

AGENDA ITEM 6.D.



Information Item

RE: Provide a marketing update on the intentional media campaign from March 2025 through August 31, 2025.

BACKGROUND:

In February 2025, the Community and Media Relations team redirected their marketing campaign efforts from general promotions of Laredo College to intentionally focusing on the specific programs as identified by the Provost, Dr. Marisela Tijerina.

Workforce Programs

- Construction Management
- Engineering Technology
- Logistics and Distribution
- Culinary Arts
- On-line RN to BSN

Community Education

ESL (stopped in May)
GED
Patient Care Tech
Dental Assistant

The September 2025 Goal is to increase enrollment for the Demographics Age Group: 24 - 60 year old

BUDGETARY CONSIDERATIONS: None.

CONTACT PERSONS:

Dr. Diana Y. Ortiz, Vice President of Institutional Advancement
Joana Santillana, Director of Community Relations