# Great Content Marketing

What it is and What it isn't

**Susan Kirtland, Principal**

With Commentary by
Darin Kazmir and
Tisha Sternadel from
Victoria College

CATALYST
Education Partners

# Great Content Marketing

**Definition**: Delivering relevant and valuable custom content to activate a desired change in stakeholder thought or behavior.

# Great Content Marketing

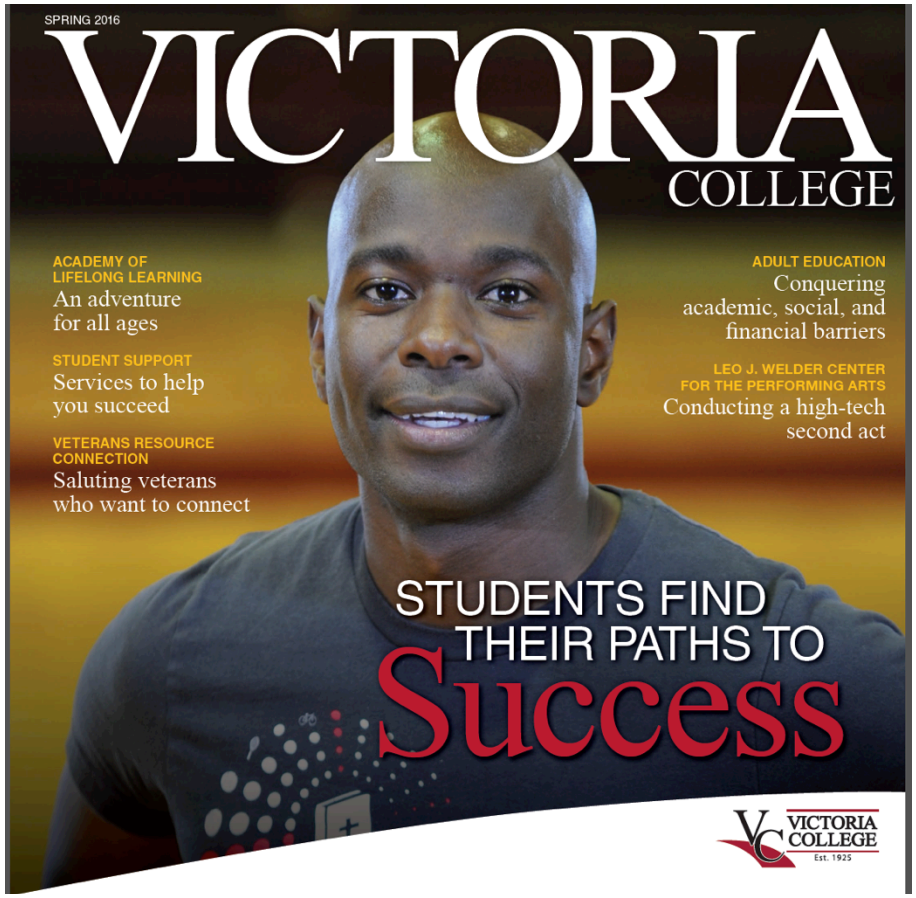
The content needs to be **timely**, **relevant**, **memorable**, and most importantly, **optimized** if you're going to see any return on investment for Web Sites, Microsites, Magazines, Newsletters, Videos, Television Spots, Special Events, Facebook Posts, and Blogs.

# Great Content Marketing

The driving principle behind strategic content marketing isn't really about marketing at all. It's about producing and distributing information-rich content to your intended audiences to make them better informed about your College and what your College has to offer.

**Information from the perspective of what they want or need to know, NOT necessarily what you want to tell them.**

# Victoria College Magazine



# Great Content Marketing

**Great content marketing presents a unique personality** allowing your College to reach prospective and current stakeholders on a more personal level through interaction.

# Victoria College Magazine

PATHS TO SUCCESS

## Chris Thomas

### TRADES IN HIS FEET FOR HIS HANDS

Chris Thomas wants to be a chiropractor, even though he's a track star, previously worked at JP Morgan, and has a master's degree in economics from Southern Methodist University.

