Outreach Marketing
Lone Star College System
Outreach Marketing Mobile Van

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Winter Working Connections
2014

LONE STAR COLLEGE
Lone Star College Facts

- Founded: 1972
- North of Houston, Texas
- Student Enrollment: 90,000
- Colleges: 6
- University Centers: 2
- Additional Satellite Centers: 7
- Partner ISDs: 11
Communications and Media-Branding

- The Communications and Media Relations team is Lone Star College's primary communications link with news media, alumni, parents, and other key constituents to broaden public awareness and public understanding of the Lone Star College System.
Mobile Van - Marketing

- 40 Feet – Mobile Van
- Outside – Wrapped with – Photos and Logos
- CDL licensed Driver – Part time
Mobile Van - Marketing

- Inside – 13 computers
- Wireless Access via Satellite
Football Games – High School

- High School – Football Games
- Distribute – Rally Towels in high School colors
- Distribute – General and program specific marketing materials
Football Games – High School

- LSCS students – student ambassadors
- Match LSCS students who attended the high school as marketing ambassadors
Football Games – High School

- Marketing to Parents
- Financial Aid – Information
- Advisors are present
- Faculty are encouraged to promote their programs
Football Games – High School

• On Site Registration

• Computers for registration – inside the van
Dual Credit Marketing

- Dual Credit Marketing to parents
- Benefits of dual credit
- Early start towards college credit
- Emphasize value and money saved while in high school
Community Involvement

Fourth of July – Parade Participation
Community Involvement

Fourth of July – Parade Participation
Community Involvement

Local Public Library Stops
Community can request services of go mobile van
2015 Plans

- Teach Basic Computer Courses
- Promote Registration
- High School Parking Lot Stops
2015 Plans

- High School Career Fairs
- Dual Credit
- Promote Financial Aid Seminars
Questions

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