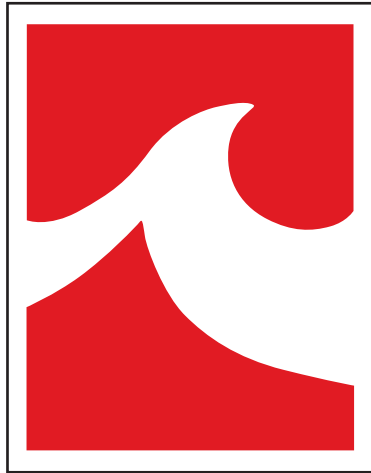


Hanson Technology Program Fall 2017 Recruitment

August 2016 - August 2017



**LAKE
MICHIGAN
COLLEGE®**

Earned Media Publicity		<ul style="list-style-type: none">• 1.3 m. reached• \$23,138 value• 48 stories
Hanson Technology Center Visits		<ul style="list-style-type: none">• 4,976 total• 1,004 high school• 1,185 Fab Lab
Digital Marketing Campaign		<ul style="list-style-type: none">• 2.1 million ads• 14,399 page visits• 650% traffic increase• 191 video views
Sponsorships, Promo Products & Publications		<ul style="list-style-type: none">• 301,376 people reached• 3,000 publications
Total Outreach		<ul style="list-style-type: none">• Appx. 3.5 million

▶ Earned Media Publicity

48
Stories

1.3 million
Audience Reach

\$23,138
Estimated Ad.
Value

266
Social Shares



News Date	News Headline	Outlet Name	Outlet Type	News Ad Value	Circulation (print) Audience (online) Followers (social)
7/25/2017	An education and workforce development success story	Herald-Palladium	Newspaper	\$2,154.20	11,659
5/17/2017	High-flying Maker Faire planned	Herald-Palladium	Newspaper	\$1,320.95	11,659
5/7/2017	Gearing up at Hanson	Herald-Palladium	Newspaper	\$1,139.43	11,659
5/7/2017	Gearing up at Hanson	Herald-Palladium	Online	\$24.88	54,081
4/3/2017	Factory direct by you	Herald-Palladium	Newspaper	\$1,946.43	11,659
3/31/2017	LMC Holding Open House For New Maker Lab This Weekend	EIN News	Online	\$1.62	7,044
3/31/2017	LMC to Host Fab Lab Grand Opening, Workshops	Michigan Ag Connection	Online	\$0.34	1,486
3/30/2017	It's simply fabulous at new LMC offering	Herald-Palladium	Newspaper	\$1,513.40	11,659
3/30/2017	It's simply fabulous at new LMC offering	Herald-Palladium	Online	\$24.39	53,029
3/30/2017	LMC Holding Open House For New Maker Lab This Weekend	WSJM-AM - Online	Online	\$3.69	8,022
3/30/2017	LMC opening up new Fab Lab to the public	WBND-TV - Online	Online	\$11.99	52,113
3/27/2017	Foreign robots dominate United States factory floors	msn.com	Online		461,000



▶ Earned Publicity (cont.)

