

**PIERPONT COMMUNITY & TECHNICAL COLLEGE  
BOARD OF GOVERNORS**

**Advancement and Public Relations Committee Meeting**

**Tuesday, February 18, 2025  
1:00 PM**

**Pierpont's Advanced Technology Center (ATC)  
500 Galliher Drive  
Fairmont, WV 26554  
Room 216A**

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**AGENDA**

- I. Call to Order**
- II. \*Approval of Minutes – February 20 and November 19, 2024** *Tab 1*
- III. Introduction**
- IV. Marketing Operational Plan and Marketing Assessment** *Tab 2*
- V. Assistant Director of Marketing Position** *Tab 3*
- VI. Logo Design Work**
- VII. Day of Giving Discussion** *Tab 4*
- VIII. Enrollment Campaign**
- IX. Adjournment**

**Tab**

**1**

**PIERPONT COMMUNITY & TECHNICAL COLLEGE  
BOARD OF GOVERNORS**

**Advancement and Public Relations Committee Meeting**

**Tuesday, February 20, 2024  
1:00 PM**

**Pierpont's Advanced Technology Center (ATC)  
500 Galliher Drive  
Fairmont, WV 26554  
Room 216A**

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**MINUTES**

**Notice of Meeting**

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on February 20, 2024, beginning at 1:00 PM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

*Committee Members Present:* Lisa Lang – Chair, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

*Committee Members Absent:* Madison Martin

*Other Board Members Present:* Brian Bozarth, Susan Woods Coffindaffer, Anthony Hinton, Thomas Cole, and Jeffery Powell

*Others Present:* Members of the President's Cabinet, faculty, staff, and others

**I. Call to Order**

Lisa Lang called the meeting to order at 1:03 PM.

**II. Approval of Minutes – November 14, 2023**

Joanne Seasholtz moved to approve the November 14, 2023 Committee meeting minutes. Christine Miller seconded the motion. All agreed. Motion carried.

**III. Day of Giving**

Pierpont's 2nd Annual Day of Giving will be held on March 14 (Pi Day). The Foundation has set a goal to raise \$50,000 in honor of Pierpont's 50th birthday. Various campaigns and challenges will be held to help meet department fundraising goals. Please share, share, share!

Matthew Turner and Kristen Cosner delivered their **Day of Giving Presentation** (Attachment A).

**IV. Adjournment**

There being no further business, Joanne Seasholtz moved to adjourn the meeting. Christine Miller seconded the motion. All agreed. Motion carried.

*Respectfully submitted by Amanda N. Hawkinberry*



**Mission Statement:** To provide accessible, responsive, comprehensive education that works  
**Vision:** Empowering individuals to transform their lives through education  
**Tagline:** Education that works!



# 2024 Day of Giving

Thursday, March 14

*Celebrating 50 years*

© Created by  
Kristen Cosner - Director of Social Media and Community Affairs

Presented by  
Matt Turner - Director of Marketing and Communications  
Kristen Cosner - Director of Social Media and Community Affairs  
*Not for external use*

# A look into this year's campaign:

- 24 campaigns across campus
- Goal: \$50k and 150 donors
- "Sweet Taste of Victory" Challenge
- We need your help: challenges and matches



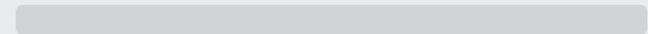


## Donation Matches and Challenges

### The Elliott Family: \$500 Early Childhood Challenge

[Early Childhood Education](#)

Rusty Elliott, Vice Chair of the Pierpont Foundation, and his wife Sissy, will match gifts to the Early Childhood Education campaign dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

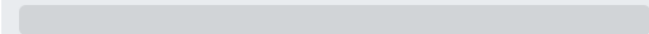
[VIEW PROFILE](#)

[DONATE](#)

### Natalie Tennant: The Pierpont Campus Challenge

[President's Fund](#)

Foundation Board Chair, Natalie Tennant, will match gifts to the President's Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)

### The Fantasia Family: The Student Hardship \$500 Challenge

[Student Hardship Fund](#)

