

# CASE STUDY

## Merit Supports Community College Communications Teams at STCC and NECC



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Northern Essex  
Community College



# Northern Essex Community College

Haverhill and Lawrence, Massachusetts

## Institution

Northern Essex  
Community College

## Location

Haverhill and Lawrence, MA

## Established

1961

## Enrollment

4,000



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## Merit Supports Community College Communications Teams at STCC and NECC

Keith Paul recently transitioned from working as the Executive Director of Marketing Communications at Springfield Technical Community College (STCC) to a similar role at Northern Essex Community College (NECC). Prior to this transition, he was in charge of media relations and executing the marketing communications strategy at STCC. Additionally, he ensured they were maximizing the marketing team's time and budget. As a two-man shop at STCC, he was limited in publishing stories and sharing content simply due to limited resources.



**Keith Paul**

Executive Director of  
Marketing Communications

NECC

DR. IBRAHIM EL HEFNI ALLIED HEALTH & TECHNOLOGY CENTER

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EL HEFNI ALLIED H



While their department was operating successfully with the procedures he abided by, the opportunity to add Merit opened the possibility to get more published.

Merit was added, and this allowed him to get more done in the same or sometimes less time. Keith shared that the value for him as a manager and a budget owner is the significant time savings, saying, "Merit pays for itself right there with those two."

He went on to explain that **"for small shops that don't have budgets, it's so worth the money for the huge time it saves. It would take two weeks to just get the lists made,**

**and then you'd have to get those to the papers, etc..."**



Merit cuts out all the extra time involved in publishing these stories with the process they had in place before.

However, even with the relief of work involved, it still was difficult for him to publish more than Dean's list and graduation stories. Because his team was small, it made a ton of sense to add Merit to help him work smarter, but as he commented, "with such a small staff, it was hard to do anything more time-wise."



## A Transition to Northern Essex Community College

Keith then made the jump to NECC. When he first arrived, his primary focus was on learning the new position. With a team of eight, he wanted to learn how they did things and soon realized that their process was the same for publishing Dean's and Grad's lists as at STCC.

This prompted Keith to contact Erin Mark, Merit's Director of Sales, and request a quote. Once he had the quote, he sent it back with approval on the same day to get NECC started with Merit!

# 698 Students

Earned Dean's List Honors for the Fall 2021 semester! Congrats... we're proud of all your hard work!



### STCC students named to fall 2021 dean's list



February 3, 2022



[Springfield Technical Community College](#) celebrates the accomplishment of the 698 students who were named to the fall 2021 dean's list. The dean's list is published each semester to recognize excellence in academic performance. To be considered, degree-seeking students must earn 12 or more college level credits in the current semester, or a total of 12 or more combined college-level credits earned during the fall and spring semesters, and achieve a 3.3 or above grade point average.





## **Working Smarter**

When Keith began at NECC, he inherited a talented team but had the opportunity to add a new team member focused on social media, who he excitedly knew would open the door to getting even more stories out using Merit. With the help of Jessica Angelini, NECC's Marketing Communications Specialist, Keith was able to arm them with a tool that would make it possible for them to share stories beyond Dean's List and Graduation. As Keith puts it, "It's a means for us to extend our PR universe where we wouldn't be getting those stories out or spending time otherwise."

Alongside Melissa Bouse, NECC's Director of Public Relations, Jessica is able to generate

more impressions and engagement among students, parents, legislators, and other key stakeholders. NECC's MarCom team is partnering with their colleagues in Athletics and Student Activities to further extend the amazing stories about their students while maximizing NECC's overall use of Merit.

The addition of Merit has increased their story production within the tight resources available to their team. Keith went on to explain, "We have limited resources as a community college, so we really need to make sure we're being as efficient as possible and using every dollar wisely, and the way Merit saves our staff time and allows us to easily get out stories we otherwise wouldn't have the bandwidth to, makes it a highly valuable tool worth the budget."



HEX 95E0C2	HEX C54644	HEX 8F7F6D	HEX F8DE40
RGB 149/224/198	RGB 197/70/68	RGB 111/255/233	RGB 251/222/64
CMYK 44/0/74/0	CMYK 1/83/85/9	CMYK 40/0/19/0	CMYK 3/8/86/0
PMS 7487 C	PMS 2033 C	PMS 3245 C	PMS 114 C

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# Merit

STUDENTS - ACHIEVEMENTS - NETWORK - NEWSROOM - MENTIONS - REPORTS

787 locations | Learn more

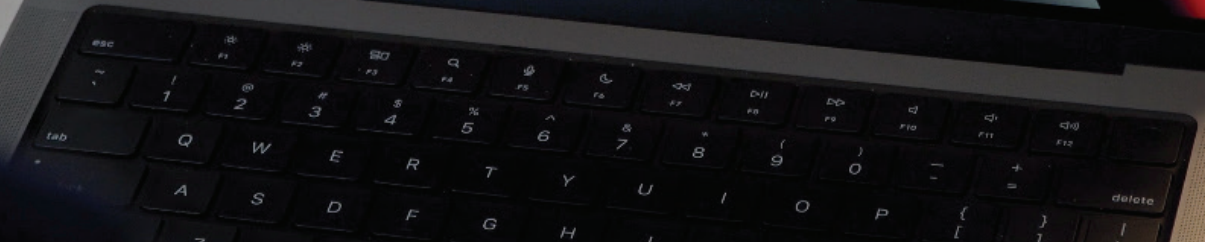
### Your Merit Network

Here are the stakeholders in the Merit Network related to your current students. The map shows you where these stakeholders are located. Click the boxes below for more info or use the map to explore your network. Learn more...

