

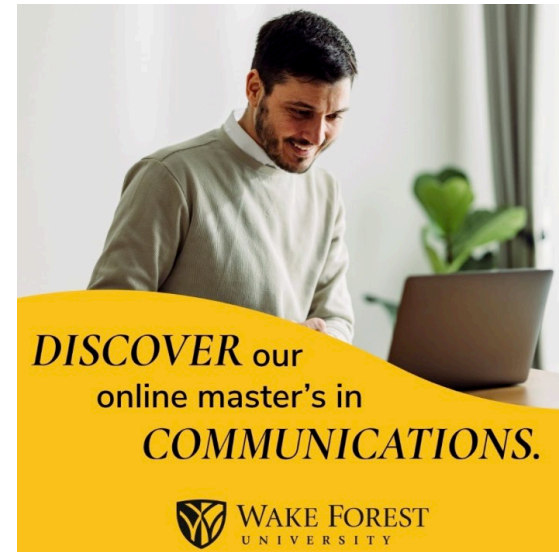
Communications and Outreach Strategy

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



Marketing



GRAND CANYON UNIVERSITY
COLLEGE OF ARTS & MEDIA

DIGITAL ARTS & FILM DEGREE PROGRAMS

ONLINE NO APPLICATION FEE

The advertisement features a person in a black wetsuit and a pink swim cap, holding a yellow box with a film camera icon. The background is a vibrant purple and yellow geometric pattern.

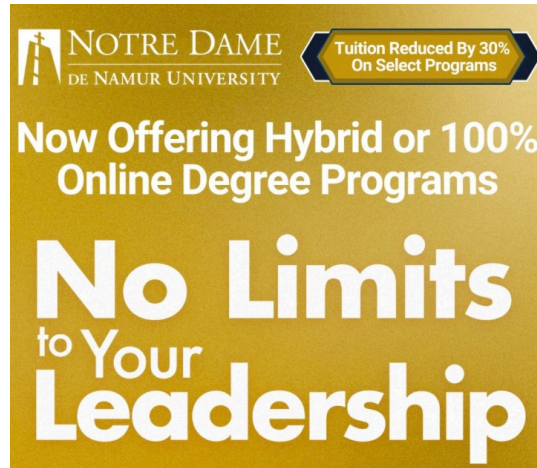


GROW YOUR CREATIVE CAREER WITH CSUN

Programs in Entertainment, Digital Media and Design

CSUN

The image shows three students in a classroom setting, looking at a laptop. In the background, there is a whiteboard with a film set schedule and a clapperboard.



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 yellow background with a Notre Dame de Namur University logo in the top left corner.



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 on her arms, smiling and looking at a laptop. The background is a dark green and blue gradient.

Outreach

- 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.

General Counseling

- 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