Marketing/Communications Support to Joint Graduate Programs

1. Support for traditional, on-site graduate fairs (Idealist Seattle, Portland)

Idealist: Seattle (done) and Portland

The Evergreen State College (no cost ?)

St. Martin’s/TESC Career Fair (no cost)

Others:

1. Support virtual graduate fairs participation

AmeriCorps (set for Sept. and Dec.)

1. Support for ads in virtual magazines to targeted populations

Peace Corps current and alumni members (need to relook at timing and ad)

AmeriCorps

4) Support for tabletop trifold (started, on-hold)

5) Support for take-away/brochure on the graduate programs (needed)

Other?

Marketing/Communications Support to Master in Teaching

1) Catalog cover and messaging about two cohorts: Fall 2017 Tacoma and Fall 2018 Olympia

2) Website messaging

3) Take-aways messaging and locations for distribution

4) Assistance with publicity in Tacoma area

6) Updating information workshop videos

7) Using “Why Teach” materials, how/when/where

8) Social media

9) Print publicity such as bus ads, newspapers,

10) Radio/tv publicity