbes.com, February 2015. ***Work Boat 2011 Compensation Study

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Marketing & Communications Plan



Friends of San Jacinto College



- Political Action Committee (PAC) led by community members
 - Eyes and ears on the ground
- Fundraising and advocacy FOR the bond
- Activities outside of college time
- Separate marketing and communication plan
 - But worked in partnership with the College's plan
- Be ready to tackle opposition!

Friends of San Jacinto College



- Marketing and communications plan included:
 - Social media
 - Signage
 - Direct Mail
 - Newspaper advertising

Lessons Learned



- What went well?
 - Consistent messaging, look and feel to publications
 - Grassroots support
 - Community speaking engagements
 - Events
 - Thank your community!
 - Thank you ads placed in local newspapers

Lessons Learned



- Challenges
 - Getting early buy-in from leadership
 - Questions about fewer dollars being allocated to the North Campus
 - Placing legal notices in newspapers
 - Language requirement
 - Could not translate to all four languages on social media
 - Add a “For more information” statement on all publications translated in four languages

Results



- High voter turnout
 - Nearly five times more than in 2008 bond election
- Passed by 67 percent
- PRSA Houston Excalibur Award

Thank You!



Questions?

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