Joint grad program marketing

Highlighted = good

What we’ve done

* EWS mailer – EWS paid, don’t know return, although pageviews for grads increased
* AmeriCorps e-newsletter – 2x (fall 14 & prior), grad programs & Marketing paid, a few emails or inquiries as a result, MPA – one applied
* Peace Corps magazine summer 12 – grad progs & Marketing paid, MiT – 2 applied
* Idealist Seattle & Portland – Marketing paid, Gail & Randee went; MPA gets applicants from Seattle fair, MES has had 2 students from Seattle fair
* NW grad school fair (@ PSU 2x, UO) – Marketing paid, one AD went
* Act 6 – 2x – MiT paid for 1; MPA paid for summer 14?
* Ethnic diversity fair @ UW – 2x, Maggie went (free)
* Olympian ad – more than 5 years ago; initiated by grad programs – who paid?
* Radio ads – Diane set them up for 14/15 and included grad programs (not initiated by grad programs)
* Listed in summer and EWS catalog flier
* Various grad school websites – which ones?
* Virtual grad fair – Golden Key + another – not worth it

Individual program marketing

* MES – CA Diversity Forum (MiT went once)
* MES – Nat’l Conference on Undergrad Research
* MES – gradschools.com
* MiT – posters on shelters and buses
* MiT - billboard

What we could do

* Seattle Times grad program pullout (Feb?)
* Make sure that Marketing includes us on future PR – Meryl/Todd
* Video presence – should there be a joint video? Look @ kickstarter for tips on making a video
* Web presence on Evergreen’s site - Beef up evergreen.edu/admissions/graduate and work on /admissions & /academics to make sure that grad programs are visible; make sure that faculty profiles allow for more info (would have to ask each faculty to make a personal blog if we want this) – meet w/Susan
* Focus groups of incoming UG students to see the importance of grad studies in their admission decisions
* Doublecheck that grad programs are in the tour script
* Train undergrad admissions staff about grad programs on a yearly basis
* Train financial aid staff, advising, reg, etc about grad programs on a yearly basis (when they are talking to prospective students) – maybe ask to speak to one of the quarterly StuAff meetings?
* Assign all of our joint marketing tasks in a joint grad meeting (which one depends on what we decide for advertising – lots of fall advertising requires late spring/early summer reservations)
* Evergreen alumni relations - getting stories out to Greeners
* Work with Meryl to put together some grad stories for her outreach
* Create some content that can be used for future needs – could Meryl or Todd do this on a yearly basis?
* Buying names?
* Ask Nani to create joint material (poster? Postcard? Brochure?) for grad programs – Marketing would need to pay; GPAC could then send this piece to all advising centers and career centers in the area and newspapers, etc; undergrad recruiters could take some with them, too
* Grad programs “brand” – working w/Marketing to develop this so that they own it as part of their message – how do we strategize this? Come up with a specific ask to marketing (video, print material, web)

What does it require to do joint stuff?

Time

What is benefit?

Coordination with Marketing; understanding of marketing’s budget & calendar

Who should be in charge of each of these marketing projects?

Who pays for each of these options?

Intent of joint marketing

* Making sure people know that Evergreen has grad programs (i.e. advisors, career counselors, etc)
* Bigger picture marketing
* Overall Evergreen marketing (makes undergrad program more attractive)
* Saving $$

Next Steps

* Share each grad program’s advertising/marketing/outreach list so that the directors can see where there is crossover and maybe find ways to share our resources (ex: posting info sessions on FB?)
* Advice from them on how they can help us with the marketing we are already doing
* Come up with our “ask” to Marketing
  + Costs
  + Examples of what we want
  + Portfolio of items that we plan to do on a yearly basis
  + Marketing liaison appointed to grad programs who is in charge of grad mkting calendar (this person should come to the grad program qtrly meeting)
  + Could we get on the Evergreen marketing calendar?
  + PR story for grad programs?
  + Keep in mind that there are 2 new programs coming on board
  + Advising on where we should be advertising
* Directors meet w/new president
* One or two faculty should be in on the advising sessions on Mentoring/Advising Day – organized by Mentor Council

POST MEETING IDEAS:

Quick idea bounce for the Grad ad group…

Yes!  The Wagner page is close to what I was envisioning in the sense that it has a sharp Graduate Programs landing page with individual bubbles for each program (ours will have the 2 new online ones there too)…and it features an introductory video…I would want ours to promote all the programs in, a tight, 3 minutes….this could be an example of how to share info with Todd/ Nani and Susan….I’m sure I can find more examples as well.

**From:** Gibbons, Randee   
**Sent:** Thursday, June 04, 2015 11:50 AM  
**To:** King, Cheryl Simrell; Hendrix, Laura (Staff)  
**Subject:** cool video and web examples

Hi -- Check out the 30 second video promoting this college! <http://wagner.edu/about/>

They have a cool landing page for their graduate programs, as well:

<http://wagner.edu/academics/graduate/>

Then, check out the cool video use at the bottom of this page “Experience a Day in the Life of an Intern at The Washington Center”:

<http://www.twc.edu/partnerships/colleges-universities/our-programs/internships>