**Advertising/Presence Print/Broadcast/Electronic/Other**

**Print**

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| **Action** | **Status** | **Notes** |
| Billboard | Implemented f’10 Hwy 101 Shelton | Evaluate cost effectiveness before doing again |
| Interior banners on buses, posters for bus shelters | Implemented twice with Pierce Co. transit ’10-‘’11 | Rerun in f’11; pos comments from community |
| Articles, alum notes in quarterly The Evergreen State College Magazine  | Implemented – “Alumni Earning Teaching Accolades” and “MiT Notes” in fall ’10 edition | Continue as appropriate |
| Articles in local papers: Olympian, TNT | Implemented spring ‘10 | Aim for new articles for fall ’11, possibly tied to open house dates; expand contacts to other regional papers both print and on-line, investigate Sound Publishing for contacts with Federal Way, Puyallup, etc. |
| Article/ad in military newspapers | In process | Need to finalize |
| Postcards | Implemented, sent to inquiries after first contact | Continue to monitor being done in timely manner |
| Ads in local papers | Not done recently | Research papers, Design ad, price, select regional papers to put ads in such as TNT, Tacoma Weekly, etc. Look at both print and on-line ads choices |
| Ads in college publications | Not done recently | Design, price, select college publications to put ad in (CPC, The Hill-Top Advocate, UW-T, community colleges, etc.) Aim for fall ’11 ad in CPC, HTA, UW-T  |
| Ads in specialty newspapers/magazines | Not done recently | Research tribal newspapers and other appropriate sources. Design, price, select publications such as mid-August education issue of El Aguila (Hispanic/Latino publication Pierce Co area) |
| Poster - become a teacher w/Eugene photo | Implemented and distributed both campuses TESC, to school district human resource directors, taken to community college fairs by Tacoma campus representative and Admissions representatives, given to PEAB members and Tacoma faculty to distribute to community groups and post in appropriate public spaces. Distributing to appropriate public bulletin boards such as UW-T, coffeehouses, libraries, etc. | Continue to distribute to appropriate locations and contacts. Send to Diversity coordinators, club advisors of diverse students. Send to Education advisors at local colleges. Send to Career Centers at local colleges. Send to appropriate community agencies (AIM center in Tacoma for instance). Evaluate other locations/contacts to send to. |
| Poster - Looking for a meaningful career? | Implemented and distributed as above. Recently updated with larger photos/print/Tacoma 2012  | Continue to distribute to appropriate locations and contacts as above |
| Poster – Who are the teachers in your neighborhood with 4 alumni profiles from Tacoma area, 2 are teachers of color. Two styles/sizes | Implemented and distributed. Recently updated and need wider distribution. Posted prominently at Tacoma campus. | Continue to distribute to appropriate locations and contacts |
| Flyer insert in OSPI Indian education newsletter | Implemented at no cost | Continue annually |
| Ad in Rethinking Schools magazine | Implemented Fall ‘10 | Evaluate cost effectiveness |
| Hand-made posters about MIT | Distributed around college bulletin boards, kiosks | Continue to refresh, locate best locations |
