



Implementation Team Meeting

March 20, 2014

3:00 – 4:00pm

Conference Call - Please Call: 1-800-753-1965

Access Code: 7777697

Adobe Connect - <https://breeze.sc.edu/pcimpteam/>

- 3:00 pm Welcome and Opening Comments – Chancellor Elkins
- 3:05 pm Academic Partnerships Transition
1. Course Development
 2. Website
 3. Call Center
- Revenue/Cost Sharing Model Update – Ben Kennedy
Spring I and Spring II Enrollment Update – Tabatha McAllister
- 3:20 pm Functional Area/Sub-Committee Updates
Spring Semester Issues
1. Marketing and Communications/Admissions
Chair: Scott Verzyl Recorder: Amanda English
 2. Bursar/Business Office/Budget/Registration/Financial Aid
Chair: Pam Hayes Recorder: Tabatha McAllister
 3. Advancement/Fund Raising
Chair: Chris DeWolf
 4. Advising/ Program Contacts/Faculty
Chair: Chris Nesmith Recorder: Beth White
 5. Regulatory Organizations/Institutional Research/General Counsel
Chair: Kris Finnigan
 6. Information Technology Support
Chair: Randy Rollings Recorder: Bob Dyer
 7. Student Services/Library/Disability Services
Chair: David Hunter
 8. Academic Affairs - Senior Campus AA's/Regional Campus AA's
Chair: Chris Plyler Recorder: Jeff Priest
 9. Palmetto College Advisory Council – Chancellors, Regional Campus Deans
Chair: Ann Carmichael Recorder: Walt Collins
- 4:00pm Adjourn

Next Meeting: April 24, 2014 - Conference Call/Adobe Connect - 3:00 – 4:00pm

Palmetto College:

The quality of **USC online.**

Presented
to the
USC IMC Network Meeting

by
Jay Darby
Palmetto College

March 19, 2014



UNIVERSITY OF
SOUTH CAROLINA
PALMETTO COLLEGE

Palmetto College

- **Palmetto College Campuses**
 - USC Lancaster
 - USC Salkehatchie
 - USC Sumter
 - USC Union
- **Extended University**
 - Evening, Weekend and Military Programs
- **Continuing Education**
- **Online Degree Completion Programs**



Fall Semester 2013

Palmetto College Enrollment

- 4,256 Regional Campus
- 175 2+2 Programs
- 519 Online Bachelor's Completion
- **4,950 Total Headcount**



Palmetto College Structure

A System Approach...



Regional Campus Programs

(First Two Years)

- Lancaster
- Salkehatchie
- Sumter
- Union

Comprehensive Campus Online Degree Programs

(Second Two Years)

- Columbia
- Aiken
- Beaufort
- Upstate



Palmetto College Online

- Officially announced in April 2013
- Online classes began in August 2013
- Seven degree completion programs
 - **Aiken** – Business Administration
 - **Beaufort** – Human Services
 - **Columbia** – Elementary Education; Liberal Studies; Organizational Leadership
 - **Upstate** – Criminal Justice; RN-BSN Nursing
- Multiple term-start dates
 - Fall I, Fall II, Spring I, Spring II, Maymester, Summer



Campaign Objective

- Create **awareness** of and drive **interest** in Palmetto College towards those who are looking to finish a 4-year degree or enhance a 2-year degree
- **Primary Target Audience:** Recent 2-Year Graduates
 - Technical College grads and Palmetto College Campus grads
- **Secondary Target Audience:** Those in the workforce with 2-year degrees, seeking a convenient way to complete a 4-year degree.



Strategy

- Use a mix of broad awareness vehicles along with targeted messaging to find students within our recruitment pools
- Target media based on:
 - Geographical proximity to 2-year programs
 - Ability to reach specific demographics and segment message accordingly



Media Selection

- Phase 1 Campaign objective focused on broad awareness
- Phase 2 Campaign objective ties into No Limits campaign
 - Emphasizes USC Degrees, Faculty, Quality
- Media Vehicles are predominantly reach vehicles, with select targeted vehicles to help build frequency
- Online Display Banners and Pandora
- Digital Network Pre-Roll :30
- Broadcast (Cable and Spot TV)
- Radio
- Outdoor Bulletins (situated near Technical Colleges)
- Military Print and Local Print



Digital Tactical Delivery

- Online Overview
 - Military Targeting
 - Local Site Targeting
 - Pandora
 - Audience Targeting
 - Retargeting
- Estimated Impression Delivery: 18 Million Impressions from Jan.-Nov. 2014



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- WHERE YOU LIVE
- ABOUT US
- HEALTH

LIVE 5 FORECAST



Today's Forecast



Thursday is the start of the long Memorial Day weekend for some...other have to wait until tomorrow. If you are planning ahead...the forecast looks great! Today may still see a few isolated pop up storms along the coast as highs head back into the mid 80s. Rain chances today are around 40%. By evening a cold front will move any rain out of here and bring dry sunny weather to the Lowcountry that will last all the way



- Weather Report
- Hourly
- 10 Day
- Past Observations
- Historic Averages
- Alerts

Current Weather Location

Charleston, South Carolina



Weather Forecast Email

A.M. forecast for Thursday, May 23 00:00



VIDEO - WEATHER



PREVIOUS 1 | 2 | 3 | 4 | 5 NEXT



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LOS ANGELES (Reuters) - Oklahoma country singer Blake Shelton is planning a televised benefit to raise money for victims of the massive tornado that swept through Moore, Oklahoma, this week, music magazine Billboard reported Wednesday.

