

University of Wyoming Outreach School

Marketing and Development

Department Plan – FINAL DRAFT 10-01-08

Mission and Aspirations

The mission for UW Outreach Marketing is to support each division of the Outreach School and the regional centers in efforts to make the public aware of the learning opportunities made available by the Outreach School. All aspects of the Outreach School must be communicated to the public in a clear and effective way with a call to action. The message communicated through marketing efforts will follow the university's overall mission. Marketing must be done by using traditional marketing methods as well as by taking advantage of new innovations in media and communications. It is the goal of Outreach Marketing to maintain a high level of quality and consistency in its message and marketing products throughout all divisions of the Outreach School.

The mission for UW Outreach Development is to cultivate relationships and pursue donations and opportunities to enhance the learning experience all Outreach learners, including credit program students, non-credit students, UW/CC students, WPM audience and users and customers/users of OTS. The Outreach learners are the ultimate priority of Outreach Development and efforts are directed in the best interest of these individuals. These efforts include programs for scholarships, living assistance and additional learning opportunities that are made possible by donations of all sizes. Outreach Development encourages donations of any size and welcomes donors of all backgrounds and status.

Previous Accomplishments

Marketing:

- Consistent design elements applied to course schedules, flyers and print advertising
- Effective radio advertising across the region
- Effective mix of advertising in numerous relevant publications
- Promotional materials provided to regional centers
- Continuous website maintenance

Development:

- Wyoming Women's Foundation program initiation
- Selection of award recipients
- Edelweiss Endowment initiation

Relevant Institutional Issues

The enhancement of partnerships and relationships between UW and Wyoming community colleges will accelerate in the next five years. Outreach marketing and development will be an integral part of these enhanced partnerships. As the boundary between the community college experience and the University of Wyoming experience diminishes for non-traditional students, it is imperative that, through marketing efforts the student is made aware of all the opportunities and resources that are available by continuing their education with UW Outreach.

Education and Nursing are two of the biggest areas of Outreach Credit Programs. Special focus must be made on marketing these programs, as well as developing opportunities for students participating in these programs. Education and Nursing continue to be areas of high demand in Wyoming and the Rocky Mountain West. Attention must be kept on economic and industry factors within Education and Nursing in the region.

The cutting edge technology used to deliver programs continues to be a top priority for the Outreach School. The Outreach Video Network must receive effective marketing support in order to maintain the highest level of exposure among users and potential customers who will use the system in the future.

Additional research and development must be made in areas of profession and industry that are critical to the state and region. These areas include Social Work, Business and Family and Consumer Science. Continuous research must be made in these areas to support effective marketing of Outreach Credit Programs to the citizens of Wyoming and the region.

The ability of the Outreach School to offer relevant and important non-credit programs to the community as well as conferences that draw regional and national audiences is a unique opportunity and growth in these areas must continue. Updates in facilities and new venues, as well as content and subject matter must be the main focus of marketing.

Promoting access to higher education and continuing education, given current economic conditions and political issues facing our region will be the foundation for marketing and development across the Outreach School spectrum. The message spoken by the Outreach School must be one of opportunity, hope and empowerment for the non-traditional learner.

Action Items - Marketing

SHORT-TERM

1. Transfer and management of the Outreach School website to the new Web Content Management System under the guidelines of UW Public Relations.
2. Develop a statewide marketing plan for implementation of marketing efforts through the regional centers.

3. Develop new ways to promote new/low enrollment classes to increase enrollment for OCP.
4. Develop and assist in marketing efforts for Summer Session.

MID-TERM

5. Support OTS in the expansion of the OVN with graphic design products and public relations announcements.
6. Work with the CCCE marketing staff to develop new ways to promote non-credit programs in partnership with OCP to similar audiences.
7. Work with regional centers and community colleges to promote a “state-wide campus” mentality.
8. Take advantage of new technology and media to deliver the OS marketing message.

LONG-TERM

9. Increase the focus of marketing for both credit and non-credit online programs beyond the state’s borders into surrounding regions/markets – including northern Colorado, eastern Idaho and northern Utah/Salt Lake City.
10. Every member of the OS Marketing team will attend a professional development class of some type.

Implementation – Marketing

1. OS marketing staff has already attended training sessions conducted by Information Technology for the new Content Management System. The content of the existing website will need to be transferred into the new system and new design elements will be included. This process will take approximately 3 months and a switch from the old system to the new system should take place near the beginning of the 2009 calendar year.
2. OS marketing will work more closely with academic coordinators and regional centers to develop a statewide marketing plan. Doing this will allow us to determine and execute effective local marketing techniques. Some techniques will be “traditional” (such as newspaper and radio advertising, etc.), others may not (such as taking students to lunch, promotional events, etc.). Some forms of marketing that are effective in one region may not be effective in another.
3. The use of new technology and media will play an important role in the future marketing of new/low enrollment classes. Email lists, blog entries, e-newsletters and web site presence will be the tools used. The window of opportunity is much shorter when marketing new/low enrollment classes, so immediate communication is the most effective way to generate enrollment.
4. OS Marketing will assume a lead role in the graphic design, creation, production and acquisition of promotional materials for Summer Session. This includes advertising, staffing booths and tables for promotional events and ordering promotional products.

