I. Step 1: Size-Up
Audit your Marketing Material

a. What printed material is out there?
   - Brochures
   - Flyers
   - Postcards
   - Advertisements
   - ___________________________________________________________________

b. What messages, images, slogans, logos are in use?
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

   c. Important: Is the information on your website up-to-date?
      a. Look at your main program web page first.
      b. Follow the links. Take notes.
      c. Think about how a visitor would navigate your site. What catches the eye? What is the most important information they are looking for?
      d. Are the following pieces there... and accurate?

         Program description       Yes □  No □  Needs Work □
         Admission requirements    Yes □  No □  Needs Work □
         Link to Grad School       Yes □  No □  Needs Work □
         Link to Prospect Form     Yes □  No □  Needs Work □
         Link to Application       Yes □  No □  Needs Work □
         Link to social media sites Yes □  No □  Needs Work □
         Photos/Graphics           Yes □  No □  Needs Work □
         Banners/slides            Yes □  No □  Needs Work □
         Contact info              Yes □  No □  Needs Work □
         News/Events               Yes □  No □  Needs Work □
         Testimonials              Yes □  No □  Needs Work □
         Accreditations            Yes □  No □  Needs Work □

II. Step 2: Set Goals
What Do You Hope to Accomplish?
Goals of your website/marketing material/project

a. Recruitment Goals
   - Increase enrollment by how much ________ before ___________________________
   - Increase applications by how much ________ before __________________________
   - Increase prospect inquiries by how much _________________________________
   - Increase number of visitors to web site by how much ______________________
   - Increase number of folks who “like” FB page by how much __________________
   - Decrease recruitment costs per enrollee by how much _______________________
   - Other ____________________________
Who Do You Hope to Reach?

Target Audience(s)

b. Demographics/Psychographics
   - New graduates/Nearing graduation *(Young, idealists, dreaming of making big changes in their world)*
   - Graduates already in a career *(Family heads, utilitarian, career advancement concerns)*
   - Specific Majors ________________________________
   - Geographic regions ________________________________
   - Age ____________________________________________
   - Other _____________________________________________

c. Potential Audiences/Constituencies
   - Students
   - Alumni
   - Faculty/Staff
   - Orgs/Businesses
   - Community Residents
   - Community Visitors
   - Other _________________________________

d. Typical steps before enrolling (Where are they in the process?)
   - Awareness of program
   - Motivated to seek more info
     - Click to web, Fill out prospect form/Phone/Email, Like FB/Join LinkedIn
   - Move through recruitment funnel w/continued messaging
     - Emails, Social media posts, Events, Phone calls
   - Complete Application
   - Enroll

Number the following sections in order of importance and how well your program meets the need.

e. Motivators of target audience (Why would they take the desired action?)
   - ___ Further current career or gain promotion
   - ___ Increase salary
   - ___ Intellectual development
   - ___ To be able to better help others
   - ___ Maintain or pursue licensure/certification
   - ___ Pursue career in a new field
   - ___ Standardized tests not required for admission
   - ___ Other ________________________________

f. Important services desired (with regard to graduate program)
   - ___ Financial Assistance
   - ___ Job placement
   - ___ Academic advising
   - ___ Professional development workshops
   - ___ Career counseling
   - ___ Writing support
   - ___ Mathematics/statistics tutoring
   - ___ Other ________________________________
g. Program Attributes (more important than cost)
   ____ Academic excellence
   ____ Location
   ____ Accreditations
   ____ Appropriate preparation for licensure or certification
   ____ Reputation
   ____ Schedule of classes
   ____ Faculty / staff interaction
   ____ Other ____________________________

h. Descriptors (keywords)
   ____ Respected    ____ Accomplished    ____ Comprehensive    ____ Progressive
   ____ Open-minded    ____ Collaborative    ____ Integrity    ____ Dependable
   ____ Passionate    ____ Creative
   ____ Other ____________________________
   ____ Other ____________________________
   ____ Other ____________________________
   ____ Other ____________________________

Check all that apply.

