**MPA PNAPP Communication Plan – Draft**

USPs, in good order – see brochure “Why MPA” and inq email

++++++++++++++++++++++++++++++++++++++++

Email #1: Immediate response to inquiry

(Possible header: “Advance your public service career at Evergreen.”)

|  |  |  |  |
| --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | |  | | --- | |  | | Dear ${Contacts.First Name},  Thank you for expressing interest in the [Master of Public Administration program](http://www.evergreen.edu/mpa/home.htm) at The Evergreen State College! If you requested a catalog, it is on the way to you.  Our flexible, evening and weekend program is designed for busy working adults who want to advance their public service career. Take a look at our [program overview](http://www.evergreen.edu/mpa/program.htm) to see if it is a good fit for your future career goals.  Find out more by [attending an upcoming evening information session](http://www.evergreen.edu/mpa/infosessions.htm). You can also feel welcome to contact me at any time with any questions you may have about admissions, financial aid, or any aspect of the program. | | |
| http://evergreen.edu/_assets/crm/email/spacer.gif |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | Best to you, | | <Randee’s signature> | | http://evergreen.edu/_assets/crm/email/spacer.gif | | <MPA logo> | | 2700 Evergreen Parkway NW  Olympia, WA 98505  <http://evergreen.edu/mpa> | | |

MPA Inquiry Email #2: 5 days later

(Subject: Flexibility/convenience – Sample schedules)

(Possible header: “Evergreen MPA: doable for busy working adults”)

Dear ${Contacts.First Name},

If you attend the Evergreen MPA program, you can “keep your day job” **and** obtain your MPA in just two years if you attend full-time, and in as little as three years for part-time attendance.

Our required “Core” courses meet just one weeknight per week, on Thursday nights from 6 to 10 pm. Electives typically meet just 1 or 2 weekends **per quarter**, or on another weeknight.

This means that a [typical full time schedule](http://www.evergreen.edu/mpa/schedule.htm) is **Thursdays from 6-10 pm + 1 or 2 weekends each quarter.** [Part-time students](http://www.evergreen.edu/mpa/schedule.htm) start by taking Core and then spread out their electives over two or more years.

To find out more about our flexible evening and weekend program, feel welcome to [attend an upcoming evening information session](http://www.evergreen.edu/mpa/infosessions.htm) or to contact me with any questions you may have.

Thanks again for your interest in Evergreen’s MPA!

|  |
| --- |
| Best to you, |
| <Randee’s signature> |
| http://evergreen.edu/_assets/crm/email/spacer.gif |
| <MPA logo> |
| 2700 Evergreen Parkway NW  Olympia, WA 98505  <http://evergreen.edu/mpa> |

(Affordability)

At about $320 per credit for resident students, Evergreen is a bargain: tuition is less than half the cost of comparable MPA programs in the Northwest.

Course schedules allow for students to work full-time while completing the MPA.

Most students admitted to the MPA program are eligible for some form of financial aid.

Advance your public service career/career prep/success – syllabus, Capstone,

Career prep: faculty, syllabus, internships, Capstone

Career success: Olympia location, we are connected/faculty work in mgmt. and policy locally, job titles

1. **Well connected**
   * In state capital: faculty, jobs, internships
   * Cohort model = form strong bonds with classmates
   * 100s of alums

Evergreen learning elements, Unique Cohort model

What makes us different? Evergreen learning model.

Social justice – statement, Capstone, alumni profile

Visit Us or Learn More page

Campaign – to Evergreen alums – feature Evergreen elements