5. As the OVN expands, OTS will require continued support from the marketing staff including signage for rooms, doors and walls as well as public announcements and press releases to inform the state of the progress. These signs will maintain a consistent look throughout the entire network.
6. It is important for all types of learners to have the best opportunity to apply their education and succeed in the “real world”. There is a tremendous opportunity to market both credit and non-credit programs to the same learner. Non-credit programs can be an effective enhancement to an existing degree or certificate program for an individual, giving them a competitive edge in the job market. This is an area of focus for OS marketing and will be carried out through collaborative advertising between ORS and CCCE.
7. A “state-wide campus” mentality is one of the main goals for the message broadcasted by OS marketing. Working with regional centers, community colleges, and each division of OS, OS marketing will be able to convey the idea of this through advertising and promotional materials/events. As the partnership between UW and the community colleges strengthens, the public will realize that there is one collaborative system available throughout the state, rather than separate and individual entities working independently of each other.
8. OS marketing plans to take advantage of new web technology, blogs, e-newsletters, pod casts and online communities as vehicles for marketing the Outreach School. These methods are becoming more and more cost effective and message delivery becomes virtually immediate.
9. While the main focus of OS marketing will remain within the state of Wyoming, it is important to spread a focused and calculated message beyond the borders. In the past, general advertising have been executed on regional and national levels. In the future, there will be more focused marketing to specific groups and demographics in the Rocky Mountain region; especially for both credit and non-credit online programs.
10. Professional development is strongly encouraged.

Action Items – Development

SHORT-TERM

1. Edelweiss Endowment program launch
2. Wyoming Women’s Foundation living stipend
3. Develop partnerships with the development efforts of the various UW colleges in order to cultivate donor prospects together.
4. Work together with UW/CC development team to cultivate and deliver new and existing opportunities specific to UW/CC.

MID-TERM

5. Seek need-based funding opportunities for non-traditional students:
 - a. Non-traditional full-time students
 - b. Non-traditional students with children
 - c. Non-traditional graduate students

- d. Non-traditional international students
- e. Non-traditional part-time students
- f. Non-traditional first generation students
- g. Non-traditional non-credit program students
- 6. Develop new contacts/prospects
- 7. Stewardship tasks
- 8. Determine next steps in the Advisory Board creation/process

Implementation – Development

- 1. Develop the guidelines for program eligibility, determine the application process, form a selection committee, select the award winners, host an award ceremony, conduct stewardship activities for the donor and the award winners.
- 2. Seek out funding for the continuation of the program. If needed, reevaluate the guidelines for program eligibility and application process, form a selection committee, select the award winners, host an award ceremony, conduct stewardship activities for the donor and the award winners.
- 3. Working with development officers of the various colleges, with assistance from the UW Foundation, the Outreach School can better take advantage of donor opportunities available throughout the state. The foundation for this approach is that the Outreach School serves the same students as the colleges; there is no reason to compete for opportunities when it is obvious that working together will only enhance the opportunities for these students.
- 4. Continue working with UW/CC to develop prospects and funding programs in the Casper area for UW/CC student growth and opportunity. This work will be based on the fact that UW/CC serves a unique group of non-traditional UW students that are site-bound in central Wyoming.
- 5. Each of these student groups is comprised of students faced with balancing education, career and job responsibilities, living expenses and in many cases, family responsibilities. There is a tremendous need for the opportunity to offer assistance to these students, especially in areas of living expenses and scholarships. Often times, financial assistance in these areas can be the difference between success and failure in the educational endeavors of a non-traditional student. Energy costs and an uncertain economy are heavy burdens and the cause for uncertainty among all students, but especially non-traditional students. OS development will solicit donors and utilize fund-matching programs to develop opportunities for these students.
- 6. While continuing the cultivation and stewardship of existing donors and prospects, additional prospects will be identified for future funding opportunities and programs.
- 7. Stewardship of existing donors and supporters will continue. These tasks include phone conversations, letters and emails, visitations and invitations to special events. In addition, donors and prospects will receive regular updates and new on events and programs within the Outreach School. Specific donors to student support programs will also receive reports on the

award winners as well as contact from each award winner. Award winners will be given the opportunity to communicate their gratitude for the support they have received and explain how the support has helped them in their academic pursuits.