News Date	News Headline	Outlet Name	Outlet Type	News Ad Value	Circulation (print) Audience (online) Followers (social)
3/24/2017	Economic Outlook: The Hanson Technology Center	WNIT	Online		3,330
3/15/2017	Hanson Technology Center's Fab Lab opens at LMC	Moody on the Market	Online	\$21.17	3,950
3/15/2017	In our opinion: Technology center 2.0	Herald-Palladium Online, The	Online	\$24.39	53,029
2/10/2017	Allegan Tech Center students visiting the Hansen Technology Center at Lake Michigan College.	AlleganTechCntr (Allegan Tech Center)	Twitter		83
12/17/2016	A promise to a new career	Herald-Palladium, The	Newspaper	\$1,603.07	11,659
12/16/2016	Students Visit Career & Tech Education Expo	Moody on the Market	Online	\$21.17	3,950
12/11/2016	\$180,000 Grant Means Training For SWM Manufacturing Workers	WSJM-AM - Online	Online	\$3.69	8,022
12/8/2016	Kinexus Gets \$180,000 To Train Manufacturing Workers	WSJM-AM - Online	Online	\$3.69	8,022
11/6/2016	LMC to host apprenticeship event	Herald-Palladium, The	Newspaper	\$750.14	11,659
11/2/2016	Education Counts: Andrea Oleniczak and the Fab Lab	WNIT	Online		3,300
11/2/2016	Education Counts: Chris Petty	WNIT	Online		
11/2/2016	Education Counts: Hanson Technology Center	WNIT	Online		3,330
11/2/2016	Education Counts: Ken Flowers, PhD	WNIT	Online		3,330
10/31/2016	LMC celebrating apprenticeships	Leader Pubs	Online		4,010
10/30/2016	LMC celebrating apprenticeships	Leader Pubs	Newspaper		1,970
10/28/2016	Lake Michigan College Archives - Advanced Manufacturing	Manufacturing Engineering	Online	\$3.87	16,815
10/19/2016	Letters	Herald-Palladium	Newspaper	\$2,869.34	11,659
10/1/2016	LMC hosts Hanson Technology Center opening	National Tooling & Machining Association	Trade publication		1,700
9/29/2016	In brief	Herald-Palladium	Newspaper	\$1,303.45	11,659
9/19/2016	Kinexus to spotlight local manufacturing industries	Courier-Leader - Online	Online	\$3.47	15,083
9/16/2016	Hanson Technology Center opens at Lake Michigan College	Southwest Michigan's Second Wave	Online	\$25.25	109,803
9/1/2016	Kinexus Sets Dual Manufacturing Day Sites	Moody on the Market	Online	\$21.17	3,950
8/28/2016	In our opinion: Technology center 2.0	Herald-Palladium	Newspaper	\$944.78	11,659
8/28/2016	LMC Celebrates Completion Of Hanson Technology Center	WSJM-AM - Online	Online	\$3.69	8,022



▶ Earned Publicity (cont.)

News Date	News Headline	Outlet Name	Outlet Type	News Ad Value	Circulation (print) Audience (online) Followers (social)
8/25/2016	Officials cut ribbon on LMC tech center	Herald-Palladium	Newspaper	\$907.61	11,659
8/24/2016	LMC Celebrates Opening Of Hanson Technology Center	WSJM-AM - Online	Online	\$3.69	8,022
8/24/2016	We attended the ribbon cutting ceremony yesterday at Lake Michigan College. The Hanson Technology Center is open... https://t.co/d5xXoNpdhp	Driesengalnc (Driesenga & Assoc.)	Twitter	\$0.00	69
8/23/2016	ABC57 News at 5:30A	ABC57 News	Television program	\$6.00	N/A
8/23/2016	ABC57 News at 6:30A	ABC57 News	Television program	\$44.00	N/A
8/23/2016	Congratulations to Lake Michigan College on the grand opening of the Hanson Technology Center. It will be a cornerstone for training local students for successful careers in machine tooling, welding, & mechatronics. It was made possible thanks to the gene	John Proos	Facebook	\$0.00	5892
8/23/2016	Hanson Tech Center, an absolute difference maker	Moody on the Market	Online	\$21.17	3,950
8/23/2016	It was great to get a tour of the new Hanson Technology Center at Lake Michigan College. It's an amazing #CTE facility that will prepare students for well paying careers in manufacturing. It will also promote economic development...	John Proos	Facebook	\$0.00	5,892
8/23/2016	Lake Michigan College opens new technology center	ABC 57	Facebook	\$0.00	42,029
8/23/2016	Lake Michigan College opens new technology center	David Yardley for Michigan	Facebook	\$0.00	1224
8/23/2016	LMC opens new technology center	WBND-TV - Online	Online	\$30.25	131,529
8/23/2016	LMC opens new technology center: Lake Michigan College students will go back to school next Tuesday. When the...	ABC57News	Twitter	\$0.00	9,333
8/23/2016	LMC opens new technology center: Lake Michigan College students will go back to school next Tuesday. When the...	MelHudsonABC57 (Melissa Hudson ABC57)	Twitter	\$0.00	624
8/20/2016	Manufacturing the future	Herald-Palladium	Newspaper	\$1,893.94	11,659
8/17/2016	Community briefs	South Bend Tribune	Newspaper	\$3,946.83	46,400
8/17/2016	Community briefs	South Bend Tribune (IN)	Online	\$0.00	N/A
8/17/2016	LMC To Celebrate New Hanson Technology Center	WSJM-AM - Online	Online	\$3.69	8,022
8/6/2016	Agency Provides Skilled Trades Scholarships	Moody on the Market	Online	\$21.17	3,950
8/6/2016	Employment agency launches LMC scholarship	Herald-Palladium	Newspaper	\$516.13	11,659