i. Communication Preferences (Where do they seek out info?)
   [ ] School web sites
   [ ] Word of mouth
   [ ] Web search
   [ ] College professor
   [ ] Grad school directory
   [ ] E-mails
   [ ] Employer
   [ ] Recruitment fair
   [ ] Professional organization
   [ ] Speaker in undergraduate course
   [ ] Social networking sites
   [ ] Open houses
   [ ] Direct mail
   [ ] Professional publication/journal
   [ ] Professional conference
   [ ] TV/Transit/Billboards/Magazines/News/Radio (<5%)
   [ ] Other ____________________________

III. Step 3: Go Do!

What is your message? *(Keep consistent across all channels)*

a. Components of Message

*Copy (text).* Considering your audience, motivators, and desired attributes, draft a promotional blurb (2-4 sentences) that describes your program. Work in the keywords that you’ve identified previously.

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Photos/Graphics. Describe a photo or other type of graphic that would support the message and image that you are trying to convey to your target audience. Again, consider your audience characteristics, motivators, and desired attributes.

Testimonials. Recent graduates who are using what they learned to accomplish their goals, current students who feel especially supported or enthusiastic about their experience in your program, even community partners who can speak to the quality of your graduates make powerful testimonials. List possible candidates to be quoted.

b. Web site is the “central hub” in marketing/recruitment activities

“Best Practice” for web site:

Include Prospect form
Include Application form
Get them there and make it easy for them to find info and take action
Track and analyze visitor behavior/measure effectiveness of campaign
Keep drawing them back with updated content
All other marketing draws them back to the web site
SERVICES /TOOLS AVAILABLE FOR MARKETING YOUR PROGRAM

Whether you're updating your web site, posting to Facebook or printing a brochure, you have support every step of the way. The departments listed below work closely with each other and together can help you promote your program.

Graduate School

Contact Tonya Steiert at tcsteiert@wcu.edu or 828.227.3176

I actively recruit daily for all graduate programs, attend university graduate fairs and professional fairs. Assist all Program Directors with prospective and current students.

Contact Don Strickland at dpstrickland@wcu.edu or 828.227.3198

Apply Yourself: user training, customized reports, customized prospect letters (including graphics), AY account customer service and assistance.

Print and ePublications– Creative Services

Contact Ashley Beavers, Production Manager at 828.227.2076 or Rubae Schoen, Director/Brand Manager at 828.227.2077 or creativeservices@wcu.edu. Visit http://branding.wcu.edu, download and complete a Job Request form.

Newsletter

- Printed
  - Included in the purple pride (e-marketing)
- PDF posted on web site with link in email (web)

Brochure

- Printed
- PDF posted on web site (web)

Formatted email (e-marketing)

Pocket folder

Poster /Flyer

Promotional item

Open house/recruitment fair display

Billboard/outdoor signage

Digital signage (PDF/jpeg created and placed in mail repository to all ds users to display)

Ad
Public Relations/News/Media

Contact Public Relations at 828.227.7327.

Press release/News Post as WCU.edu homepage/web banner/Reporter
Western Carolina Magazine / story
Photography
Create a video
Other: ______________________________________________

Social Media/e-Marketing

Contact Laura Huff via huff@wcu.edu or 828.227.3553.

Facebook
  Page
  Content
  Promotion
  Ad (creative services)
  Event

Twitter
LinkedIn
YouTube (public relations)

Publishing videos in official WCU digital channels
Conceptualizing and coordinating special digital promotions
In-depth measurement/analysis of outcomes in digital channels
Training staff/student employees in managing digital channels
Other: ______________________________________________

Web

Contact Web Services via http://help.wcu.edu or 828.227.7487 and submit a ticket via the IT Help Desk.

Create a landing page for a specific promotion
Add features to a current WCU.edu website

  Contact form
  Slideshow (along with Creative Services)
  Banner (along with Creative Services)
  Embed audio or video (along with Public Relations)
  Events calendar feed
  News feed (along with Public Relations)
Analytics report of traffic to your website
Subdomains - i.e. http://biology.wcu.edu
Featured result in the on-campus search engine