Nick Fantasia, Pierpont Foundation Treasurer, and his family, will match gifts to the Student Hardship Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)







# Day of Giving Site

[giving.pierpont.edu](http://giving.pierpont.edu)



# Day of Giving Promotional Suite

Marketing Materials



# MARCH 2024

## 50th Anniversary Day of Giving Promotional Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	1	2
3	4	5	6	7	8	9
			Campaign Fundraiser Sign-ups Save the Date Promotion	<b>7 DONATIONS OPEN</b>	Natalie Tennant Live on WDTV First at Four	
10	11	12	13	14	15	16
	Begin Pre-Giving Promotion Share Day of Giving Site, All Comms Methods			Campaign is LIVE Share Day of Giving Site + Campaigns, All Comms Methods		
17	18	19	20	21	22	23
	Success Phase Promotion Thank-You Videos, Postcards, and Messaging, All Comms Methods		<b>19 DONATIONS CLOSE</b>			
24	25	26	27	28	29	30
31		Pre-giving Phase	Giving Phase	Success Phase		



**PIERPONT COMMUNITY & TECHNICAL COLLEGE  
BOARD OF GOVERNORS**

**Advancement and Public Relations Committee Meeting**

**Tuesday, November 19, 2024  
9:30 AM**

**Pierpont's Advanced Technology Center (ATC)  
500 Galliher Drive  
Fairmont, WV 26554  
Room 216A**

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**MINUTES**

**Notice of Meeting**

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on November 19, 2024, beginning at 9:30 AM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

*Committee Members Present:* Joanne Seasholtz

*Committee Members Absent:* Lisa Lang, Christine Miller, and Juanita Nickerson

*Other Board Members Present:* Jessica Barker, Susan Woods Coffindaffer, Anthony Hinton, Thomas Cole, Jeffrey Powell, Nathan Weese

*Others Present:* Members of the President's Cabinet, faculty, staff, and others

**I. Call to Order**

Joanne Seasholtz called the meeting to order at 9:42 AM.

**II. Approval of Minutes - February 20, 2024**

A quorum was not present. Therefore, the minutes from the February 20 meeting could not be approved.

**III. Marketing Strategic Plan**

Dr. Hayward presented and reviewed the Marketing Strategic Plan (**Attachment A**), outlining current initiative and future directions for the college's marketing efforts.

Dr. Hayward announced that Ms. Cosner has accepted a position with West Virginia University (WVU) and expressed mixed emotions about her departure, recognizing her exceptional contributions, artistic talent, and leadership in college communications.

Dr. Hayward discussed an evaluation of two positions within the marketing department. These roles have evolved over time and need to be realigned to meet the college's current marketing needs.

Dr. Hayward emphasized a strategic shift toward digital marketing, reducing reliance on print marketing methods such as newspapers and billboards. This transition aligns with current trends and is expected to increase the college's reach and engagement.

#### **IV. Your Community's College Week**

Kathy Hypes provided an update on activities held during *Your Community's College Week*.

- Monty, the new mascot, was introduced during the week
- Discussion included whether Your Community's College Week should be designated as an annual event moving forward.

Highlights of the week included:

- **Monday:** Day of Service – Faculty, staff, and students participated in giving back to Veterans and Veteran organizations through various service projects.
- **Tuesday:** Your Community's College Luncheon – Over 100 attendees joined the luncheon, which focused on learning about Pierpont and its strategic direction.
- **Wednesday:** Community Education Courses – The day showcased the variety of community education opportunities available at Pierpont.
- **Friday:** Magic of Pierpont – The week concluded with a special event featuring performances by Anthem and Aria, drawing an audience of over 70 attendees.

#### **V. Adjournment**

There being no further business, Joanne Seasholtz adjourned the meeting.

*Respectfully submitted by Amanda N. Hawkinberry*



Mission Statement: To provide accessible, responsive, comprehensive education that works  
Vision: To empower individuals and strengthen communities through exceptional training and educational pathways  
Tagline: Education that works!

