



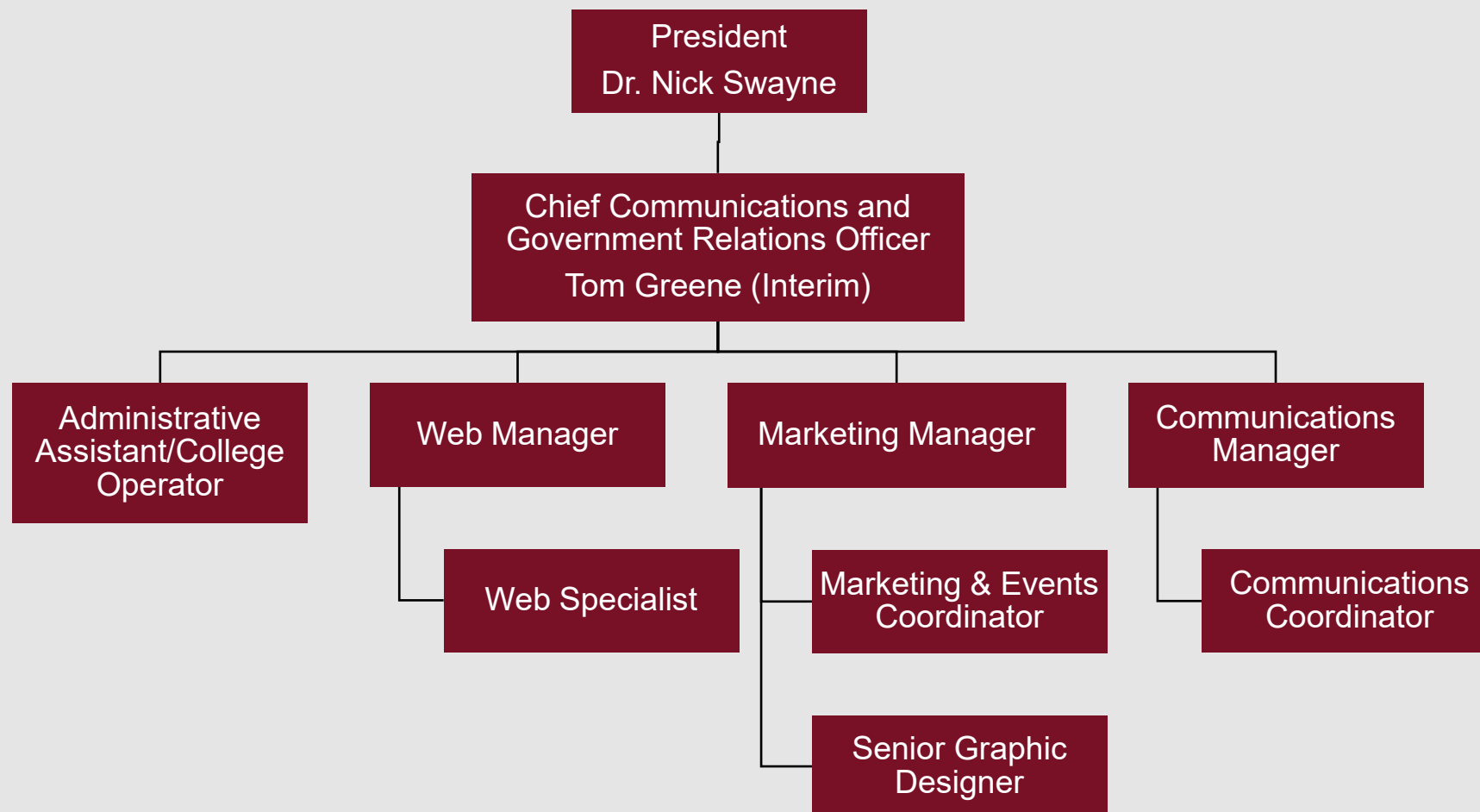
# Communications and Marketing

## President's Goals

- #2 – Enrollment Management
- #3 – Community Stakeholder Engagement

**North  
Idaho  
College**

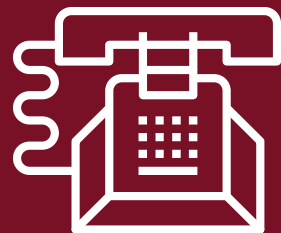
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# New Marketing Tactics



**Targeted email  
campaigns**



**Mass voice  
messaging**



**Increased video  
content**



**Simplified  
communications  
and content**

# Content Engagement

**10.3%**

**2023 web traffic  
from digital  
marketing**

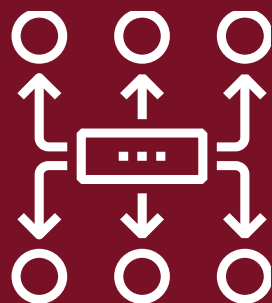
**10.1%**

**YoY increase in  
web traffic from  
social media**

**155%**

**Increased  
content  
interaction on  
social media**

# Upcoming Improvements



**Automated email  
marketing**



**Web content  
optimization**

# What's next:

- Spring 2024
  - Recruitment and enrollment
- Fall 2024
  - Recruitment strategies
  - Targets