

Innovation of the Year Award

Title of the innovation: Marketing campaign website

Name of submitting college:

Glendale Community College

Name, title of team member:

Tressa Jumps, Director of Marketing & PR, GCC, 623-845-3809

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Executive Summary: We developed a marketing-specific site in both English & Spanish in order to “narrow” the scope of information prospective students need to make a decision about coming to GCC as well as create an effective tracking tool for creating ROI on marketing efforts.

Overview of the Innovation: The marketing-specific website we built is www.gotogcc.com. The site is built to track advertising response rates as well capture visitor information using an active form. Since its launch in November 2010,

more than 3,000 potential students have visited the site. The ONLY way potential students are able to access this web address is through advertising efforts. To date, 5.4% have filled out the form requesting more information. (Those requests are sent to GCC’s recruitment office for fulfillment).

In essence, the www.gotogcc.com website functions as:

- A recruitment tool
- A functional Spanish site for prospective Hispanic students.
- A marketing & advertising effectiveness tracking tool
- A source of condensed information for prospective students as to limit being overwhelmed.