

STRATEGIC MAP FOR 2013 – 2015

The Marketing Recruitment Committee (MRC) will help ensure that the CIAS reputation is known locally, nationally, and globally, as well as to successfully recruit quality students to the various CIAS degree programs.

Deliver digital materials that support the mission of the college

Use the website as a resource to attract, engage, and build relationships with students, alumni, and industry partners

Develop CIAS viewbook app focused on driving web traffic and generating recruitment leads

Build/strengthen the brand, drive conversions, and increase our monitoring presence through the use of social media

Develop analytics reporting system to help measure constituent responses across all web platforms

Deliver non-digital materials that support the mission of the college

Design a printed viewbook to engage prospective undergraduate and graduate students

Catalog display cases and develop usage plan that will highlight student, faculty, staff, and alumni achievement

Produce a series of mailing pieces for potential students that will serve as an introduction to CIAS

Evaluate and update existing signage in buildings to create consistency with college branding

Develop both on-campus and off-campus recruiting strategies

Develop a strategy for on-campus events that will create consistency in all student/college interactions

Form strategic partnerships with high school counselors and undergraduate advisors — regionally, nationally, and globally

Create digital marketing materials to disseminate to network of teachers and counselors through both internal and external channels

Host high profile workshops and speakers to attract students, teachers, and community

Promote and strengthen the CIAS brand with both industry and peer institutions

Position the college as a global leader in developing talent through the promotion of our students and alumni

Become the preferred institution for professional development workshops and trainings

Collaborate with industry partners to develop student projects and research opportunities

Develop and promote faculty research and their participation at conferences