## Pierpont Community & Technical College Marketing Operational Plan

	Goal	Strategic Plan Alignment	Action Items	Responsible Party	Target Completion Date
<b>Collaborative Relationships</b>	Enhance the marketing department’s relationships with the enrollment/recruitment team, deans, and program heads.	People	Meet and collaborate every two weeks with the enrollment/recruitment team. Use data to inform decisions and create enrollment campaigns for Spring 2025, Summer 2025, and Fall 2025 (see below).	Marketing and enrollment/recruitment	Ongoing
			Audit the student recruitment pipeline from recruitment to enrollment to include communication/creative review that aligns messaging across the institution.	Marketing and enrollment/recruitment	Digital (Fall 2024); Print (Spring 2025)
			Meet and collaborate monthly with larger enrollment team.	Marketing and enrollment/recruitment	Ongoing
			Meet and collaborate once a semester with the deans and program heads. Discuss program-specific marketing based on program priority/rank (see below).	Marketing, deans, and program coordinators	Late Fall 2024; Spring 2025 on priority/ ranking
			Educate the campus community on use of the marketing request form for transactional requests/approvals with realistic expectations, not where marketing problems are solved, or strategizing takes place.	Marketing	Present at Spring convocation
			Create metrics that align marketing and enrollment/recruitment toward the same measurable targets and support the 2024 – 2026 Strategic Alignment Plan.	Marketing, enrollment/recruitment, and IE	Finalize October 2024
<b>Targeted Marketing</b>	Move away from broad brand campaigns toward focused digital efforts to target messages to prospective students.	Programs	In collaboration with deans, rank each program priority #1, priority #2, and priority #3.	Marketing and deans	Late Fall 2024; Spring 2025 on priority/ ranking
			Develop a highly targeted Spring 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing in partnership with enrollment/recruitment, academic affairs, and student services	Sept. 2024 – Jan. 2025
			Develop a highly targeted Summer 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing in partnership with enrollment/recruitment, academic affairs, and student services	Feb. 2025 – May 2025
			Develop a highly targeted Fall 2025 campaign that aligns marketing efforts with	Marketing in partnership with enrollment/recruitment,	March 2025 – Aug. 2025

		in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	academic affairs, and student services	
		Target traditional and adult learners to attend recruitment and retention events, tours, etc.	Marketing in partnership with enrollment/recruitment	Ongoing

<b>Delegate &amp; Empower</b>	Empower deans and program heads to take a more active role in marketing their programs in the community.	Partners	Support faculty and staff at their community student recruitment events by providing College-branded: <ul style="list-style-type: none"> <li>• print materials, such as brochures, and</li> <li>• displays (pop-up banners, tablecloths, etc.), and</li> <li>• merchandise (pens, lanyards, water bottles, etc.), and</li> <li>• fillable templates for program faculty and staff to create print-on-demand program-specific flyers/handouts.</li> </ul>	Marketing	Merchandise: Fall 2024 Print: Spring 2025
			Support faculty and staff with their community/stakeholder outreach by providing College-branded one-sheeter about Pierpont’s impact (for legislators, counselors, community leaders, etc.)	Marketing and IE	Spring 2025
			Create and distribute photography guidelines to help increase campus partners' participation in capturing campus moments to send to the marketing department for social media, promotional materials, and more.	Marketing	Present at Spring convocation
			Support faculty and staff in coordinating with enrollment/recruitment advisors to foster relationships with community stakeholders and create opportunities for outreach events.	Enrollment/recruitment, deans, program coordinators, and marketing	Ongoing
<b>Communications</b>	Streamline communications to improve awareness of important happening and engagement across the College.	People	Direct all official communications for the institution, including crisis communications. Manage the institution’s public image/reputation and the dissemination of information through strategic public relations efforts (press releases, media relations, social media, etc.)	Marketing	Ongoing
			Collaborate with student services to streamline student communications to a once-a-week communication via e-news.	Marketing and Student Services	Ongoing
			Streamline faculty and staff communications to a once-a-week communication via e-news.	Marketing	Ongoing (bi-weekly in Fall 2024; weekly in Spring 2025)
			Create guidelines for committees to appoint a communication liaison to ensure efficient communication between the marketing department and various College committees without the need for a marketing representative to attend all committee meetings.	Marketing and committee chairs	Fall 2024
<b>Resource Allocation</b>	Optimize the allocation of time and budget resources to achieve maximum efficiency and impact.	Performance	Evaluate the current budget spend on traditional advertising (billboards, newspapers, television, etc.); reallocate, as appropriate, to targeted digital advertising.	Marketing	Fall 2024
			Explore outsourcing time-intensive marketing tasks that may be economically performed by a vendor, such as website updates/maintenance, business cards, graphic design, writing, digital media placement, etc.	Marketing and Dr. Hayward	2024-25 academic year



