**MPA Program Goals:**

To recruit new students for our program, and maintain and expand our reputation, connections and presence (derived from our faculty/staff meeting on May 12, 2016)

**Audiences:**

* + Employers/organizations in public & nonprofit organizations
  + Tribal governments
  + TG prospective students
  + PNAPP prospective students
  + MPA Alumni (re-ignite MPA Alumni Association is a current Capstone project)
  + Current students

**What are we doing now?**

* PNAPP COHORT:
  + Email campaigns to inquiries that convey unique strengths of program and driving inquiries to info sessions, visiting class, taking classes as a non-admitted student;
  + Prospect emails to: Evergreen’s WA State legislative interns; Evergreen UG currently taking classes in PA world;
  + Revising website (or asking Web team to make more complicated revisions); then, emailing inquiries and applicants with info of interest (new cheap stat MOOC, new Capstone videos posted, new financial aid info, etc.);
  + Occasionally post on MPA Facebook page;
  + Events: Group info sessions in downtown Olympia (monthly from Sept-Jan; 1x in May, 1x in July;); Idealist Graduate Fair in Seattle; Evergreen Graduate Fair; Evergreen/St. Martin’s Job Fair; quarterly Evergreen Academic Fairs; occasionally try new events like Nonprofit Conference, Serving Those Who Service Conference;
  + Meeting with campus Academic Advisors and other advising-type staff to educate them about the program;
  + Joint grad program marketing to AmeriCorps alums: we’ve tried the virtual Grad Fair, being featured in electronic newsletter.
* TRIBAL GOVERNANCE: Post to main Fb acct. set up by prior Asst. Dir. (in addition, each new cohort creates their own Fb acct. We have no involvement with it); yearly presentations w/a couple tribes: Tulalip, Muckleshoot & Nisqually, Lummi. Attend local ATNI, NCAI conferences including visits to undergrad events sponsored by various tribes. Work with First Peoples, RB Program, Native PU—attend meetings, guest speaker, participate when asked.

**Concerns:**

* + MPA marketing should be addressed by experts in marketing and communications.
  + Perennial missed opportunities for getting our story out there (e.g., Seattle Times annual grad school insert).
* What do Alumni need?
  + What will the Tacoma cohort (projected start: Fall 2019) need to stay [virtually] connected?
  + Not knowing who to contact about what re: marketing
  + Website v social media: What is the right strategy for MPA? What channels do we used for what audience?
  + Marketing of our faculty, including adjuncts

**Needs:**

* + Coordinated and comprehensive strategy to meet our goals
  + Longer-term strategy for MPA marketing
  + Dedicated staff person for Grad Programs
  + Redo of our LinkedIn page (CSK to explain need)
  + Screening for different users; issues of access (ADA)
  + Current student needs/wants: Fb, Twitter
* Budget to match the marketing needs of MPA program
* Training for college marketing staff on communications strategies for tribally-focused orgs.