Digital Marketing Campaign -Web Traffic

All Technology-Related Pages

August 2016 to August 2017

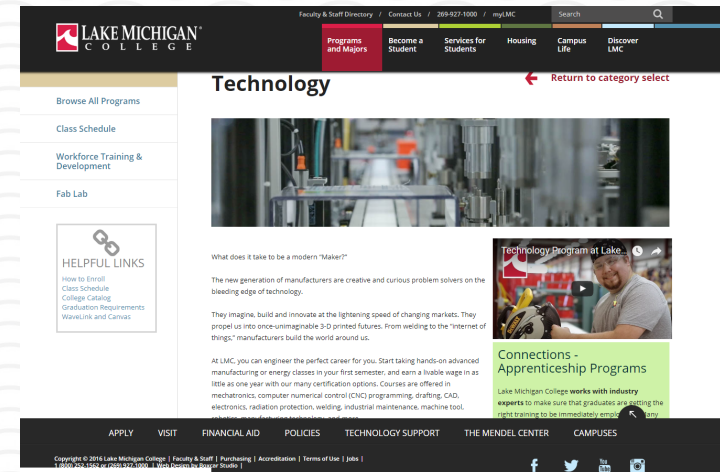
650%
INCREASE IN TRAFFIC
OVER 2015/16

14,399
TOTAL TECH-RELATED
PAGE VISITS

665
TECH-RELATED
SEARCHES

Key Pages

	Organic Page Visits	Paid Page Visits	Total Page Visits
Technology Category page (/home/programs-majors/browse-all-programs/technology)	921	5,923	6,844
Fab Lab pages	2,445	0	2,445
Workforce Training pages	1,637	0	1,637
Campaign for Tomorrow page (/home/discover-lmc/alumni-donors/campaign-for-tomorrow/our-priorities/hanson-technology-center)	877	0	877
Individual Program pages	589	125	714
News stories	660	0	660



▶ Digital Marketing Campaign -Paid Digital

December 2016 to July 2017
Destination URL: lakemichigancollege.edu/technology

2,114,694
TOTAL IMPRESSIONS

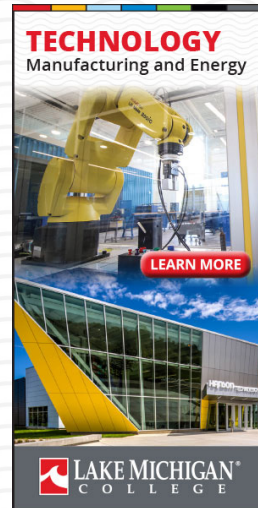
5,327
TOTAL CLICKS

Adwords Display ads

Objective: Awareness

2.1 MILLION
IMPRESSIONS

Clicks: 4,856
Click-through Rate: 0.23%
Cost per Click: \$0.65
Total Cost: \$3,159.99



Google Search ads

Objective: Engagement

471
CLICKS

Impressions: 40,316
Click-through Rate: 1.17%
Cost per Click: \$5.38
Total Cost: \$2,535.31

Scholarships Available
Manufacturing Programs at LMC
www.lakemichigancollege.edu
Hands-on training at the new Hanson Technology Center at Lake Michigan College

CNC training programs
Earn a certificate or degree
www.lakemichigancollege.edu
Begin your machining career at Lake Michigan College

Begin a manufacturing career
Earn a certificate or degree
www.lakemichigancollege.edu
Hands-on training at the new Hanson Technology Center at Lake Michigan College