| TEP 3-4X/yr newsletter The Connection | Distributed in print and electronic form to current students, alumni, mentor teachers, principals/HR folks in regional area and others.  | Continue to highlight program’s stories, biographies, accomplishments, etc. |
| Preparing teachers to Change Lives flyer | Distributed at STEM events at legislature in sp’10 | Evaluate whether needs updating, where to give |
| MiT and M.Ed posterboards about format, etc. | Used at some career fairs, legislative events | Evaluate whether needs updating, when to use |
| Reading endorsement flyers | Given to school districts in print and electronic form, Available in brochure racks in TEP area; available to Academic fairs; Given to academic advisors;  | Update as needed and continue to distribute |
| Special education endorsement flyers | Distributed as above | Pull for now, will not offer in 2011-2012 |
| Social Justice in the Classroom requires part. Flyer | A few printed and posted on bulletin boards | Evaluate whether to print more, distribute widely |
| Social Justice in Classroom requires window cling | Staff posted on office & car windows. Given to practicum & mentor teachers, principals at participating schools, alumni. Given out at info table at NW Social Justice Conference fall’10 | Make sure current students have a copy and post.Continue to distribute to appropriate audiences. |
| Quarterly MiT Information workshop flyer | Implemented, posted around campus, given to Admissions and Advising offices to post. Info also on program website | Continue posting in appropriate places |
| TEP bulletin board for fliers, announcements, etc. | Implemented, TEP area Sem 2 E.  | Continue to update quarterly |
| MiT Annual Catalog | Implemented, fresher images and photos recently. Mailed out to requesters. Supply given to Admissions Office. Available to pick up in TEP area and at Tacoma campus. Given to new faculty each fall. Given to key offices such as library, Career Center, Advising, etc. each August. | Continue to update annually with cohort theme, appropriate photos. Continue to evaluate format, order of presentation of information, cutting edge?Continue distribution to appropriate college offices and new faculty. |
| MiT Trifold brochure | Exhausted supply from 2007. New one under development. Ensure college admissions counselors have plenty to distribute. Distribute at libraries, community centers, other appropriate locations. Have available in resource library in Career center and resource room at TESC-Tacoma/ | Ensure available by spring ’11 so can use at spring and summer Tacoma community events. Continue to distribute widely. |
| TESC undergraduate catalog | Text about program in grad programs section | Update annually |
| Ad in quarterly Evening/weekend studies flyer | Not done recently | Evaluate and plan for fall’11 brochure |
| Ad in summer school print schedule | Not done recently | Evaluate whether to do for summer 2011 |
| List grouping summer classes of interest to teachers in summer school schedule | Summers 2009 and 2010 | Evaluate whether to do for summer 2011 |
| MiT info worship date/time in office window | On-going | Visible reminder to potential students. Continue |
| MiT envelopes, stationary | Used to mail catalogs, brochures, letters | On-going |
| Develop alum of color biography cards | Look into implementing to give to schools, etc. | Need to evaluate costs, when to implement |