Chris is taking prerequisite classes at Victoria College before going to chiropractic school in fall of 2016. His goal? He wants to help injured athletes. Chris has seen too many athletes lose out on their dreams and believes he can help them. He knows how important it is to heal their injuries—both physically and psychologically—because he's been there.

For the past 10 years, Chris has been running track professionally for USA Track and Field. He's also been running an athlete training and massage business and has an online clothing store targeting Christian athletes—ChristInSports.com. Several NFL players and Olympians wear his clothing.

"I don't want to see people sitting on the sidelines. I can truly relate to what it feels like to have no hope. Through my track experience I've learned a lot about how the body functions and have hands-on life application that I can assist them with," Chris says.

He says he came to VC because of its reputation for nursing and medical programs and enrolled in VC's first-ever Foundations of Kinesiology class last fall. Chris knew his classes would be challenging, but his professors have been very helpful.

"VC has a small-school feel. Teachers know your name—you're not just an ID number. My professors even stay late to help students if they need to."

Once Chris becomes a chiropractor, he plans to open up his own practice and would love to get some NFL players and college athletes as clients.

For more information about VC's kinesiology and physical education classes, call Mary Mayes at (361) 573-3921, ext. 3308, or email Mary.Mayes@VictoriaCollege.edu.

> "VC has a small-school feel. Teachers know your name—you're not just an ID number. My professors even stay late to help students if they need to."
>
> *—Chris Thomas*

# Great Content Marketing

Content can offer opinions and advice, but even more important is your willingness to respond to questions and honor requests — which helps people to relate to your content. **Content then becomes a two-way conversation, rather than a one-sided advertisement.**

# Victoria College Magazine

## Resources to Support Your Success

For some students, college can be daunting. Navigating available resources can seem overwhelming. At Victoria College, helping you succeed is our top priority. We offer a wide range of support services and student resources designed to ensure you achieve your academic and career goals—and realize your dreams.

**Advising & Counseling Services**
The Office of Advising & Counseling Services provides a range of benefits to VC students, including academic advising, career exploration, transfer assistance, and services for veterans and students with disabilities. VC's academic advisors can help you choose an area of study, determine which courses you need to take, and start planning to transfer to a university.

**Disability Services**
Victoria College believes in equal access to educational opportunities for all individuals. Disability support services are provided to qualified students with documented disabilities.

**Pirate Orientation**
This daylong orientation event welcomes new freshmen, helps them transition into college life, and prepares them to be successful college students and graduates. VC staff help you chart your course for success. You'll create a degree plan, plan your class schedule, and learn about your responsibilities as a VC student.

**Seal the Deal**
VC's Quality Enhancement Plan—Students Engaged in Active Learning (SEAL)—aims to enhance student engagement and student success by incorporating active learning strategies into the classroom, proven to increase comprehension of course material.

**The KEY Center**
First-generation, low-income, or disabled students may apply for membership in VC's KEY Center. Funded by the US Department of Education to serve 160 students each year, this TRiO Student Support Services program offers a unique support system to help students successfully complete their degree or certificate—or transfer. Services include:

- Academic and career advising
- Individual tutoring
- Financial assistance
- Mentoring and job shadowing
- Personal counseling
- Transfer assistance
- Grants and scholarships
- Events and seminars

**Tutoring Services**
Free tutoring services are available at VC's Main Campus and at the Gonzales Center. As a student, you can get help with a variety of subjects, such as math, English, science, and more.

**Veterans Services**
VC welcomes all veterans to campus. Veterans Services advisors will help veterans locate and gather the required documents needed by the US Department of Veterans Affairs in order for benefits to be awarded.

For more information about student support services and resources, call me at (361) 572-6406 or email Robert.Cubriel@VictoriaCollege.edu.

**By Bobby Cubriel, Director, Advising & Counseling Services**

# Victoria College Magazine

## Saluting and Supporting Our Veterans

"We have a lot of information available, including helping veterans understand what educational benefits are available to them... It puts us in touch with things like scholarship opportunities and conferences."

*–Weenorah Esparza*

Guam native Weenorah Esparza knows how overwhelming it can be to go from a structured military life to the life of a veteran who's back in school.

The former Marine is now a Sergeant and Supply Specialist in the Texas Army National Guard, as well as a full-time student at Victoria College. She's also a Veterans Student Worker, a part-time position funded by Veterans Affairs. Weenorah works in the Advising & Counseling Services Office and the Veterans Resource Connection—a place where veterans can connect, study, use provided laptops, and gain access to veteran resources.