{Keyword: Training Programs}
Earn a certificate or degree
www.lakemichigancollege.edu
Hands-on training at the new Hanson Technology Center at Lake Michigan College



Digital Campaign - Social Media

Promoted Posts and Ads - Samples from Facebook



Ad Name	Results	Reach	Cost per Result	Amount Spent	Impressions
Event: Hanson Technology Center Open House	86 Event Respo...	5,368	\$1.16 Per Event Response	\$100.00	15,770
Event: Welding at Hanson Technology Center Jan...	48 Link Clicks	4,153	\$0.52 Per Link Click	\$25.00	12,248
Event: Welding at Hanson Technology Center July...	48 Link Clicks	3,752	\$1.06 Per Link Click	\$51.00	13,732
▶ Results from 3 Ads	—	10,661 People	—	\$176.00 Total Spent	41,750 Total

Ad Name	Results	Reach	Cost per Result	Amount Spent	Impressions
Event: LMC Fab Lab Grand Opening	107 Link Clicks	5,866	\$0.93 Per Link Click	\$100.00	9,155
Post: "Get inspired! The May Fab Lab at Lake Mic..."	81 Post Engage...	2,475	\$0.37 Per Post Engagement	\$30.00	4,273
Post: "The July Fab Lab at Lake Michigan College..."	— Link Click	—	— Per Link Click	\$0.00	—
▶ Results from 3 Ads	—	8,069 People	—	\$130.00 Total Spent	13,428 Total

Unpromoted Posts - Samples from Facebook

(May to July, 2017)

	Type	People Reached	Reactions	Clicks	Video Views
Fab Lab Illustrator event	Event share	433	3	6	
Fab Lab July workshops	Post	517	1	8	
HP Fab Lab article	Post share	493	4	9	
Fab Lab Boot Camp	Event share	542	3	8	
WSJM Fab Lab podcast	Post share	553	5	15	
Maker Faire video	Video share	832	14	20	238
Maker Faire video	Video	3,578	93	196	1,321
Maker Faire post	Post share	539	7	7	
Maker Faire video	Video share	985	2	29	280
Maker Faire event	Event share	896	16	27	
Machine shop instructor article	Post share	1225	19	39	
Fab Lab open lab event	Event share	675	10	11	



► Digital Campaign -*Technology Program Video*

August 2016 to August 2017

Objective: Move from consideration to intent

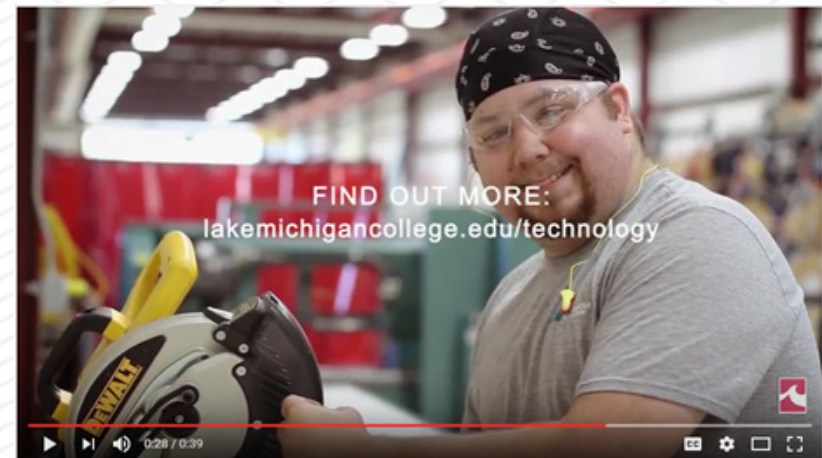
<https://www.youtube.com/watch?v=ppcSduSWEF8>

191
VIEWS

30 sec
AVERAGE VIEW TIME

Video duration: 40 seconds
People watched to the end!