**Broadcast**

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| Grad programs mentioned in KPLU ad | Worked with College marketing to finally achieve  | continue |
| Ad or public announcement on college radio KAOS  | Investigate if doable, cost, etc. | Plan to do if cost effective |
| Ad or public announcement on other regional college radio and regional radio stations | Research what stations potential students listen to, research cost effectiveness | Investigate and pilot at least two? Look at NW Indian News? |
| Public service announcements about program, or information sessions on public cable channels | Research availability, costs, what stations are watched regionally | Investigate and try out several times if low or no cost |

**Electronic**

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| MiT website | Continually updated. PDF of catalog added last summer, and new videoclips added in past year about information workshop, interviews with alumni. Continue to evaluate understandability, ease of use. | Continue to update at least quarterly (wkshps especially), and annual scholarship form. Need fresher videos of program components. Continue to evaluate simpler launch page, and new look in keeping with new webpage look already debuted by Admissions |
| Links from TESC main page, Admissions page, Tacoma campus page, Graduate Studies page from TESC website | Continue to work with other programs and Susan Bustetter to provide fresh look, needed information and appropriate links | Check on status of new Graduate Programs webpage launch |
| Listings on official WA certification websites | Implemented: OSPI, PESB, teachwashington.org | Maggie ensure correct information annually, |
| Listings on graduate school search/reference websites | Implemented: graduateschools.com; peterson’s.com; graduateguide.com; wois.org | Need to update annually. Need to investigate getting listed on degreedirectory.org and possible other appropriate sites |
| Listings/ads/articles on regional websites |  | investigate appropriate sites, costs, such as Topix |
| Use of TESC crier to announce workshops | On-going | Students have mentioned they see them. Continue  |
| My Emma used to send info to alumni | On-going for surveys. Asked alums to help recruit. | Continue- evaluate large items end up in junk mail |
| Catalog request form on MiT website | On-going | Continue |
| MiT catalog in pdf form on website | On-going | Continue |
| Catalog request through Admissions website | On-going | Need to check Datamart list at least 2X/mo |
| Email links on website to staff to answer ?s | On-going | Continue answer questions of inquiries/apps |
| Staff email links in College directories | On-going | Ensure accurate annually |
| Website address on all print items | On-going | Continue |
| MiT course descriptions, endorsement class listings in college’s electronic catalog | On-going | Review quarterly, submit summer and annual descriptions in timely manner |
| Consider using web analytics | Determine what info is already collected by college, usefulness  | Determine if need to college further analytics, cost and time effectiveness |
| Articles/notes on alumni and MiT newsletter link in TESC alumni quarterly magazine Evergreen Express | On-going | On-going |
| MiT Facebook fan page | On-going | Continue to evaluate ease of use, appropriate content, responsibility |
| Loren’s facebook page for alumni | On-going | Continue to evaluate appropriate content |
| Blog post about NW soc justice conference | Posted fall ‘10 | Continue but consider adding new blogs? |
| Blogs from current students | Idea to consider | Evaluate time, effort |
| MIT cohort webpages | Need to have quarterly syllabi, schedule, etc. so prospective students can see content & format of program, and staff know when program meets | On-going, must be updated at least quarterly |
| YouTube videos on MIT and TESC webpages | On-going. New ones added in ’10 and ’11 including info workshop, alumni interviews | Take down or replace outdated videoclips, evaluate what new ones to pursue |
| The Connection newsletter on webpage | On-going | On-going at least 3X/year |
| Current student and alumni satisfaction quotes | Consider adding to webpage | Consider value of telling our stories |
| Survey monkey used for questionnaires such as to inquiries who did not apply | As needed | Used effectively to gather information about why inquiries did not apply to fall ’10 program |
| Using Tacoma Student DL for MIT announcements | Inform students when MiT staff available for appts | Continue |
| Email STEM scholarship recipients | 1x/yr invite students to consider MiT | Continue |
| Email students indicating Educ as acad/career goal | 1x/y invite students to consider MiT | Continue, obtain names from Registrar or Assmnt |
| Email RBCD students  | 1x/yr invite to consider MiT | Continue |
| Emailed Act Six scholarship recipients | 1x/yr invite to consider MiT | Continue |
| Email AmeriCorps programs around the state | 1x/yr –share info about MiT w/AC participants | Continue |
| Email inquiries several times a year with info | Several times a year email all inquiries to provide info on program and testing deadlines, etc. | Continue |

**Other**

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| MiT program gear (cups, shirts, hats, coffee mugs) | Being ordered | Evaluate cost effectiveness |

