Notes

MPA Staff Meeting

Thursday, February 13, 2020

1) Application update:

PNAPP: 40 or so applications submitted, 30 complete and 10 incomplete

TG: Expecting to have over 20 applications submitted

2) Data gathering strategies: MES does an occasional survey of students who do not finish applications or who do not accept admission. Might check with Kevin on how he does this survey.

3) Marketing ideas:

--- Geotagging ads in social media. Can target locations such as the Capitol campus and the state government complex in Tumwater

--- Work with Marketing to identify stories from alumni and about MPA (blog, weekly newsletter, alumni newsletter) that could be elevated (Evergreen’s main social media accounts, Seattle Times, The Olympian)

--- Use revisions in the curriculum as a new marketing hook (e.g. weekend intensive option)

--- Broader marketing of the Tribal Governance program (Oregon, Portland area, tribal newsletters, developing relationships through technical outreach)

--- Set up a meeting with Marketing in late April or early May. They get busy during the summer so late spring is a good time to begin developing a project with them.

4) Graduation: Expect 20 TG grads and 35 PNAPP grads this coming year