		Streamline meeting attendance to (1) enrollment/recruitment + marketing meetings, (2) school/program meetings (cadence for attendance needs to be determined), (3) president's council, and (4) board of governors. A communications liaison should be appointed for all other meetings with marketing implications (see above).	Marketing	Fall 2024
		Track and report performance metrics jointly determined by enrollment/recruitment and marketing (see above). Cadence should align with enrollment campaigns to determine needed pivots going into the next enrollment campaign.	Marketing and enrollment/recruitment	2024-25 academic year
		Create and fill two marketing roles that maximize the marketing department's impact on the College's enrollment.	Jamie and Dr. Hayward	Late Fall 2024
		Determine where alumni and donor relations (beyond Day of Giving) reside.	Dr. Hayward	Fall 2024

**Tab**

**2**

# Pierpont Community & Technical College Marketing Operational Plan

*Revised 2-7-25*

	Goal	Strategic Plan Alignment	Action Items	Responsible Party	Target Completion Date
Collaborative Relationships	Enhance the marketing department's relationships with the enrollment/recruitment team, deans, and program heads.	People	Meet and collaborate with the enrollment/recruitment team every two weeks. Use data to inform decisions and create enrollment campaigns for Summer and Fall 2025 (see below).	Marketing and enrollment/recruitment	Set up regular meetings to begin in March 2025
			Audit the student recruitment pipeline from recruitment to enrollment, including a communication/creative review that aligns messaging across the institution.	Marketing and enrollment/recruitment	Complete in Summer 2025
			Meet and collaborate monthly with the larger enrollment team.	Marketing and enrollment/recruitment	Begin meetings in late March 2025
			Meet and collaborate once a semester with the deans and program heads. Discuss program-specific marketing based on program priority/rank (see below).	Marketing, deans, and program coordinators	Set Spring 2025 meetings in March
			Educate the campus community on use of the marketing request form for transactional requests/approvals with realistic expectations, not where marketing problems are solved, or strategizing takes place.	Marketing	Update the process by March 2025
			Create metrics that align marketing and enrollment/recruitment toward the same measurable targets and support the 2024 – 2026 Strategic Alignment Plan.	Marketing, enrollment/recruitment, and IE	Finalize in March 2025
Targeted Marketing	Move away from broad brand campaigns toward focused digital efforts to target messages to prospective students.	Programs	In collaboration with deans, rank each program priority #1, priority #2, and priority #3.	Marketing and deans	Spring 2025 on priority/ranking
			Develop a highly targeted Summer and Fall 2025 campaign that aligns marketing efforts with in-demand programs with the capacity for growth (priority #1). Align timing with prospective student decision-making/enrollment cycle.	Marketing in partnership with enrollment/recruitment, academic affairs, and student services	Develop in February and finalize in March 2025
			Target traditional and adult learners to attend recruitment and retention events, tours, etc.	Marketing in partnership with enrollment/recruitment	Ongoing
			Support faculty and staff at their community student recruitment events by providing College-branded: <ul style="list-style-type: none"> <li>print materials, such as brochures, and</li> </ul>	Marketing	Review needs and plan new orders in March