**On-Campus Outreach/Presence**

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| MiT information workshops  | Scheduled 4-7/times per quarter | On-going, continue to evaluate effective timing, appropriate days/weeks in quarter |
| MiT staff meet with Tacoma students at least quarterly | 1-2 X/quarter set aside Tues afternoons 2-6 pm for appointments with Tacoma students | On-going through 2010-spring 2012 as recruit for 2012 cohort in Tacoma |
| Preparing for teaching career workshop in college dorms | 2x/year evenings 6-7 pm, Wed., work on schedule with Primetime advising | On-going |
| Meet with Admissions Staff at least annually | Ensure all staff understand program concept, prerequisites, deadlines, refer to MiT staff to assist inquiries/applicants with planning | On-going |
| Meet with Advising and Career Center Staff at least annually | Ensure all staff understand program concept, prereqs, deadlines, make referrals to MiT staff  | On-going |
| Meet with College Tour guide(s) | Ensure college tour guides know /understand, mention program to people touring campus | On-going. Met with representative winter ’11 who informed other guides |
| Info table/announcement to RBCD students | At least 1X/yr | On-going, work out appropriate Sat. w/faculty |
| Visits to programs, especially math/sci related | Identify at least 15-20 programs to visit winter | On-going. Also Lester K.’s students, Gateways. |
| Meet with ADs and directors from other grad programs and key enrollmnt svcs areas such as Admissions, Registration, Fin Aid, Acad budget  | At least quarterly – ensure understand each other’s programs and refer appropriately | On-going |
| Meet with College Foundation staff | At least 1-2X/year  | On-going |
| Ask College orientation staff to have program info on hand at information table | Once a year | On-going |
| Ask Evening/Weekend Studies advisors to mention grad programs at open houses & in advising  | On-going | On-going |
| Arrange to have presence at Tacoma campus Lyceum, perhaps have a MiT alum speak | At least once a year – Sherry has done past 3 years | On-going. Mary Gold, alum of color from MiT Tacoma cohort of ’96 spoke at fall’10 Lyceum. |
| Panel of MiT alumni talk about teaching –Tacoma campus | At least once a year | Last one winter ’10. Evaluate whether needed given low attendance |
| Graduate School Fair | November annually | Snowed out fall’10, but plan to do annually |
| Table at Quarterly Academic Fairs | Fall, winter spring  | On-going |
| Annual Career Fair with St.Martin’s | Spring | On-going |
| Meet with First People’s staff/students | Annually at least |  Attended lunch with FP students/staff w’11 |
| Meet with club members from the ethnically diverse clubs | Annually at least if club members interested | Ethnic clubs, women’s center, etc. contacted to see if MiT staff could attend club meeting |
| Info table at Science Carnival | Spring | On-going |
| Meet with Future Educators Club | At least once a year | On-going as long as club exists |
| Ask to meet with tutors in CCBLA | At least once a year to inform about MiT | On-going |
| Ask to meet with CPAs with Gear Up | At least once a year to inform about MiT | On-going |
| Ask to meet with UB staff | At least once a year to inform about MiT | On-going, attended staff orientation fall’10 |
| Purchase WEST-B prep software, provide access to potential MiT applicants | March ’10-March ’11 and renewed until Feb. ‘12 | Students appreciative of access to practice tests, better prepared and not as anxious |
| Support TESC faculty in WEST-B prep tutoring sessions | Paul McCreary has been running at Tacoma campus with assistance of paid tutors | On-going, continue to advocate for paid tutors especially in math at Tacoma campus |
| Tabling in CAB | On-going during ’09-‘10 | Not done recently, evaluate when and how  |
| Advising appointments available with Maggie | On-going | On-going; personal contact and education planning greatly appreciated |
| Contact faculty who have done recommendation letters for applicants | Haven’t tried yet, are they willing to publicize the program? | Pilot |
| Attend PUC meetings | Inform faculty at least every other year  | Hasn’t been done for 2 years, need to do? |
| People dropping by to Lynarra for basic MiT info | On-going, and she’ll also make appts. with Maggie | On-going |
| Maggie & Lynarra take inquiry phone-calls | On-going | On-going |
| Contracted w/prominent Tacoma area civic leader to talk about teacher ed w/students, com groups | Winter-spring ’10. Also resulted in article in Tacoma News Tribune | Evaluate effectiveness of doing again |

