Marketing Priorities 6/25/15

Grad Programs

What we want to do:

AmeriCorps Outreach – start in Sept 15

* Joint Email Marketing through WA Service Corps in Fall and Winter, one of us crafts and sends: <http://www.ofm.wa.gov/servewa/about/staff.asp>

From Maggie:

  Debbie Schuffenhauer is still the executive director at Serve Washington  WCNCS Washington Commission for National and Community Service per their website at: <http://www.ofm.wa.gov/servewa/about/staff.asp>

* Set up a meeting with her to figure out the layout of AmeriCorps in WA and how best we could communicate with all of the AmeriCorps folks

She has been the one I’ve contacted each fall and she’s sent out an email to all the coordinators of the various AmeriCorps projects (around 80)  in the state with my canned email about Evergreen seeking MiT candidates with AmeriCorps experience.

I’ve also done a similar email blast request to Sue Bergman the AVID Washington State Director, and contacted the AVID state director for AZ and for British Columbia.

I’ve also contacted oregonvolunteers! At [www.oregonvolunteers.org](http://www.oregonvolunteers.org) which provides funds for state-based AmeriCorps programs.

* After AmeriCorps events – looks like different regions will have a life after americorps event. Would need to contact each one to find out dates, cost, etc. ex: <https://www.eventbrite.com/e/life-after-americorps-tickets-16666904159?aff=erelexpsim> or <https://sites.google.com/a/pdx.edu/life-after-americorps-2015/for-employers>
* AmeriCorps orientation
* AmeriCorps Alums newsletter with new AmeriCorps stories (who will write?) – available every month Sept 15 and after. $6000 for Sept-Dec, $4250 for Jan-Apr, $3750 for May-Aug; timeline. Releases third thu of every month. Takes 3 weeks before to process content. (7/2/15 notes – November would work best for the Fall 15; October would be best for Fall 16 and after; would be ideal to do 2 years in a row to be able to have some data, especially if we do other americorps stuff)
* AmeriCorps Virtual Grad Fair, 9/1/15, 9/30/15, 12/10/15, $1500 or $4000 per fair. $4000 gets you “1st tier booth placement, social media promotion, and registration/attendee info (vs. just attendee info). (if we did November newsletter, makes sense to do the 12/10 fair – ideally get the $4000 booth; for 2016, September fair would be better for us)
* AmeriCorps Landing Page with new AmeriCorps stories – SEPTEMBER 2015
  + <http://www.evergreen.edu/ads/graduate/americorps>
  + Needs to be put into new template
  + Needs new stories and fixed pictures

Seattle Times Grad Program Pullout (7/2/15 notes – we should be in this every time

* When is this? What are costs? Who will create ad?
* Aug, Jan, May
* $2000 ea for all 3 (1/4 page) or $3000 for one
* Aug - Need to reserve by July 10, content due July 13, ad material due July 23, published Aug 2

Advertising in Olympia Power & Light

Advertising in Stranger, Seattle Weekly

Grad Programs Brochure that lists all 3 programs (September 2015)

* Paper
* Electronic
* Who sends it out yearly to appropriate folks? Ask Marketing (?) to send out in mid-October

EWS Mailer

Joint Events

* Idealist Seattle – booked for Fall 15, need to book in Spring 16 for Fall 16; $595 each year
* DSHS Employee Grad Fair (Randee attends) – will happen again in April 2016 – 3 fairs, Oly, Tacoma, Lakewood. Randee will go to Oly and ask a UG EWS counselor. Randee will find out more about Lakewood/Tacoma. One of the other ADs will have to attend.

1 Minute Evergreen (November 2015)

* For each grad program
* July 2 notes – costs depend on who does the shooting. Shauna proposes that EM does the filming (cameras are better) and then Shauna could be the director/editor. We would have to pay for EM and then Shauna would do it as part of her job. Shauna said you could do a 1 minute commercial or a 3-5m more in-depth video with interviews, etc. Close to 15 hour of shooting and about 30 hours of editing. You want a lot of shooting because you need a lot to choose from. We’d have to decide if we each want our own video or a joint video. We need to get on Shauna’s priority list and figure out how this would work in her calendar.

Web presence optimization for grad programs on Evergreen site

* Are we in the right place?
* Do we need to update our landing page?
* July 2 notes: Maggie went through the website and saw a lot of inconsistency
  + Will email ADs and we’ll go through excel sheet and send to Susan – have meeting w/Susan to find out what we can delete/change

Master Marketing Comm Plan

Multi-channel campaign (test for 15/16) – work w/Marketing

* AmeriCorps?
* Based off dates?
* Based off of years we’ve been here?
* Based off alumni in certain fields?
* Featured in Magazine
* Seattle Times

Quality visuals

* Photos
* Videos

Joint veteran marketing?

Individual Events

* SMU/TESC Career Fair
* Evergreen Grad Fair
* Academic Fairs
* Info Sessions
* Individual Fairs
* Individual school visits and workplace visits

What can Marketing do to help?

* Social Media
* Can we give them stories to promote? Would we have to write them or could they write them?
* Advertise info sessions.
* Make sure grad programs are mentioned in news stories
* Advertise our application deadlines.
* Set up meeting with them this summer showing them what we have and asking them how they can help us with it