Delegate & Empower		<ul style="list-style-type: none"> <li>• displays (pop-up banners, tablecloths, etc.), and</li> <li>• merchandise (pens, lanyards, water bottles, etc.), and</li> </ul> fillable templates for program faculty and staff to create print-on-demand program-specific flyers/handouts.		2025 ( <i>pending branding</i> )	
		Support faculty and staff with their community/stakeholder outreach by providing College-branded one-sheeter about Pierpont's impact (for legislators, counselors, community leaders, etc.)	Marketing and IE	Review files, send updates in March 2025	
	Empower deans and program heads to take a more active role in marketing their programs in the community.	Partners	Create and distribute photography guidelines to help increase campus partners' participation in capturing campus moments to send to the marketing department for social media, promotional materials, and more.	Marketing	TBD
			Support faculty and staff in coordinating with enrollment/recruitment advisors to foster relationships with community stakeholders and create opportunities for outreach events.	Enrollment/recruitment, deans, program coordinators, and marketing	Ongoing
Direct all official communications for the institution, including crisis communications. Manage the institution's public image/reputation and the dissemination of information through strategic public relations efforts (press releases, media relations, social media, etc.)			Marketing	Ongoing	
Collaborate with student services to streamline student communications to a once-a-week communication via e-news.			Marketing and Student Services	Review and set a cadence in March 2025	
Communications	Streamline communications to improve awareness of important happening and engagement across the College.	People	Streamline faculty and staff communications to a once-a-week communication via e-news.	Marketing	Ongoing, review cadence in March 2025
			Create guidelines for committees to appoint a communication liaison to ensure efficient communication between the marketing department and various College committees without the need for a marketing representative to attend all committee meetings.	Marketing and committee chairs	Review in March 2025
			Evaluate the current budget spend on traditional advertising (billboards, newspapers, television, etc.); reallocate, as appropriate, to targeted digital advertising.	Marketing	February 2025
			Explore outsourcing time-intensive marketing tasks that may be economically performed by a vendor, such as website updates/maintenance, business cards, graphic design, writing, digital media placement, etc.	Marketing	Ongoing, dependent on Assistant

<b>Resource Allocation</b>				Director's skill set	
	Optimize the allocation of time and budget resources to achieve maximum efficiency and impact.	Performance	Streamline meeting attendance to (1) enrollment/recruitment + marketing meetings, (2) school/program meetings (cadence for attendance needs to be determined), (3) president's council, and (4) board of governors. A communications liaison should be appointed for all other meetings with marketing implications (see above).	Marketing	Spring 2025
			Track and report performance metrics jointly determined by enrollment/recruitment and marketing (see above). Cadence should align with enrollment campaigns to determine needed pivots going into the next enrollment campaign.	Marketing and enrollment/recruitment	2024-25 academic year
			Create and fill two marketing roles that maximize the marketing department's impact on the College's enrollment.	Marketing	Second Position Spring 2025
			Determine where alumni and donor relations (beyond Day of Giving) reside.	TBD	TBD

# MARKETING'S PLAN AND VISION

## *Operational Plan Updates*

### MARKETING DEPARTMENT PLAN

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The Marketing Department will operate with a director, the Growth Marketing leader, and will add an assistant marketing director to the team. The assistant director will focus on digital ad management, content creation, and social media management. The director will focus on developing strategic marketing plans based on enrollment data, collaborating with departments across the College, and manage the College's communications and public relations.

### IMMEDIATE GOALS

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- Reviewing and revising the Marketing Operational Plan.
- Creating a strategic, campaign-based marketing plan based on enrollment and recruitment goals for the remainder of the fiscal year.
- Finalizing the drafted metrics to support the 2024-2026 Strategic Alignment Plan. Work with enrollment/recruitment on establishing a metric reporting structure.
- Hiring the second marketing role, assistant director of marketing.
- Setting up meetings:
  - Enrollment/Recruitment Team meeting to discuss campaigns and metrics.
  - Meet with deans to rank program promotional priorities and marketing needs.
- Reviewing and auditing the student recruitment pipeline from recruitment to enrollment, including a communications/creative review that aligns messaging across the institution.
- Review the marketing request form and adjust and update the process.
- Review current College-branded marketing materials and flyers and assess needs.
- Direct and plan official communications from the institution and distribute strategic public relations efforts for brand-building media releases.

