**MPA – OLY PNAPP 2018/2019 Radius Campaign Timeline**

**Radius Campaigns**

Early August: reminder about upcoming info sessions, reminder about application opening Oct 1

Early September: Alumni spotlight + application reminder opening Oct 1

Late September: MPA FAQ + application reminder opening Oct 1

Oct 1 – Application open e-mail + info session/grad fair reminders

Late October – Common characteristics of students admitted to MPA Evergreen + info session reminder

Mid November – Application FAQs + Quote from MPA alum? + info session reminders

December – Happy holidays from MPA – best stories/blog posts from 2018 + application date reminder

Early January – 30 days left to submit + info session reminder

Mid January – Application FAQs + Reminder of priority deadline

Late January – Last call reminder
Early February – announcing second round deadline