

Fresh Look Project Fact Sheet

Purpose: The Fresh Look Project involves a close look at all of the ways Skyline College communicates with our students and the world—our signage; publications such as the catalog, class schedule, flyers and posters; our website and more. The purpose is two-fold; for the sake of the people who need and want our programs and services and for the sake of potential donors who want to help Skyline shine even more. Professional marketing assistance by Mission-Minded has been engaged to assist with the Fresh Look Project.

Timeline:

- **Spring 2005: Fresh Look concept presented to College Council, and approved.**
- **Opening Day: Launching of the Fresh Look Project. The President and College Council make appointments to Fresh Look Advisory Group.**
- **Phase 1: “Discovery”**
President articulates goals for the college to Mission-Minded which improved marketing communications can address.
Interviews by Mission-Minded of key stakeholders
- **Phase 2: “Internal Reputation Assessment”**
Fresh Look Advisory Group Work Session: September 12
A robust discussion on the perceived assets of the Skyline College reputation, explore the competitive environment, and impacts of the college. Key descriptors that the college should be striving to represent in its operations and communication activities will result.
- **Phase 3: “External Research”**
Student Focus Groups: First 2 weeks in October
Purpose is to provide information for the development of the marketing plan. It will be used to assess the value propositions and perceptions of students who make up the college’s primary market segments. Seven focus groups were conducted at Ecker & Associates, a research facility in South San Francisco.
President’s Council survey: First 2 weeks in October
Purpose is to provide community-based information for the development of the marketing plan. A web-based survey was conducted.
- **Phase 4: “Research Analysis & Positioning Recommendations”:** **November 15**
Mission-Minded makes and presents written recommendations on how Skyline should be positioning itself to its constituents. Recommendations will be sent to Cabinet, Fresh Look Advisory Group and Managers.
Fresh Look Advisory Group Work Session: November 17
The purpose is to receive input on the recommendations, and to discover which points may need refinement or clarification in order to be officially adopted by the group. Since a reputation can only be made by determined and consistent words and actions, it is critical that internal stakeholders be clear about the desired reputation of the college and contribute to building that reputation.

Manager's Meeting: November 22

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- **Phase 5: Marketing Plan and Creative Brief Development: December 9**

Mission-Minded reviews all current communications, including logo, website, catalog, class schedule, all brochure and publications, campus signage, poster, event publicity, campus service points, financial aid outreach, and others.

Following review, a general marketing plan is developed to act as a guide for the Dept. of College Development, Marketing and PR in leading new or modified marketing initiatives. The marketing plan will enumerate tactics. The creative brief specifies standards by which all written, printed, and electronic communications should be developed.

- **Phase 6: Visual Identity Development, Standards & Implementation: December 9**

Mission-Minded prepares a standards manual.