"We have a lot of information available, including helping veterans understand what educational benefits are available to them," Weenorah says. "We also have an on-campus Student Veterans Association, and we're a nationally recognized chapter of the Student Veterans of America. It puts us in touch with things like scholarship opportunities and conferences."

Weenorah is in her sophomore year at VC pursuing an associate degree but plans to take concurrent classes towards her Bachelor of Business Administration next fall at the University of Houston-Victoria. She eventually hopes to work in supply chain management or purchasing.

For more information about Veterans Services at VC, call (361) 573-3291, ext. 3207, or email Eric.Leonard@VictoriaCollege.edu.

By Eric Leonard, Veterans Advisor, Advising & Counseling Services

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# Victoria College Magazine

## College is for Everyone!

Don't think college is a good fit for you? Having a hard time making ends meet? Want a better lifestyle, but not sure where to begin? No matter what issues you face in life, or how big or small your educational goal, Victoria College has a program that can help you succeed.

Our Adult Education Center serves limited English speakers, people with academic challenges, and non-high school completers. Here, students are given every chance to succeed through evaluation, individual tutoring, face-to-face classes, and online options that cater to all educational levels and flexible schedules. VC's Adult Education Center also provides academic support to students coming to VC for career training.

It's never too late to start college. We have a place for you! To learn more, call me at (361) 573-7323 or email Tiffany.Johnson@VictoriaCollege.edu.

**By Tiffany Johnson, MAIS, CMPI, Director of Adult Education**

## Faces of Success

**Steve Garcia**
Steve came to our Adult Education Center for the SAIL Program (Students Accelerating through Integrated Learning). He participated in our Launch transitions class to get adjusted to becoming a college student and brush up on his math skills. Steve is now pursuing an Electrical 1 Certificate.

**Heather Cain**
Heather started out as an Adult Basic Education student but months later was placed in our GED XLR8 class where she focused on subjects needed to pass the test. Our distance learning programs helped Heather study despite having health issues. To date, she has successfully passed the Reasoning through Language Arts portion of the GED test.

**Renjie "Martin" Li**
In our program since March 2014, Renjie started with a limited grasp of the English language. He quickly progressed into an Adult Basic Education student and works 40 hours a week while also taking classes. Renjie wants to improve his reading comprehension and communication skills so he can have his degree from China translated. He also wants to pursue his CPA.

**Maria Nuñez**
As a native of Mexico, Maria was interested in improving her English speaking skills and becoming a nurse aide through the Adult Education Center's SAIL Program (Students Accelerating through Integrated Learning). She was tested as an Adult Basic Education student and went through our summer Launch transitions class. Maria was able to enter and successfully complete the Nurse Aide Program. She's now waiting to take the state certification exam.

**Diedre Rowe**
Diedre came to us in January 2015 and has quickly accelerated through our program. She started as an Adult Basic Education student and moved to our GED XLR8 class based on her work ethic and scores. She has passed two of the GED tests: Reasoning through Language Arts and Mathematical Reasoning. She's currently studying to finish the last two tests: Science and Social Studies. Upon receiving her GED, Diedre plans to go to college to become a registered nurse.

# Victoria College Magazine

**Great content marketing attracts prospects and search engines** with high-quality, optimized content.

Great content draws the attention of prospective stakeholders and wins higher ranking from search engines.

# Victoria College Magazine

## Education, Culture, and All That *Jazz*

**By Jonathan Anderson, Professor of Music & Fine Arts Department Chair**

I've been with Victoria College's Fine Arts Department for 18 years and, since that time, it's grown from a single community band to showcasing several musical ensembles. I'm particularly proud of the fact that our collaborative projects bring great visibility to Victoria College.

Today, VC takes a leading role in providing and facilitating cultural enrichment for our community. Some of the collaborative efforts we've developed in conjunction with area school districts and the community include:

- Victoria Civic Chorus
- Crossroads Community Band
- Crossroads Strings
- MS/HS Theory Exam
- Victoria Piano Guild performances

Our VC Jazz Combo has shared their concerts with other jazz groups. And our Music Department works closely with area schools in developing Music Theory/Sight Singing and Ear Training dual credit classes. These collaborative projects help bridge the gap between high school and college education.