# MARKETING'S PLAN AND VISION

## Operational Plan Updates

- Updating various printed materials.
  - Various business cards
  - Mission/Vision posters
  - Painted President portrait
- Examine the website for immediate update requirements.

## FUTURE GOALS

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- Create the annual marketing plan for the 2025-26 FY focused on increasing enrollment.
  - Planning an omni-channel strategy to reach students in Pierpont's target county radius.
  - Analyzing market trends and student demographics to refine target audiences within the marketing campaign and identify new areas of opportunity.
  - Create a College-based marketing plan, with smaller plans focused on each School and its enrollment needs.
- Educate the campus community on using the updated marketing request form.
- Revising the Social Media Guide and setting up an educational session with those managing social media accounts.
- Order and update College-branded print materials, displays, merchandise and program-specific flyers.
- Review and update e-news and student newsletters, setting the cadence to plan a consistent schedule. Align e-news with an internal communications plan.
- Create a Student Journey Map that covers everything from brand awareness to alumni, captures the main touchpoints, and looks for areas of opportunity.
- Assisting with a Day of Giving campaign (TBD).
- Assess outsourcing time-sensitive marketing tasks that a vendor may perform.
- Work with the second marketing role to create a shared content calendar and execution plan for omnichannel marketing campaigns.
- Plan website updates and features based on the marketing campaign.

**Tab**

**3**



# Pierpont Community & Technical College

## Job Description

**INCUMBENT:**

**DATE: February 10, 2025**

**JOB TITLE: Assistant Director, Marketing**

**AGENCY:** Pierpont Community and Technical College

**WORK LOCATION:** Pierpont Advanced Technology Center, 500 Galliher Drive  
Fairmont, West Virginia 26554

**REPORTS TO: President**

**FLSA Status:**  Nonexempt  Exempt

**Employee Category:**  Classified  Nonclassified  Faculty

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### ***GENERAL JOB SUMMARY:***

The Assistant Director of Marketing will support the execution of marketing strategies and enrollment campaigns to increase student enrollment and retention. This role will involve content creation, print and digital design, social media management, student event promotion, and assisting with implementing enrollment campaigns.

### ***ESSENTIAL DUTIES AND RESPONSIBILITIES:***

- Develop and manage targeted digital marketing campaigns across various channels, including search engine advertising (SEM), display advertising, social media advertising, video advertising, email marketing, retargeting, streaming audio, geotargeting/geofencing, connected TV/over-the-top (OTT) advertising, and/or gamified ads.
- Design postcards, brochures, posters, digital signage, and other print and digital needs. Assist with photography and video production for various needs on campus.
- Oversee general website maintenance and assist in creating content for the college website, ensuring consistency in messaging and branding. Analyze website metrics for optimal performance.
- Promote student recruitment events, such as open houses and information sessions, through targeted digital marketing campaigns, printed marketing materials, and content creation for email campaigns.
- Manage social media accounts (Facebook, Instagram, Threads, LinkedIn, and YouTube) by developing and curating engaging content, engaging with followers, and analyzing social media metrics and trends.
- Support and manage the College's Day of Giving campaign through targeted digital marketing campaigns, printed marketing materials, content creation for email campaigns, and website and platform updates reflecting the campaign.
- Support College faculty and staff at their community student recruitment and community partner outreach events by providing College-branded print materials, displays, handouts and various other media.
- Create and distribute a weekly internal newsletter to inform faculty and staff of important updates, upcoming events, departmental news, and institutional achievements.
- Create and distribute a weekly student newsletter to inform students of campus events, deadlines, academic updates, student activities, and other relevant information, enhancing their engagement and academic success.
- Serve as an active member of (1) enrollment/recruitment + marketing meetings and (2) school/program meetings and other teams or committees as assigned. Maintain regular contact with communication liaisons from other College committees.

