



New Brand Campaign 2022-2025

Marketing Services Presentation to the Board of Trustees

January 18, 2023

We Change with Our Community

- **Three-year cycle**
 - Adjust for Institutional and Micro-campaigns
- **Build** on and transition from "We Are Harper"
- **Goals:** Enroll, Engage, Support
- **Based on:**
 - Mission, vision, strategic plan, equity pillars
 - Surveys: MediaPrefs, Trellis

Market Tested

- POC ESL class
- Multiple on campus 1:1 student interviews

"This catches my attention!"

"Makes me want to come here. You can tell there are interesting things going on."

"Opportunity says it all!"

"There's a fear that you won't find your group or friends here. This shows me Harper is inclusive."

"If I saw this Billboard after arriving from Ukraine, it would make me feel like there's hope for my future."

Yes! We have interesting characters here!

Find it* at Harper

The Find it* campaign seeks to inspire prospective students in search of what's next in their lives. Opportunity, support, community, a change of pace, a second chance, a better life for their children, and more.

Whether they're looking to get back in the game, change careers or change the world, they'll **Find it* at Harper College.**

Find it*
at Harper

Find it*



OPPORTUNITY



Harper College

Direct Mail




Find it*

*** A CAREER,
NOT JUST A JOB**


harpercollege.edu/findit

 Harper College



Find it*


*** Success**

 Harper College

Outdoor Banner Concepts



Social Media & Storytelling



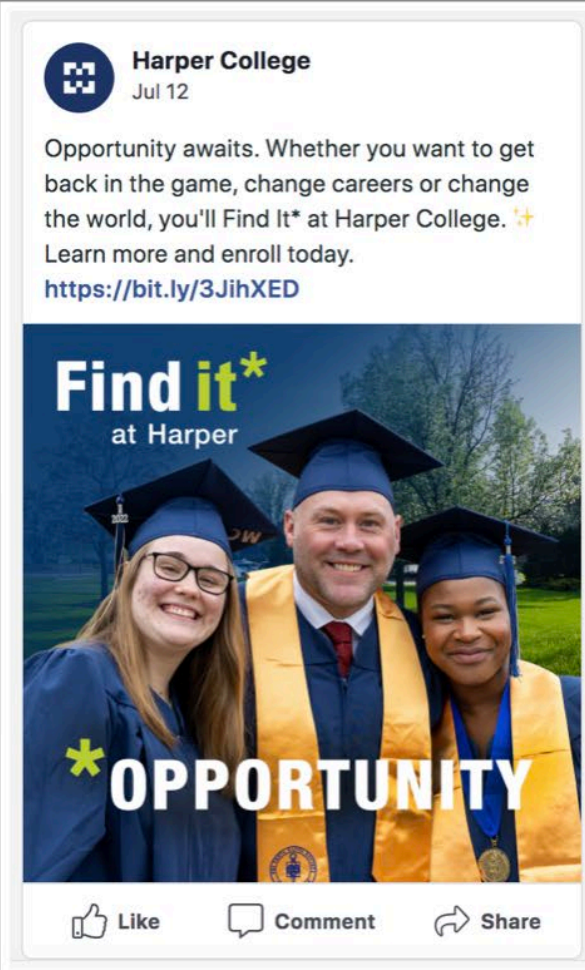
harpercollege

Find it*
at Harper

PURPOSE

harpercollege Sabrina found it* at Harper. ✨ Read her story and learn more about how Harper College can support you in your career and educational goals. <https://bit.ly/3qu1aqF>

MAY 17



Harper College
Jul 12

Opportunity awaits. Whether you want to get back in the game, change careers or change the world, you'll Find It* at Harper College. ✨ Learn more and enroll today. <https://bit.ly/3JihXED>

