

**SUMMARY JUST-IN-TIME \$1500 PROJECTS
FY2009
INSTITUTES OF EXCELLENCE**

The purpose of these funds which were available to each college through an application process was to support workforce development activities that will help meet the on-line training/education and non-credit web registration.

BLUE RIDGE

Bonnie Moyers
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Strengthening E-marketing Capabilities

Hired a part time employee to research and expand addresses of individuals and businesses in exiting database. Wrote and distributed a Spring 2009 issue of e-newsletter, The Resource. Produced and distributed a postcard notifying readers of Ed2Go online courses.

**CENTRAL
VIRGINIA**

George Sherman
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Region 2000 Distance Learning Marketing Sprint

Supplemented free website, email, and press release advertisements by paying for coordinated newspaper ads and targeted mailings. Enrollment increased by over 430% the month following the advertising.

**COMMUNITY
COLLEGE
WORKFORCE
ALLIANCE
(JSRCC and JTCC)**

Nina Sims
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On-Line Training – Marketing Campaign

Promoted online classes on the JOBS page of (web-based page for the Richmond Times Dispatch) inrich.com/timesdispatch.com. This site is frequented by job seekers throughout the Greater Richmond region.

**DABNEY S.
LANCASTER**

Gary S. Keener
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Marketing for On-line Training Initiative

Launched an intense local marketing campaign to promote on-line training with Ed2go, JER Online and Gatlin. Produced brochures and distribute to local businesses and industries. Placed ads in area newspapers.

DANVILLE

Jeff Arnold
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On-Line Training Marketing

Set up Constant Contact to enhance marketing efforts. Developed hybrid/ online course - Intro to Plastics – 3crd. 18 enrollees.

EASTERN SHORE	Eddie Swain 757-789-7979 eswain@es.vccs.edu	ESCC Online Non-credit Course Promotion Promoted enrollment using radio, newspaper, targeted mailings, website and roadside signs for online non-credit courses offered through ed2go and Gatlin during the month of March 2009 to take advantage of a special program of discounts. Enrollments for ed2go increased 320% from 5 students to 16. New registrants for Gatlin. Previously there had never been students taking Gatlin courses.
GERMANNA	Russell James 540-937-2901 rjames@germanna.edu	On-Line Course Marketing Advertised using newsprint and electronic media for On-Line courses through Ed2Go, Gatlin, and JER. Emphasized courses that enhance work skills and/or lead to industry specific certifications. Involved the WIBs, Economic Development agencies, the Small Business Development Center, and the Chambers of Commerce. Experience a 300% increase in classes from 16 enrollees in March 2008 to 45 in March 2009.
LORD FAIRFAX	Jeanian Clark 540-868-7122 jclark@lfcc.edu	Marketing Campaign for Online Training Event Promoted On-Line courses with Ed2Go, Gatlin, and JER. Use newspaper ads and constant contact campaign. Broke record for number of enrollees for one month.
MOUNTAIN EMPIRE	Sue Ella Boatwright-Wells 276-523-7489 sboatwright@me.vccs.edu	On-line Training/Education Publicized On-Line courses with Ed2Go, Gatlin, and JER. Developed internet banner ads and brochures. Targeted courses for computer and information technology, health care, construction, business and industry, Spanish, Green education and sustainability courses.
NEW RIVER	Ron Chaffin 540-674-3600 rchaffin@nr.edu	E-marketing Blitz Developed and implemented e-marketing plan to include updating website, enhancing e-mail list data base, partnering with local entities to increase visibility and marketing the non credit online web registration. Used newsprint and Ed2Go publication. Enrollments increased 580% from March 2008 to March 2009,
NORTHERN VIRGINIA William Gary 703-323-3421 wgary@nvcc.edu	Alexandria Campus/ Potomac Metro Region Christopher Applegate capplegate@nvcc.edu	Promoting On-Line WDCE Spring Enrollments Used internet marketing to increase enrollment for online and in-class programs. Programs advertised online using ads (via Google Search) that are based on strategic keyword analysis. Documented significant increase in online enrollments.
6 campuses	Annandale Campus Thelma Jefferson-George tjefferson@nvcc.edu	“Care Giver Certificate” 40 hour on-line program Created a “CareGiver Certificate” program to address the urgent need of families and employing agencies to be better suited to adequately accommodate the health requirements of the growing elderly and disabled populations. Marketing to begin in

Fall 2009.