**Off-Campus Outreach/Presence**

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| Phone people who have inquired about program | Work-study current MiT students answer questions, share about their exp in program | On-going |
| Meet with staff at Stone Education Center Joint Base Lewis-McChord | At least once a year so staff understand program, make appropriate referrals | Met fall’10. Plan for late summer ’11 again. |
| Info table at Stone Ed Ctr JBLM | Planned for spr ’11 with MiT military alum EB | Plan for sp’11 and again for f’11. Evaluate effectiveness and appropriate frequency |
| MiT information workshops Olympia TR library | Quarterly | On-going |
| Para-educator conferences/trainings | 1-2X per year dependent of district interest, availability | Info to Tacoma para’s annual conference 2/11, attended 2/10. Info table for Puyallup paras 9/10. Met with N.Thurston paras at district office 10/10.  |
| Graduate School Fairs sponsored by colleges | 1-2X/year dependent on evaluation of time and cost effectiveness | Have attended at WWU ,UW, Whitman in past few years, but not in ’10-11 due to low attendance made not cost effective |
| Graduate/Career Fairs by private groups | 1-2X/year dependent on evaluation of effectiveness. Hispanic/Latino Career fair in Tacoma winter ’11. | Attended Act Six convention su’09; sent info with MES/MPA representatives to annual Idealist Fair and will continue this one; attended AmeriCorps career fair sp’08&’09; |
| Attend Teachers of Tomorrow Clubs in area | 1-2X/yr dependent on college’s interest | Gave WEST-B prep workshop for TOT club at SPSCC for 3years; Need to contact TOT clubs at other sites  |
| Present about MIT to Intro to Ed or Ed practicum classes at regional comm colleges | 1-4X/yr dependent on college’s interest | Presented at Pierce Coll class spr’10; Need to make contacts again around area |
| Info Table at NW Social Justice Conference | 1X/yr | Done Fall’10, evaluate effectiveness |
| Info table at Future Teachers Conference | Annually at Green River Community College  | Have not done recently, evaluate if worth time |
| Inquiries and Applicants invited to attend MiT classes | Annually | Continue and facilitate visits |
| Letters to faculty from other colleges who did recommendation letters for applicants | Haven’t tried yet, are they willing to publicize us? | Pilot |
| Letter/trifolds to education directors at NW tribes | Annually | On-going |
| Letters to career centers, advising centers, counseling centers/ education departments at regional community colleges and universities | Annually | Needs doing |
| Letters to Career Centers/Ed Depts at colleges with students similar to TESC that might like MiT | Have not done in several years  | Consider doing – contact Fairhaven & Huxley at WWU, Prescott, etc. |
| Ask alumni and current students to make referrals | On-going | On-going |
| Ask PEAB members to make referrals | On-going | On-going |
| Visit service groups, young professionals groups, other community groups with potential teaching interests | Identify appropriate groups i.e.Hispanic Women’s Network, & make contact to attend a meeting or other appropriate venue to provide info, or ask if we distribute info in their newsletters, websites,  | Need to do |
| Attend conferences on Social Networking and graduate admissions recruiting | Maggie to NAGAP conference, Lynarra to other conference, webinar on recruiting in 2010 | Identify professional development opportunities for continued ideas on recruiting, evaluate costs |
| Visit state legislators, esp. ed &higher ed comm representatives; testify at hearings; monitor legislation and have institution rep give feedback | On-going late fall-early spring | On-going. Did legislator visits in winter ’09 and winter’10; Institutional rep on math ed panel for legislators winter’11;  |
| Have legislators to campus for info/discussion | On-going | Fall’09 and fall’10 |
| Sherry meet with Leaders of community groups to develop relationships, referrals | Met with staff from Treehouse, Kids at Hope ’10, meeting with Leaders of Color Coalition spring ‘11 | On-going as identified |
| Attend Math tournament for local HS stu here  | Look into implementing for winter’12 | To do |
| Develop more scholarship opportunities | Contacted Woodrow Wilson & Edgar Martinez Foundations for scholarships for students of color | On-going, need to follow up with EM foundation |

**On-going Data Collection**:

1. Analyze sources of inquiries, applicants, admits for sources of first contact, how people heard about MiT, demographics, interest areas, features they like about Evergreen’s program, etc. (Annual inquiry report in summer, annual demographics on participants generated for TEP fac/PEAB each fall)
2. Analyze the competition, how do we differ, what is attractive about their programs, how can we distinguish ourselves?