Recently we hired Ken Peach, the Director of Fine Arts at VISD, to conduct the Crossroads Community Band and serve as an adjunct instructor. This band welcomes retirees and former music professionals who want to play in a band again. We've had members as old as 89 play with us.

Developing community ensemble programs gives our music majors the opportunity to play for transfer credit, our community members a social outlet, and high school students the chance to play with older people so they can enhance their abilities.

While my specialty is jazz, I personally love to expose young people to a variety of musical styles and all the opportunities that are available to them. Music is really a vehicle to teach them about life.

We also recently developed a Faculty/Guest Recital Series and invested in remodeling the Fine Arts Building.

In addition to grand openings, fundraisers, and charity balls, our music majors have participated in community performances that include JAMFEST and JAZZFEST, HEB's Feast of Sharing, Downtown Rhythms, Tunes at Noon, Bootfest, and VC's Concert in the Quad.

Our graduates have transferred to universities to continue their education, including the University of Texas at Austin, Texas State University, Texas A&M University, University of North Texas, and Texas Tech University—to name just a few. Our alumni include several head band directors at middle and high schools.

For more information, email me at Jona.Anderson@VictoriaCollege.edu, or call (361) 573-3291, ext. 3255.

# Great Content Marketing

**Great content marketing builds loyalty and trust** by addressing questions and concerns with useful, lasting information. Content builds an audience and develops loyalty among its followers.

# Victoria College Magazine

## Choose *Your* Path to Success

**SAVE MONEY** on your bachelor's degree with our **College Transfer Path**. Earn your Associate of Arts or Associate of Science degree in general studies and transfer to any public university in Texas. Taking dual credit classes in high school or knocking out some of your basics during the summer are also convenient ways to save money and get ahead on your bachelor's degree.

**GET A GOOD-PAYING JOB** by following our **Career & Technical Education Path** leading to industry-recognized credentials, certificates, and associate degrees in Business & Technology, Health Careers, Industrial Trades, and Public Service.

| | AAS | C | MSC | WCE |
|---|---|---|---|---|
| **Business & Technology** | | | | |
| Business Management | ✓ | ✓ | ✓ | |
| Computer Information Systems - Networking | | ✓ | ✓ | |
| Real Estate | | | | ✓ |
| **Health Careers** | | | | |
| Medical Coding* | | | | ✓ |
| Long-Term Care Activity Director* | | | | ✓ |
| Medical Assisting* | | | | ✓ |
| Medication Aide* | | | | ✓ |
| Nurse Aide* | | | | ✓ |
| Nursing - Professional** | ✓ | | | |
| Nursing - Vocational** | | ✓ | | |
| Pharmacy Technician* | | | | ✓ |
| Phlebotomy* | | | | ✓ |
| Physical Therapist Aide* | | | | ✓ |
| Physical Therapist Assistant** | ✓ | | | |
| Respiratory Care** | ✓ | | | |

| | AAS | C | MSC | WCE |
|---|---|---|---|---|
| **Industrial Trades** | | | | |
| Electrical | | | | ✓ |
| Electronics Technology | ✓ | | | |
| Heating, Ventilation, & Air Conditioning | | | | ✓ |
| Industrial Maintenance Mechanic | ✓ | ✓ | | |
| Instrumentation | ✓ | ✓ | | |
| Millwright | | | | ✓ |
| Pipefitting | | | | ✓ |
| Plumbing | | | | ✓ |
| Process Technology | ✓ | ✓ | | |
| Truck Driving* | | | | ✓ |
| Welding | | ✓ | ✓ | ✓ |
| **Public Service** | | | | |
| Criminal Justice** | ✓ | | | |
| Emergency Medical Services** | ✓ | ✓ | | |
| Law Enforcement** | | ✓ | | ✓ |

Victoria College is a public, open-admission college.