- Work closely with the Growth Marketing Leader to ensure all marketing efforts align with enrollment goals and the annual marketing plan.
- Monitor industry trends and competitor marketing strategies to identify opportunities for improvement.
- Adjust campaigns based on the performance metrics.
- Essential Job Duties are intended to be examples of duties and are not intended to be all inclusive. There may be other duties as assigned.

***MINIMUM QUALIFICATIONS:***

- Strong writing and content creation skills.
- Proficiency in digital marketing, including SEO, SEM, social media, and content marketing.
- Proficiency in social media management and digital marketing tools.
- Ability to work collaboratively in a team environment.
- Excellent organizational skills and attention to detail.
- Creative mindset with a passion for storytelling and brand development.
- Proficiency in graphic design and content creation software.

***EDUCATION AND EXPERIENCE:***

- Bachelor's degree in marketing, communications, graphic design, or a related field, and 1-3 years of experience in marketing and communications. An equivalent combination of education and experience may be acceptable.

***PHYSICAL REQUIREMENTS:***

- Conditions are those of a typical office environment, requiring frequent oral communication with students and colleagues, the ability to enter data and written communications in electronic format in a timely manner, and sufficient mobility to be present and address students, their parents, and fellow professionals at appropriate college and regional functions.
- Moderate physical activity. Requires handling of average-weight objects up to 15 pounds; standing, sitting and/or walking for brief to long periods.
- Will require occasional travel to perform duties or educational purposes.

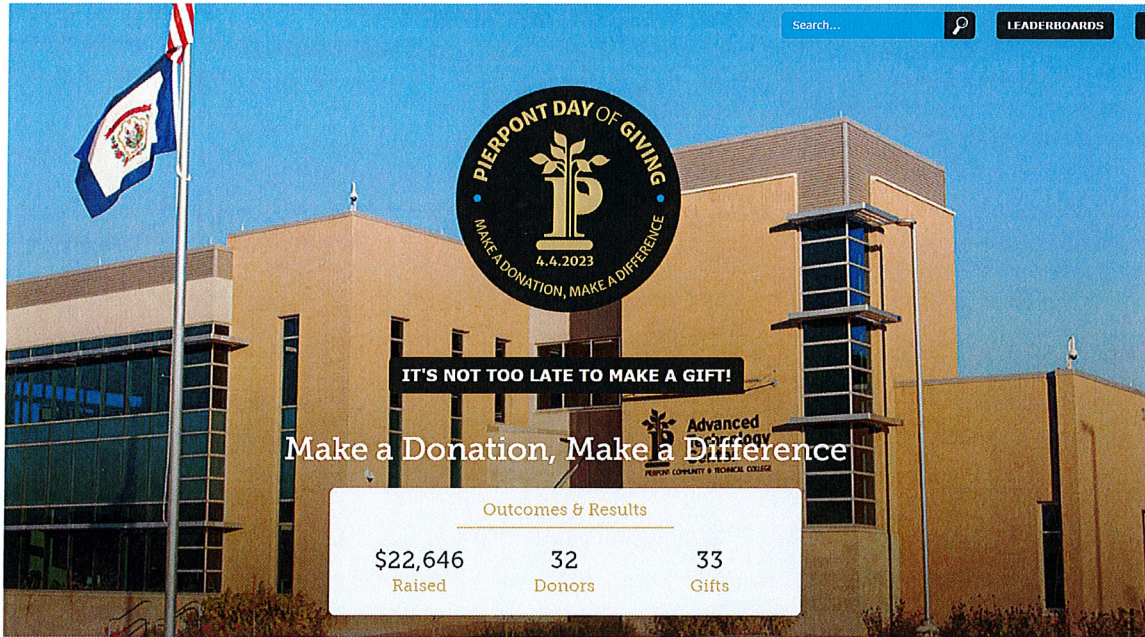
***DISCLAIMER:***

*This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor. Most requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.*

**Tab**

**4**

# Pierpont's Day of Giving



1. Scholarships	\$13,250.00	7
2. Pride Fund	\$4,000.00	5
3. President's Fund	\$1,720.00	4
4. Student Hardship	\$1,125.00	8
5. Other	\$50.00	1

