

# Communications and Outreach Strategy

Guided Pathways

## Tools of Outreach

- Marketing
  - Outreach and admissions
  - General Counseling
  - Department led orientation events
  - Course Catalog
  - Curriculum
- 
- We need to connect these dots.

# Marketing

**MAKE  
HOLLYWOOD  
YOUR  
BUSINESS**  
ENTERTAINMENT  
BUSINESS  
DEGREE

THE LOS ANGELES  
FILM SCHOOL

*DISCOVER* our  
online master's in  
**COMMUNICATIONS.**

WAKE FOREST  
UNIVERSITY

**Study  
Communications &  
Media Management  
Online**

UNE UNIVERSITY OF  
NEW ENGLAND  
INNOVATION FOR A HEALTHIER PLANET

Bachelor's Degree

**COMMUNICATIONS  
AND MEDIA ARTS**

Digital Media, Journalism, PR,  
Advertising, Communications

Collaborate Across Majors | Hands-On Learning  
Career Options | Top Job Placement | Internships

UNIVERSITY OF  
SAN FRANCISCO | School of Education

NYU RollingStone

MASTER THE ART OF:  
**INTERVIEWING  
STORYTELLING  
FAST-PACED  
JOURNALISM**  
ONLINE MODERN JOURNALISM COURSE

IMA | San Bernardino Valley College  
INSTITUTE OF  
MEDIA ARTS

# Marketing



**GRAND CANYON UNIVERSITY**  
COLLEGE OF ARTS & MEDIA

**DIGITAL ARTS & FILM DEGREE PROGRAMS**

**ONLINE** NO APPLICATION FEE

The advertisement features a woman in a black wetsuit and pink headphones holding a clapperboard against a yellow background. The text is set against a purple and white geometric design.

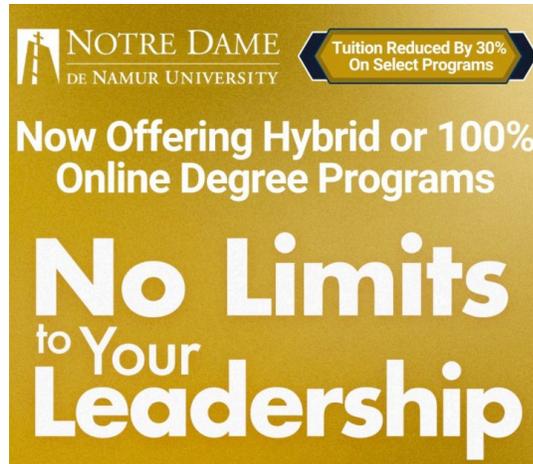


**GROW YOUR CREATIVE CAREER WITH CSUN**

Programs in **Entertainment, Digital Media and Design**

**CSUN**

The advertisement shows three people in a classroom setting. One person is pointing at a laptop screen while others look on. In the background, there is a whiteboard with a 'FILM SET' schedule and a director's name 'JOHN ALEX'.



**NOTRE DAME DE NAMUR UNIVERSITY**

Tuition Reduced By 30% On Select Programs

Now Offering Hybrid or 100% Online Degree Programs

**No Limits to Your Leadership**

The advertisement has a gold and white color scheme. It features the university's logo and a stylized graphic of a person's head and shoulders.



**ANTIOCH UNIVERSITY**

**BACHELOR COMPLETION DEGREES**  
WITH FOCUSES IN

**INFO SESSION**

- CHILD STUDIES
- COMMUNICATION & MEDIA
- EDUCATION
- GLOBAL & SOCIAL JUSTICE
- HEALTH COUNSELING
- INDIVIDUALIZED STUDIES
- LEADERSHIP & SUSTAINABLE BUSINESS
- PSYCHOLOGY & COUNSELING
- SPIRITUAL STUDIES
- URBAN ECOLOGY

The advertisement features a woman with tattoos smiling in front of a laptop. The background is a mix of green and dark blue.

- Senior day
  - Did any students apply to the college that day?
  - Did any students get an ed plan or register for courses?
  - Proposal –
    - Tours, not tables
    - Apply, financial aid, ed plans and registrations
- Duplicate for any large outreach event
  - Coalition of the willing – faculty, chairs, adjunct, interns, student assistants, etc.

- See Conversation on Liaisons
  - Sample we try to follow in FTVM
  - [Santa Monica College CMD](#)
- Are we showing students the full menu?
- Integrate General counseling more with academic departments

## Catalog and Curriculum

- Marketing and Outreach needs to be in tune with new programs
- Attend curriculum meetings where new programs are approved
- Most likely once a month is a good check in
- Faculty are always going to them they need to come to us

## Next Steps

- Create a master calendar or all events
- Engage with dual enrollment schools
- During In service days start to build a strategy for the year as it pertains to outreach and marketing
- Identify a team or create a committee that sets priorities each year
- Utilize our online degree/certificate paths
  - International students
  - Professional students

Fin

- Questions, comments, quips, or quotes