Loudoun Campus
Esther Perantoni
eperantoni@nvcc.edu

Marketing Spring Courses

Developed one-page marketing flyers highlighting online classes and certificate programs and newspaper advertising to increase spring semester enrollments in WDCE classes, particularly online classes that were discounted in March. Enrolled 66 students for March 2009, representing 100% increase over the average monthly enrollment.

Manassas Campus
Katreena Arnold
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"For a Good Time Any Time – Take an On-line Class" (Marketing On-line Classes)

Final Report not received.

Medical Campus
Harriet Zimmerman
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The RN Return to Practice Program

Recently implemented a hybrid RN Return to Practice program. Stakeholders include hospitals, long term care, home health, hospices, clinics, urgent care facilities, surgical centers. Placed ad in Virginia Nursing newspaper.

Woodbridge Campus
Katreena Arnold
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"Still time – Just Go On-line"

Final Report not received.

PATRICK HENRY

Rhonda Hodges
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Expanding and Targeting Online Marketing

Renewed license with Constant Contact to conduct e-mail marketing and customer surveys. Upgraded and expanded existing database through aggressive outreach to community partners and existing students. Promotion through email blast, newsprint ads, brochures, FaceBook banner ad and college website display. 600% increase of online non-credit enrollment comparing March 2008 to March 2009.

PAUL D. CAMP

Randy Betz
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ed2go, JER, and Gatlin Installation and Promotion

Installed JER and Gatlin on PDCCC Workforce Development Web Site to complement existing ed2go. Developed e-marketing lists from existing customers and prospects. Sent e-learning link to existing customers and prospects. Developed advertizing for the on-line products.

**PIEDMONT
VIRGINIA**

Valerie Palamountain
434-961-5333

Online Training On Sale

Promoted online courses using e-marketing email blasts and newsprint ads.

vpalamountain@pvcc.edu

Purchased templates for iContact. Expanded email distribution lists. Doubled online enrollments in March 2009 over March 2008.

RAPPAHANNOCK

Nancy Lloyd
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nlloyd@rappahannock.edu

Online Marketing

Set up e-newsletter to be distributed quarterly. Purchased services of Constant Contact. Updated file of professional photos to be used for marketing. Increased ability to reach wider audience in rural area in just in time manner.

SOUTHSIDE VIRGINIA

Al Roberts
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Promoting On-line Education and Training

Purchased a one-year subscription to Constant Contact, an on-line marketing platform that provides e-marketing services including newsletters, promotions, event invitations, and on-line surveys.

THOMAS NELSON

Denise Seigfeldt
757-825-2768
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Marketing and Advertising Non-Credit On-line Training & Education Programs

Promoted workforce courses through e-mail blast to 10,000 recipients. E-flyer promoted Boston Reed College, Ed2Go, JER, Gatlin, MySpanishTeacher.com, Pronto Spanish, green building and energy technology, healthcare and personal training and directed viewers to TNCC Workforce website. Saw up to a 64% increase in enrollment in pharmacy tech and medical coding. 18% increase for online courses.

TIDEWATER

Theresa Bryant
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Just In Time On-Line Discount Days

Placed ads in the Pilot Online (the electronic version of the Virginian Pilot) to promote the discounted online classes for the month of March 2009. Focus on JER, Gatlin, Ed2Go, and other online classes. Viewer directed to TCC Workforce website. Saw new enrollment for Ed2Go and small increase in other programs.

VIRGINIA HIGHLANDS

Beth Duffield
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Workforce Development Marketing

Promoted Ed2Go and Gatlin Education Programs. Purchased a year of email advertising through Constant Contact and promoted the 20% discount through Constant Contact and newspaper Advertising. Slight increase in enrollments from last year.

VIRGINIA WESTERN

Charles Terrell
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Online Learning –“There’s no place like home” campaign

E-marketing campaign “there is no place like home”. Partnered with area Chamber of Commerce, VWCC students and alumni, Dept of Business Assistance, local job posting to promote online classes with Ed2Go and JER. Graphic art development for flyers, eNewsletter template, announcements, invitations and brochures. Campaign produced highest enrollment for Ed2Go since offering this program.

WYTHEVILLE

Stacy Thomas

“First Time” and “First Time Online” with Ed 2 Go and JER Online

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Purchased linked banner ads, print advertising in local newspapers and e-brochures to promote new and existing non credit online offerings. Target teacher certification, IT staff training, green technologies for construction trades. 15 new courses. 11 new enrollees.