Grad Programs Joint Marketing Request July 2015

# FY16

AmeriCorps - $10,000

* Newsletter sponsorship – November 2015 ($6k)
* Virtual Grad Fair – December 2015 ($4k)

Seattle Times - $5,450

* ¼ page ad in “Advance Course” supplement for January 2015 and May 2015
* Request that Marketing manage communication, ad creation, and and ad delivery with Seattle Times
* Goal is to advertise 3x year from here on out (Aug, Jan, May)

Olympia Power & Light - $xx

* Possibly same ad as Seattle Times
* 4x/year, 2 fall, 2 spring

Seattle Idealist Fair - $595

* Paid for already for FY16
* Goal is to attend this every year

DSHS Fair – free

* Olympia for sure – Randee
* Maybe Tacoma and/or Lakewood

Marketing Video - $??

* MPA makes first one working with EM & Shauna; Deadline depends on Shauna’s and Randee’s schedules
* MiT & MES next year

Evergreen website optimization - free

* ADs will put together spreadsheet of locations where grad programs are missing
* Meet with Susan in July (?) to see if any changes can be made

Grad Programs Joint Brochure - $??

* Start working on this summer 2016 – pay for it in FY16 or FY17 depending on timeframe

EWS Mailer

* If EWS is doing a marketing piece again, we would like to be in it. We will not be in it if we have to help fund it or make major copy changes.

EWS catalog & summer catalog advertisements

* May want to update the advertisement – perhaps it can be the same as the Seattle Times?

# FY17

AmeriCorps - $10,000

* Newsletter sponsorship – October 2016 ($6k)
* Virtual Grad Fair – December 2016 ($4k)

Seattle Times - $6,000

* ¼ page ad in “Advance Course” supplement for August 16, Jan 17 & May 17
* Request that Marketing manage communication, ad creation, and and ad delivery with Seattle Times

Olympia Power & Light - $xx

* Possibly same ad as Seattle Times
* 4x/year, 2 fall, 2 spring

Seattle Idealist Fair - $595

DSHS Fair – free

* Olympia for sure – Randee
* Maybe Tacoma and/or Lakewood

Marketing Video - $??

* MiT – ready by Fall 16
* MES – ready by Spring 17

Grad Programs Joint Brochure - $??

* Have ready for Fall 16 – pay for it in FY16 or FY17 depending on timeframe

EWS Mailer

* If EWS is doing a marketing piece again, we would like to be in it. We will not be in it if we have to help fund it or make major copy changes

**Yearly Expenses FY 18 and after**

$10,000 – AmeriCorps

$6,000 – Seattle Times

$? – Olympia Power and Light

$? – Grad Program Brochure

$595 – Seattle Idealist Fair