



# News Release

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## **NMCC launches new marketing campaign reflective of student diversity, aspirations and success**

**Aroostook County** - “You can get there from here”, a message that more than four decades of Northern Maine Community College students have themselves realized and come to appreciate, is the new catchphrase the College has adopted to both attract a new generation of students and define the unique role the institution plays in the region moving forward.

The new six-word slogan, which will adorn campus printed materials and be prominently featured in advertising, is the result of an extensive planning process which has involved the input of a wide cross-section of the NMCC community, including students, faculty, staff, administrators and community representatives.

“Inspiration for the phrase truly came from the students, businesses and communities we serve,” said Jason Parent, director of development and college relations. “The slogan captures both universally and personally, what individuals and organizations look to the college for. Although the destination of where these various constituencies are headed and eventually end up varies from person to person, the common denominator is that our role is to help get students ‘there’. Whether ‘there’ is earning a degree, diploma or certificate used to seek future employment or a better career opportunity, or ‘there’ is a four-year college where an NMCC student transfers credit, the students, faculty and staff ‘here’ at NMCC help you to get ‘there’.”

Along with the slogan comes a new look, which incorporates vibrant photos taken in the various academic and program areas on the campus, accompanied by text reflective of interviews conducted with students, faculty and staff over the past few months.

The material was developed following a campus-wide dialogue which engaged the various constituents beginning in early March with several meetings, and followed by focus groups and an on-line survey distributed to all students and employees, as well as externally to members of the NMCC General Advisory Council and Foundation Board.

“Everyone on campus and many of our community friends had the opportunity to be involved in this process,” said President Timothy Crowley. “As a result, we have a new marketing campaign that is truly reflective of who and what we are as an institution and community of higher learning. As we encourage students from Aroostook County and beyond to continue their education with us, and further our development efforts with individuals, businesses and organizations throughout Northern Maine, we do so with an image that is consistent with the greatest assets of our College.”

Work leading to the development of a new NMCC brand was led by a newly formed campus marketing committee, which includes representation from each of the College's four academic departments, student and administrative areas, and the continuing education division. Coordinating the group's work was the NMCC development and college relations office team of Jason Parent and Karen Gonya.

The process began by identifying five marketing firms in the region and inviting them to submit written proposals, which included possible themes for a new NMCC campaign, to be reviewed by the committee.

Following review of the three written proposals received by the college, the marketing committee identified one, Heidesign, a Fort Kent-based business owned and operated by Heidi Carter, to visit the campus and present creative concepts before the group.

"The committee was thoroughly impressed with the themes developed by Heidesign and the amount of research conducted by the firm for the proposal. We collectively recommended proceeding with the company to assist with developing a new brand for the college that would be used across all medias, including print, broadcast and our on-line presence," said Parent.

With a complete family of new publications nearly complete, work on the new marketing campaign now shifts to NMCC's web presence and developing an advertising campaign featuring the new slogan and images. Subcontractors working through Heidesign will work closely with Gonya in the development office and NMCC's information technology staff to complete the projects.

"Our slogan, 'You can get there from here.' came about from my findings of how diverse the NMCC student body is," said Carter. "The College has students straight out of high school, mothers who are now able to think of a career, and individuals who are looking for a change. All of the students I met seemed to be going somewhere in life, and it amazes me how many different options NMCC provides--from a great education, with many of the programs providing certifications and opportunities for licenses; to utilizing the possibilities of the community's non-profit needs for hands-on education; to continuing education; and the doors opened through programs like Advantage U where the students can go on to attain their baccalaureate degrees at other Maine schools. What also impresses me is that not only are the faculty and staff utilized in the success of the student body, but also that the working community does through the input they have on College advisory boards. That being said, what first impressed me the most about the College was that no matter where a student was going in life, many doors are opened for them at NMCC and they all certainly have the opportunity 'to get there from here'."

Prior to founding Heidesign, Carter served as art director and senior graphic designer for Anthem Blue Cross and Blue Shield of Maine. Since establishing her firm in 1994, she has worked for an extensive list of clients including the Maine Winter Sports Center, Libra Foundation, Northern Maine Medical Center, Mercy Hospital, Paul Smith's College and the University of Maine at Fort Kent.

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