**CREDIT PROGRAMS lead to a degree, certificate, or academic transfer.**
**AAS** Associate of Applied Science Degree
**C** Certificate
**MSC** Marketable Skills Certificate

**NONCREDIT TRAINING COURSES can lead to an industry-recognized credential and a good-paying job.**
**WCE** Workforce & Continuing Education

**Additional admission requirements are necessary for this course or program. **This is a selective admissions program. Please refer to the VC Catalog.*

## Take the Next Steps at Victoria College

**CREDIT PROGRAMS** lead to a degree, certificate, or academic transfer. If this is the path you plan to take, follow these steps:

**STEP 1 - Apply for admission via ApplyTexas.org.** VC homepage > Getting Started > Admission Steps

**STEP 2 - Submit official copies of transcripts, test scores, and immunization records to the Admissions & Records Office.**

**STEP 3 - *Apply for financial aid and explore scholarship opportunities.** VC homepage > Quick Links > Financial Aid *(*optional, but recommended)*

**STEP 4 - Retrieve your Pirate Portal username and password.** Pirate Portal > Get/Change/Forgot password > First time Student/ Employee?

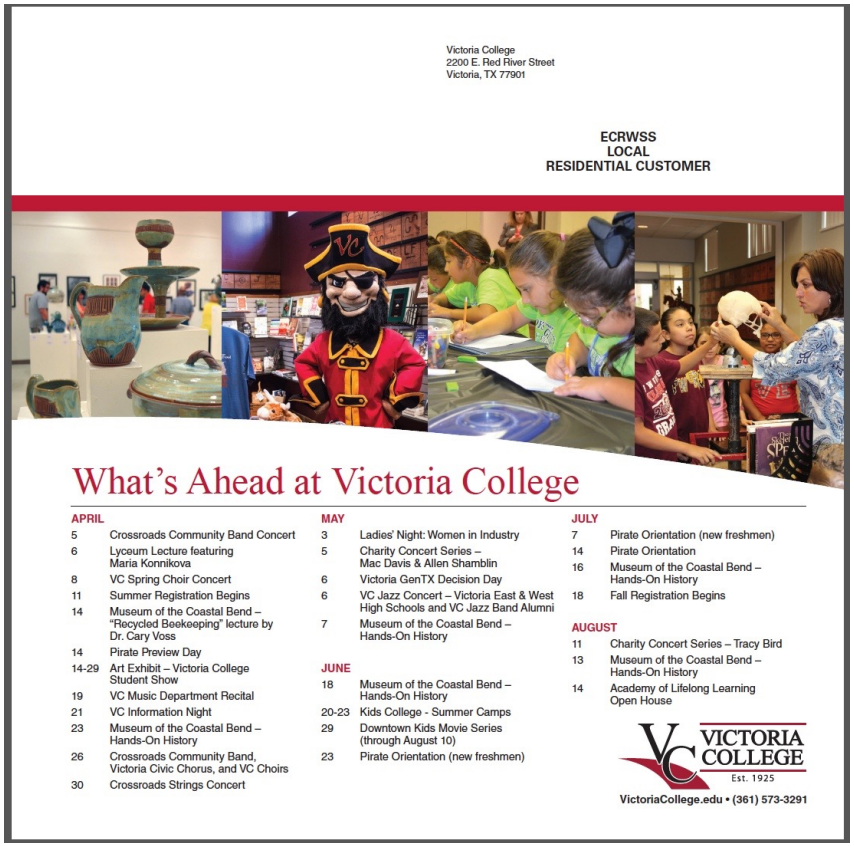
**STEP 5 - Register and pay to take an entrance exam, unless you are exempt.** VC homepage > Quick Links > Testing Center

**STEP 6 - Sign up for Pirate Orientation, unless you are exempt.** Pirate Portal > "Registration" folder > "Pirate Orientation" link

**TRAINING COURSES** can lead to an industry-recognized credential and a good-paying job. If this is the path you plan to take, please call (361) 582-2528 or visit VictoriaCollege.edu/WCECourses for more details.