Find it*
at Harper

OPPORTUNITY

Like Comment Share



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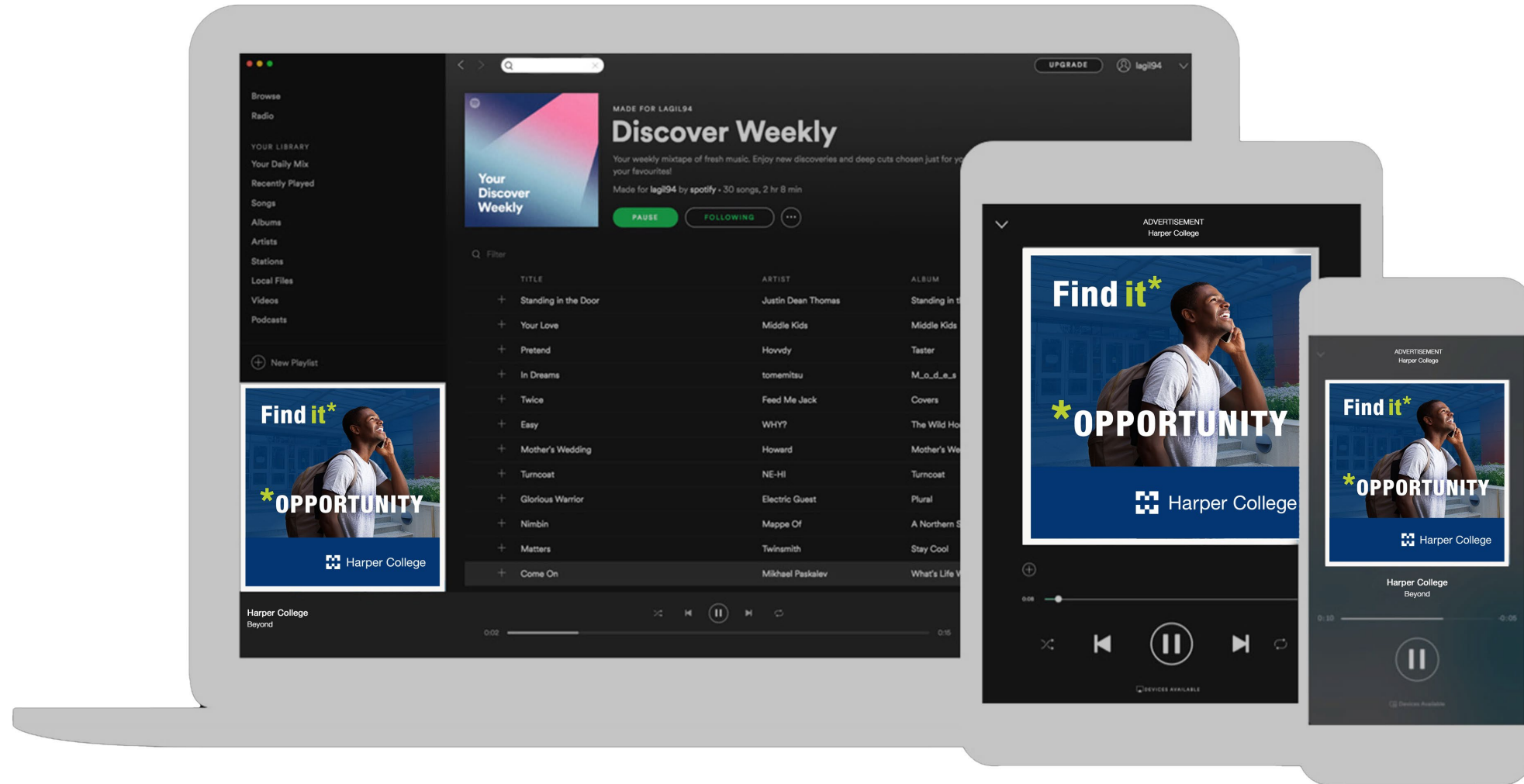
Find it*
at Harper

MOMENTUM

harpercollege Luis always knew he wanted to work with people, but didn't know where to start. After enrolling in a class at Harper College, he found his *momentum and is on the path to becoming a Community Health Worker. Read his story: <https://bit.ly/3qu1aqF>

