

RISE!

- Reimagining and Innovating Strategies for Enrollment

Marketing Approaches

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Marketing Approaches

Marketing Activities Include:

- **Nearly 1.2 million recruitment and retention postcards and other mailers**
- **Over 5 million digital marketing impressions for Su/Fa '21**
- **Over 1 million impressions on Spotify radio**
- **3,000 spots on Altice TV**
- **Over 300,000 emails to prospective students**
- **267,000 emails to continuing students**
- **Faculty communications**

Guiding Questions:

1. What is our brand? What is our message?
2. What are our competitors doing that we are not? What are we doing upon which we can improve?
3. How can we get every employee to be a marketer for our school?

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Additional Questions:

1. Where else can we reach students? Where are they?
2. What is most important to students? Job market? Activities? Support services? Etc?
3. What is our competitive advantage?
 - a. Program specific competitive advantages?

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