



case study

## Building Community Trust & Awareness Through Strategic Marketing



Best in Show NCMPR Paragon Winner

### The client

**Mt. Hood Community College (MHCC)** aimed to strengthen community alignment in preparation for future funding measures.

The college needed to communicate its value across politically and culturally distinct eastern and western districts—positioning itself as both an educational hub and a driver of economic and social mobility.

### The challenge

MHCC's primary challenge: fostering strong community support and alignment in anticipation of future funding measures.

The college needed to speak persuasively to distinct political and cultural groups across its eastern and western districts, ensuring that both sides of the spectrum understood MHCC's value—not only as an educational institution but as a driver of regional economic and social mobility.

The college also needed a consistent, creative framework to reach alumni, current students, and the broader public with inspiring, action-oriented messages.





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## The *solution*

To help the college communicate its value across a diverse district, GradComm developed and then implemented a strategic and segmented outreach plan. Plan highlights included:

- **Targeted Political Engagement**
  - Western District: Reached Democratic and Independent women, highlighting career advancement and poverty alleviation.
  - Eastern District: Focused on Conservative families, with messaging about healthcare, trades, and local economic impact.
- **Alumni Activation**
  - Reached 40,000 alumni through personalized emails, display, and social ads—activating them as community ambassadors.
- **Creative Strategy & Messaging**
  - Built distinct message frameworks reflecting audience values.
  - Employed storytelling to emphasize MHCC's investment in the region and its life-changing mission.
- **Media & Execution**
  - Managed a \$69,130 campaign budget.
  - Delivered fully integrated creative across email, print, video, and digital.

## Client *Wings*

- A strategic marketing plan that strengthened MHCC's presence among politically diverse audiences, positioning the college as a unifying community asset.
- Clear, targeted messaging that reinforced MHCC's long-term value—helping build the trust and recognition needed for future bond support.
- Reach to over 60,000 community members through email and mailers, amplified by digital ad campaigns tailored to political and behavioral segments.