***Not sure which path is right for you?*** Visit VictoriaCollege.edu/AreasOfStudy to help with your decision.

# Victoria College Magazine



Victoria College
2200 E. Red River Street
Victoria, TX 77901

ECRWSS
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## What's Ahead at Victoria College

**APRIL**

5 Crossroads Community Band Concert
6 Lyceum Lecture featuring Maria Konnikova
8 VC Spring Choir Concert
11 Summer Registration Begins
14 Museum of the Coastal Bend – "Recycled Beekeeping" lecture by Dr. Cary Voss
14 Pirate Preview Day
14-29 Art Exhibit – Victoria College Student Show
19 VC Music Department Recital
21 VC Information Night
23 Museum of the Coastal Bend – Hands-On History
26 Crossroads Community Band, Victoria Civic Chorus, and VC Choirs
30 Crossroads Strings Concert

**MAY**

3 Ladies' Night: Women in Industry
5 Charity Concert Series – Mac Davis & Allen Shamblin
6 Victoria GenTX Decision Day
6 VC Jazz Concert – Victoria East & West High Schools and VC Jazz Band Alumni
7 Museum of the Coastal Bend – Hands-On History

**JUNE**

18 Museum of the Coastal Bend – Hands-On History
20-23 Kids College - Summer Camps
29 Downtown Kids Movie Series (through August 10)
23 Pirate Orientation (new freshmen)

**JULY**

7 Pirate Orientation (new freshmen)
14 Pirate Orientation
16 Museum of the Coastal Bend – Hands-On History
18 Fall Registration Begins

**AUGUST**

11 Charity Concert Series – Tracy Bird
13 Museum of the Coastal Bend – Hands-On History
14 Academy of Lifelong Learning Open House

VICTORIA COLLEGE
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# Great Content Marketing

**Great content marketing establishes authority** through consistent, high-value information — the type that individuals seek over time as a trustworthy source of intelligence on key issues.

# Victoria College Magazine

## Jason Perry Puts Care into His Career

Jason Perry and his wife Elisabeth both want to be registered nurses. The couple met in high school and got married in 2009. Not sure what to do with their careers, they prayed about it and decided to pursue the nursing pathway at Victoria College's Gonzales Center.

Jason's wife completed the Vocational Nursing Program and is now employed in the field in Seguin while he attends the VN Program full time. Jason will graduate in May—the only male in the program. The couple plans to go into the same Associate Degree Nursing Program at VC to earn their registered nursing credential.

"We both wanted to do nursing but since we have kids, we couldn't do it at the same time. I worked full time for years at Walmart as an assistant manager while Elisabeth went to school. Then, when she became an LVN, it was my turn," Jason says.

He says his experience at VC has been amazing. "All of the nursing instructors and administrators have been really helpful. I'm looking forward to becoming an RN, because it offers so many career possibilities."

For more information about nursing programs offered at Victoria College, call VC's Advising & Counseling Services Department at (361) 582-2400.

### PATHS TO SUCCESS

**Registered Nurse**
**Associate Degree**
Starting Salary: $44,668

**Licensed Vocational Nurse**
**Certificate**
Starting Salary: $29,446

**Nurse Aide**
**Industry-Recognized Credential**
Starting Salary: $17,197

Source: 2016 emsi Career Coach

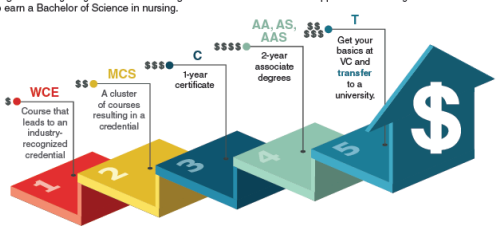
### Building Blocks to Success

Victoria College offers a variety of options for you to gain specific skills and earn a credential – helping you become more marketable to employers – as you work towards your long-term goals.

For example, someone who is interested in a nursing career can complete our eight-week Nurse Aide Program before enrolling in the one-year Vocational Nursing Program or two-year Associate Degree Nursing Program. Students who graduate with an Associate of Applied Science degree in nursing may also choose to transfer to a university to earn a Bachelor of Science in nursing.

### Learn More. Earn More.

- **WCE** Workforce & Continuing Education
- **MSC** Marketable Skills Certificate
- **C** Certificate
- **AA** Associate of Arts
- **AS** Associate of Science
- **AAS** Associate of Applied Science
- **T** Transfer



# Great Content Marketing

## WNCC WORKS:

# Report to the Community

BY: DR. TODD HOLCOMB, PRESIDENT

Western Nebraska Community College (WNCC) plays a key role in helping students increase their employability and achieve their individual potential. It provides students with the skills they need to have a fulfilling and prosperous career.