Groups of Pierpont	Donor Breakdown
Board of Governors (lay members)	33%
Foundation Board of Directors	40%
Employees	18 employees participated in Day of Giving, either through a one-time gift or starting/increasing payroll deductions. This includes Dr. Nelson
Individuals – exterior to college	4
<b>Employee Payroll Deductions</b>	
<ul style="list-style-type: none"> <li>• 5 new participating employees for payroll deductions</li> <li>• 10 Total employees participating in payroll deductions</li> </ul>	
<b>Misc. Stats</b>	
<ul style="list-style-type: none"> <li>• 17 new donors</li> <li>• 4 donors representing business &amp; Industry (2 new)</li> <li>• 100% of fees were covered for online donations</li> </ul>	

PIERPONT COMMUNITY AND TECHNICAL COLLEGE  
**DAY OF GIVING**  
*by the numbers*

**\$52,010**

RAISED

+129% FROM 2023

**163**

DONORS

+409% FROM 2023

**182**

GIFTS

+451% FROM 2023

**92**

DONATIONS W/  
NEW DONOR

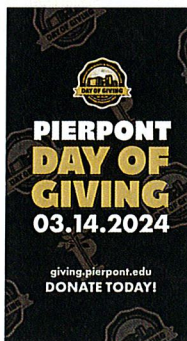
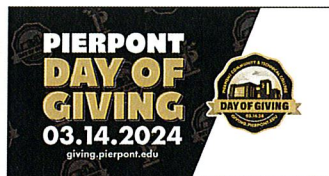
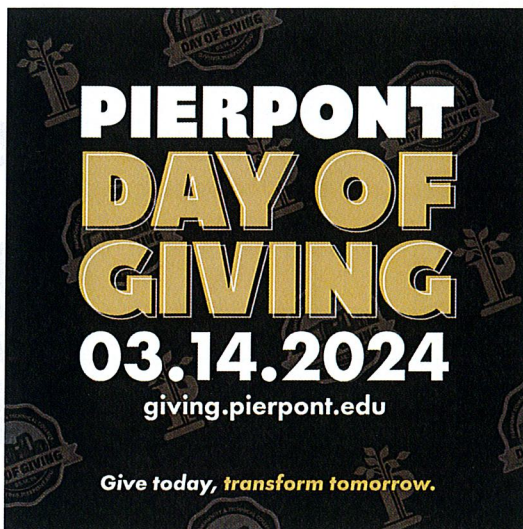
+607% FROM 2023

**\$86.35**

AVERAGE ONLINE DONATION

**\$691.25**

AVERAGE OFFLINE DONATION



SOCIAL MEDIA MARKETING  
March 7 - 15

**30,396**

REACH

**108,606**

IMPRESSIONS

**686**

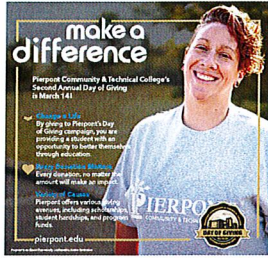
LINK CLICKS (CLICKTHROUGH)  
GIVING.PIERPONT.EDU

**\$0.51**

COST PER RESULT (CPR)

ORGANIC CAMPAIGN (TOTAL): **8,529** **9,271**  
REACH IMPRESSIONS

# TRADITIONAL MARKETING



- Billboards
- Digital (WVNews)
- Newspaper
- First at Four with Natalie Tennant
- Press Releases

# PEER-TO-PEER FUNDRAISING

**18**

P2P FUNDRAISERS

**16**

DONORS

**\$895**

RAISED FROM P2P FUNDRAISERS

# FUNDS

## ACADEMICS

**\$35,195** FROM **112**

RAISED

DONORS

## STUDENT HARDSHIP, ALUMNI, AND OTHER

**\$10,760** FROM **50**

RAISED

DONORS

## SCHOLARSHIPS

**\$6,055** FROM **8**

RAISED

DONORS