Traffic Source Type	Views
External (watched in lakemichigancollege.edu/technology page)	113
Channel pages (found on LMC YouTube page)	27
Other YouTube features	8
YouTube search	11
Direct or unknown	9
Playlist page	12
Playlists	4
Suggested videos	4
Notifications	1
Browse features	1



Publications, Sponsorships & Promotional Products

Technology Brochure

First print September 2016, quantity 800
 Reprint June 2017, quantity 1,000
 \$3,194

HTC Memory Book

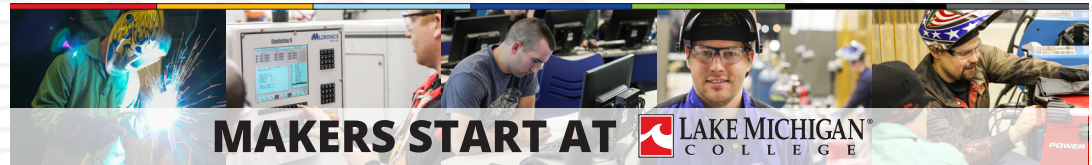
May 2017, quantity 75
 \$1,237

Miscellaneous

Banners \$508
 Maker Faire Sponsor (attendance 2,000) \$1,000
 Puzzle robots (attendance 400) \$1,194
 Fab Lab staff tees \$234
 Robotics Roundtable Sponsor (radio) \$1,600

201,376
 EST. PEOPLE REACHED

\$14,972
 TOTAL SPEND



Print Advertising

	Outlet	Date	Cost	Distribution
Technology Ad	South Bend Tribune	9/2016	\$1,512	46,400
St. Joseph High School Recruitment Ad	Wind Up	12/2016	\$76	983
Fab Lab opening	Herald Palladium	3/2017	\$432	11,659
Fab Lab opening	Herald-Palladium	3/2017	\$709	11,659
Fab Lab opening	South Haven Tribune	3/2017	\$997	13,500
Fab Lab opening	New Buffalo Times	3/2017	\$212	5,000
Fab Lab opening	South Bend Tribune	3/2017	\$864	46,400
Technology Employer Services	Faces of Cornerstone	5/2017	\$603	1,500
Fab Lab	Krasl Art Fair Guide	7/2017	\$600	60,000
TOTAL			\$6,005	197,101



Fab Lab

August 2016 to June 2017

Fab Lab Usage

1,146
VISITS

Type of event	Attendees
Member visits	349
Walk-in visits	117
Workshops	256
Tours	424



Fab Lab on Facebook

227
FOLLOWERS

Sample Facebook Post

Fab Lab at Lake Michigan College added 2 new photos.
Published by Chad Dee [?] · August 7 at 8:18am · 🌐

Andrea, our Fab Lab Manager, and Tom, one of our members and volunteers helps community member, Richard Rabbers, the owner of this flag. The flag needed some repairs, so Tom brought it into the Fab Lab. The flag is flown at the Bobo Brazil Community Center in Benton Harbor, Michigan in honor of Richard's father.

👍 Get More Likes, Comments and Shares
Boost this post for \$15 to reach up to 1,100 people.

1,347 people reached Boost Post

👍❤️ 34 1 Comment 2 Shares

👍 Like 🗨 Comment ➦ Share 📧 Hootlet

1,347 People Reached

61 Reactions, Comments & Shares

45 Like	26 On Post	19 On Shares
8 Love	8 On Post	0 On Shares
2 Comments	1 On Post	1 On Shares
6 Shares	3 On Post	3 On Shares

111 Post Clicks

42 Photo Views	0 Link Clicks	69 Other Clicks
--------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Events

August 2016 to June 2017

2,700
EVENT ATTENDEES

Mini Maker Faire Sponsorship

June 4, 2017

Two booths - Fab Lab and Welding

Attendance: 2,000

FIRST Robotics Recruitment Table

January 7, 2017

Attendance: 400

Fab Lab Soft Opening

January 13, 2017

Attendance: 50

Fab Lab Grand Opening

April 1, 2017

Attendance: 250

Hanson Technology Center Usage

4,976
VISITS

Type of event	Attendees
Internal events	919
External events	1,868
High school visits	1,004
Fab Lab events and walk-ins	1,185



Enrollment

**Applicants who learned about LMC Tech programs
on the website increased 5%
from August 2016 to August 2017***

***As of August 10**