"The Voice" judge Shelton, a native of Ada, Oklahoma, which is 75 miles northwest of Moore, said he would have more

information on the NBC concert in the next 24 hours.

"I'm hoping it will raise a lot of money. Obviously it will be televised and will happen really quickly," Shelton told Billboard after the conclusion of Tuesday's "The Voice."

Representatives for NBC and Shelton did not immediately respond to requests for comment.

The singer opened Tuesday's reality singing competition show with his ballad "Over You," which he

The Voice: Blake Shelton Talks Over You Performance With Miranda Lambert & Telethon For Oklahoma Tornado Victims

- 'Dancing With the Stars' and 'The Voice' pay respects to Oklahoma City tornado victims
- NBC Pre-Empts Voice Recap for Oklahoma Tornado Coverage
- Jennifer Aniston Has Mini Friends Reunion
- Kate Middleton Is Radiant in Yellow; Jennifer Aniston Reunites With Friends Costars on Ellen; Kim Kardashian Marvels at Her Pregnancy Curves: Today's Top Stories
- JoAnna Garcia and Nick Swisher Welcome Baby Girl!

Show More

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TODAY ON YAHOO!

1 - 8 of 48



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Broadcast Tactical Delivery

- **Markets with Spot TV:**
 - **Florence/Myrtle Beach:** 100 GRPs/week
 - **Columbia:** 65 GRPs/week
 - **Charleston:** 65 GRPs/week
 - **Greenville/Spartanburg/Asheville/Anderson:** 65 GRPs/week
 - **Augusta:** 1 station (top performing for Aiken)
 - **Charlotte:** 1 station (top performing for Rock Hill/York County)
 - **Savannah:** 1 station (top performing for Beaufort)



Cable Overview

- Cable used in select markets – based on following criteria:
 - Overindex against Associate Degrees
 - Higher than 75% cable penetration for select counties/areas
- Networks include:
 - A&E, BET, ESPN, Spike, USA, FOX News, MSNBC
- *Florence*: 53, 629 subscribers
- *Myrtle Beach*: 119,200 subscribers
- *Anderson*: 45,000 subscribers
- *Charleston Interconnect*: 138,000 subscribers
- *Sumter*: 20,000 subscribers
- *Rock Hill/York*: 53,400 subscribers
- 75–100 spots per week



Radio Delivery Overview

- Radio coverage is largely statewide and targets a younger, mobile audience
- Variety of formats selected to increase reach
- 75 GRPs per week
- Top stations selected per market
 - Charleston, Columbia, Florence, Greenville, Myrtle Beach
 - Charleston market includes traffic sponsorships
- Also includes SCPRN and SC Endowment Radio for statewide inclusion



Print Media

- Military Print as a target focus, including:
 - *Shaw News* (Shaw AFB, Sumter)
 - *Patriot* (Joint Base, Charleston)
 - *Ft. Jackson Leader* (Ft. Jackson, Columbia)
 - *The Jet Stream* (MCAS & MCRP, Bluffton & Beaufort)
- *South Carolina Living* magazine (Electric Co-Ops)
- Select local print in rural markets/entertainment publications through SCNN:
 - Bennettsville/Marlboro, Charleston, Marion County, Summerville, Walterboro, York, Rock Hill, Abbeville, McCormick, Laurens, Greenwood



Display Advertising Overview

- **Billboards** target areas around Technical Colleges
 - Serve as awareness vehicles for those who regularly attend and are working on 2-year degrees
 - Based on attendance & market size, some schools receive 2 locations, others receive 1
- **Cinema Screens** are included across Sumter, Rock Hill, Myrtle Beach, Florence & Summerville
 - Added value includes lobby screens & bonus spots
 - Begins April 4
- **Grocery Cart advertising** supports a grassroots approach for smaller markets of Walterboro, Sumter, Lancaster, Rock Hill & Fort Mill
- **Motor Vehicle Network** also supports a grassroots approach for smaller markets via animated ads in DMV offices of Seneca, Lancaster, Laurens, Rock Hill, Sumter, Walterboro & Myrtle Beach





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Summary

- Total Estimated Impressions Statewide (January–November)
 - 138 Million
- Media flights ramp up headed into key registration periods
- Estimated Media Spend for 2014
 - \$1.5 Million