<b>4,326</b> Students 21 recognized in 1 achievements 38% open rate	<b>3</b> Parents 0 reached with 0 stories 0% open rate	<b>390</b> High Schools 0 reached with 0 stories 0 reports	<b>360</b> Media 0 reached with 0 press releases covering 0 ZIPs	<b>730</b> Govt Reps 0 reached with 0 stories 0 comments	<b>969</b> Social Media 0 fb shares 0 twitter shares 0 other shares
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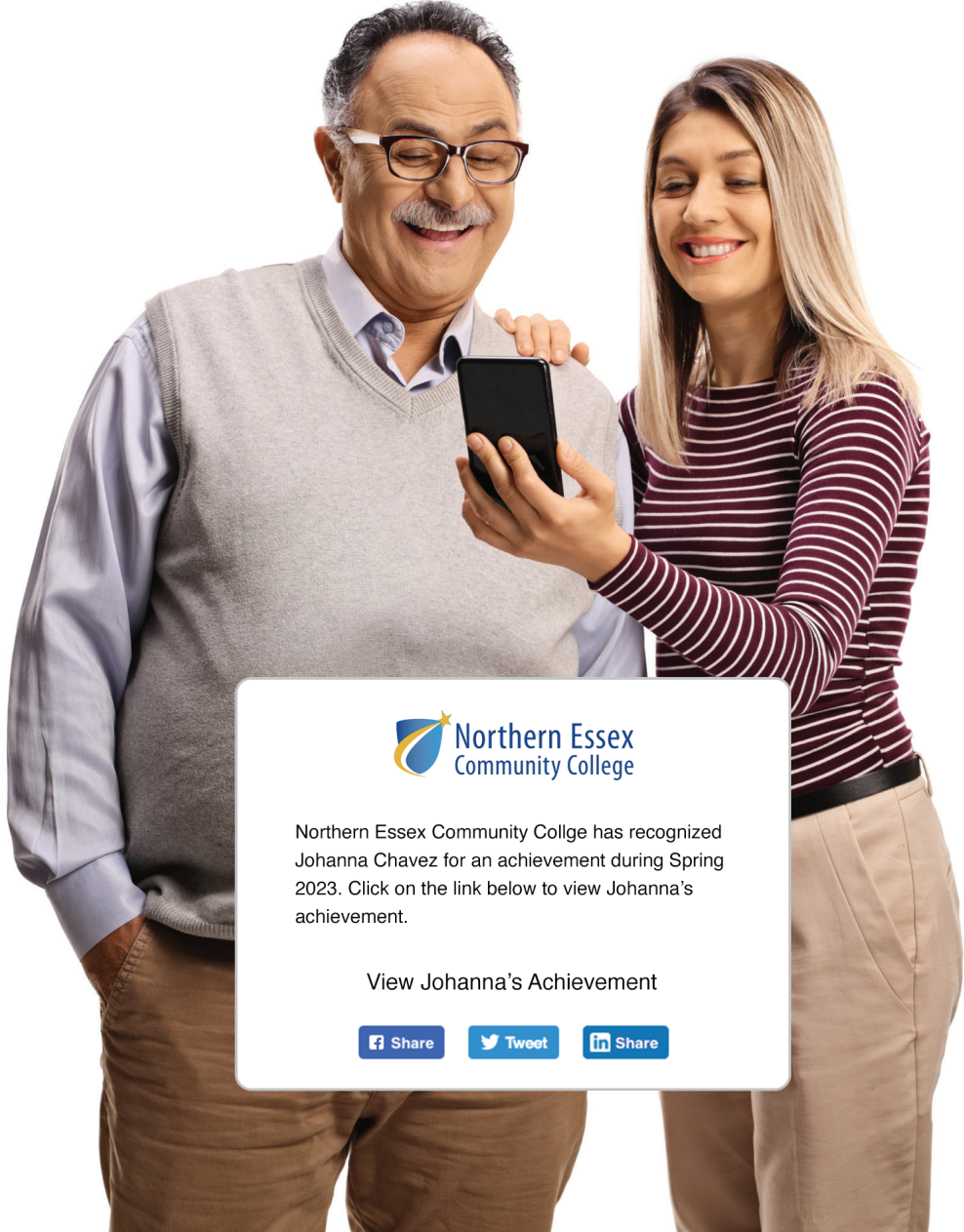
YOUR RECENT STORIES

TASKS



## Future Strategies

With the greater capacity to fully utilize the full suite of Merit features, Keith and his team are focusing on engaging parents more. He shares that a large portion of his student population comes from Dominican and Puerto Rican households where many life decisions are family-made. With such heavy family involvement in a student's academic career, Keith and his team are developing even more strategies utilizing Merit to drive more parent engagement and keep them informed of their student's success by using the stakeholder email collector.



Northern Essex Community College has recognized Johanna Chavez for an achievement during Spring 2023. Click on the link below to view Johanna's achievement.

[View Johanna's Achievement](#)

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