MAY 17

Digital Ads



A Few Recent Campaign Projects



Digital Ads



Outdoor Banners

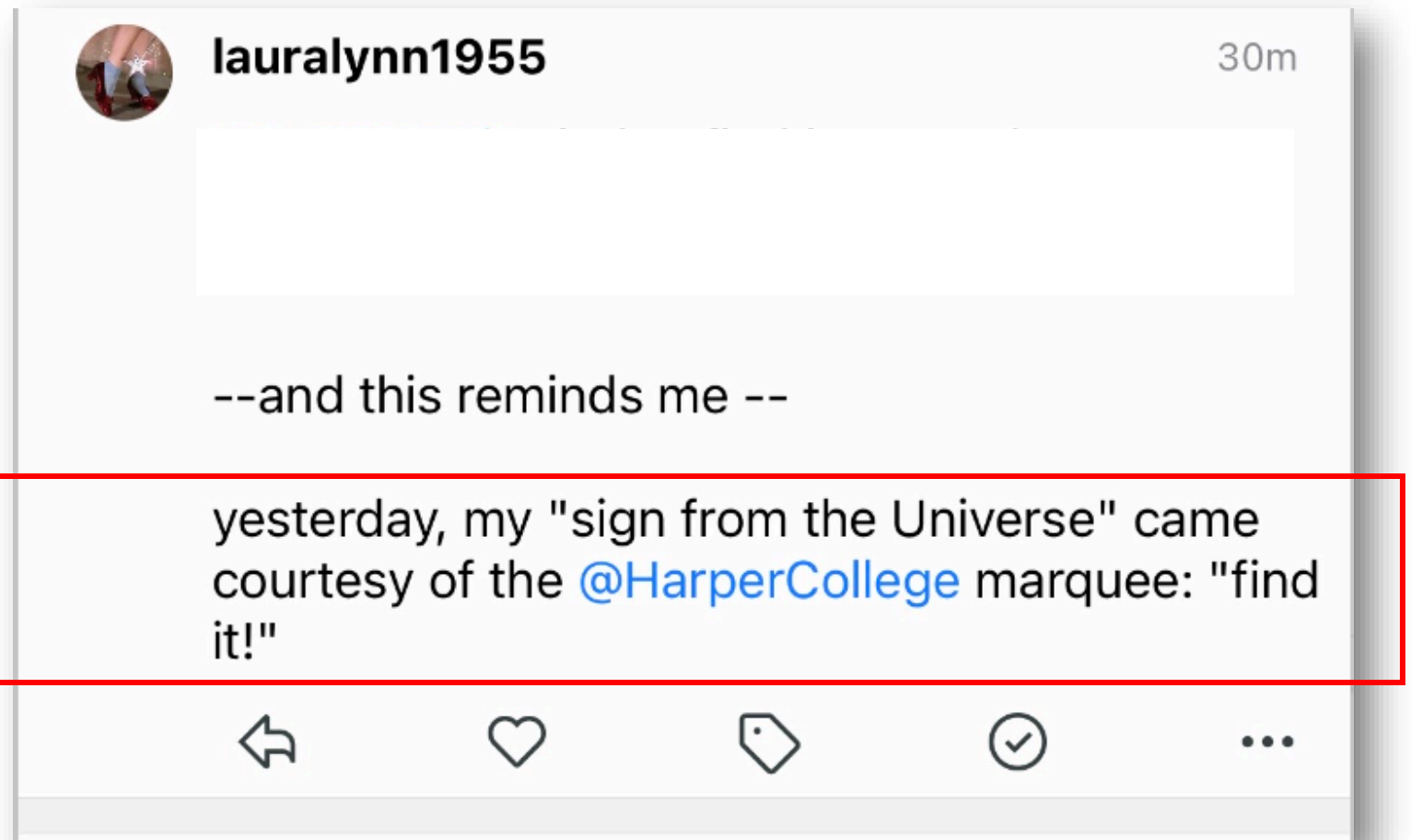
Open House Brochure and Student Viewbook

Campaign Strengths

Find it*
at Harper

- Practical
- Flexible
- Enhance awareness
- Institutionally driven

Distinctive and Memorable



Creative Team

Mike Barzacchini

Julie DeMarco

Donna Harwood

Heidi Healy

Mike Hubatch

Sandie Minich

Megan Ohlsen

Kevin Prchal

Becki Suthers

Bryan Wawzenek



Harper College

Spring

- All District PC
- Broadcast Radio top stations in zips
- Streaming TV
- Search
- GDN/Max (99% of internet advertising properties + email, maps, etc.)
- YouTube
- Spotify
- Snap, FB, Insta, TikTok
- Geofence past/current students

Conversions and Interactions
through 1.4.2023

509 Button Apply Clicks

74 Phone Calls

51 Chat Button Clicks

47 Emails

11 Ask Question Button Clicks

2 General Inquiries