

**Sauk Valley Community College
August 28, 2023**

Agenda Item 4.1.2

Topic: Evolution of SVCC's Marketing

College Health Metric: Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.

Presented By: Drs. David Hellmich and Lori Cortez

Presentation:

Since 2015, the College has evolved its marketing from time-honored approaches that served the institution well for decades to approaches that kept the best of the past while adding creative and cost-effective approaches expected by students (current and future) and external partners. An overview of SVCC's marketing evolution and its current capacities will be provided.