However, the contribution of WNCC consists of more than just influencing the lives of students. The college serves a large range of industries and supports local businesses in its 12 ½ county service area by increasing consumer spending in the region and supplying a steady flow of qualified, trained individuals into the workforce. Western Nebraska as a whole benefits from an expanded economy and improved quality of life. State and local taxpayers also benefit through increased tax receipts across the state and a reduced demand for government-supported social services.

Every other year, Western Nebraska Community College engages in an extensive study by Economic Modeling Specialists International (EMSI), to provide an objective third-party analysis of WNCC's regional and state contributions.

Within the next three pages are highlights of the recent 2012-2013 EMSI and college reports. As you read, you will see how WNCC indeed works (and works well) for western Nebraska.

## IMPACT ON OUR LOCAL ECONOMY

In fiscal year 2012-2013, WNCC employed **457 full- and part-time faculty and staff** (98 percent of these individuals lived in the Nebraska panhandle) with a resulting **payroll of $14.7 million**–much of which was spent in our region for living expenses.

WNCC is a large-scale buyer of goods and services. In 2012-2013, the **college spent $17 million to cover its expenses** for facilities, professional services, and supplies.

In 2012-2013, approximately 2.5 percent of WNCC's students relocated to the Nebraska panhandle to attend college here. These students alone generated **$1.6 million in new income** for local living expenses.

Since 1926, when the college was established to provide education and training for local residents, thousands of its former students have been employed in western Nebraska. In fact, approximately **70 percent of WNCC graduates have remained in or returned to the region** after their college graduation to live and work. These **former students generated $183.4 million in income for our region in 2012-2013.** This figure represents the higher wages that students earned during that year, the increased output of businesses that employed the students and the multiplier effects that occurred as students and their employers spent money at other businesses.

**Western Nebraska Community College Service Area**

# Great Content Marketing

The actual content is **timely**, **relevant**, **memorable**, and most importantly, **optimized**, **if you're going to see any return on investment**.

But quantifying a return on investment (ROI) in the new frontier of online marketing can be challenging.

There's rarely an immediate 30-day turnaround on investment, which creates confusion and no small amount of anxiety. When content does take hold, however, the benefits can be very fruitful — and measureable.

# Great Content Marketing

Useful content engages readers, and its value goes far beyond the cost of creation and distribution. Yet every College marketer must ultimately speak the language of the administration, so you need to prove value with metrics.

That's where **consumption**, **lead-generation**, **sharing**, and **conversion metrics** come into play. Determine which of the following is most important to your administration, and start measuring those KPIs within your institution.

# Great Content Marketing

Before you drill down to measure content marketing ROI, you need to examine and measure the value of your content marketing efforts as a whole.

Marketing-related key performance indicators (KPIs) abound, but unless you understand which ones are important to your College, you'll find it nearly impossible to measure success.

# Great Content Marketing

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# Great Content Marketing

**Quick Tip:**

Feeling overwhelmed? Can't measure it all?

Then focus on web traffic and leads (requests for more information or applications completed) first. If your content is generating more traffic, leads, and inquiries, then all the other metrics are secondary.

# Great Content Marketing

# Great Content Marketing

Consider other cost savings related to content marketing — savings that may not be easy to capture in your KPIs.

For example, leads from content (such as a potential student downloading a free guide in exchange for his contact information) are better-qualified conversion leads.

**Less time is spent actively pursuing the conversion because your prospects sought you (and are further along in the consideration cycle.)**

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# Great Content Marketing

**Your customer service costs may also come down.** Online FAQs or other resource pages can quickly and effectively answer many questions tying up admissions or financial aid staff.

Take a hard look at your conversion model and determine how content marketing can make a positive impact on your bottom line, as this can factor in the overall cost effectiveness and success of a content marketing strategy.

# Great Content Marketing

Content marketing has proven time and time again to be a valuable asset to any marketing plan, and with proper strategy and implementation, proving the ROI to the administration can be accomplished.

**It may take some time, but once tracking is set up, you're sure to see your investment pay off.**

# Questions & Answers

CATALYST
Education Partners

Original, High-quality
Content Marketing
Customized to
Showcase Your College