YRO Marketing/Promotion Workgroup Meeting Recap, 4/25/01

Members present: Harris, Kilpatrick, Anderson, Diaz, Favila, Jimenez, Glasmire, Reed, Welch

Members absent: Hall (vacation), Smith, Kang, Miles

Chair Reed opened the meeting by asking the members to introduce themselves. Reed asked Glasmire to provide a brief overview of the YRO planning structure. Glasmire reported that the YRO Council provides oversight of the planning process and that seven workgroups have been defined by the Council to provide planning and implementation support. Glasmire named each of the workgroups and provided a brief description of the issues to be addressed by each group.

Reed noted that the Marketing group's charge is develop a communication plan to promote the year round programs of CSUS and to inform the campus community about the year round operation planning process. Another charge is to develop an internal communication plan among the various YRO workgroups and the YRO Council to ensure that information and recommendations are shared among the workgroups. Because issues will most certainly overlap among the various workgroups, it is important that the communication plan anticipate this overlap and provide a means for groups to share minutes, recommendations, etc.

Reed noted that our efforts will be directed primarily at promoting future year round programs since the up-coming summer 2001 program is pretty much set. Some marketing of the program has already taken place. Glasmire passed out the "It's COOL!" flyer and explained that this was inserted in two issues of the State Hornet to promote the summer 2001 program. Glasmire also handed out a draft of a memo to be distributed to the campus community to explaining some of the differences between the two summer programs (RCE and state-support summer semester). This is being done to help minimize some of the confusion caused by two concurrent programs and to assist faculty and staff in responding to student questions. A couple of small suggestions were made which Glasmire will incorporate into the final version. Campus distribution is planned by May 4.

Welch asked if there was any specific timeline for when the communication plan should be in place. Glasmire indicated that no specific timeline had been set by the YRO Council, but that our group should define one. Planning for Summer 2002 will begin in late summer/early Fall of this year. Glasmire suggested that the internal communication plan be in place by early Fall.

Reed noted that tasks that have been suggested by the YRO Council and asked for input from the group on whether there were any additional tasks that should be added. Harris indicated that we should have a vision for what year round operation should be and that should drive the marketing plan. It should be directed at fundamental changes to the "culture" of the university so that programs are designed to serve the working student.
Alternative scheduling with more evening/weekend programs and shorter intensive courses be expanded and marketed to this growing population. Reed suggested that these are higher level policy issues that should be addressed by the Policy/Long Range Planning group. Glasmire will make sure these issues are forwarded to the Policy group for discussion. The general consensus of our group is that we need a complete understanding of the "vision" so that we know what kinds of programs we are to promote. Kilpatrick noted that any marketing plan needs to have a clear sense of the audience and the "product" for the plan to be successful. 

Reed suggested that changing the culture will take an evolution and is not likely to happen quickly, but that our other tasks of developing an internal communication plan to inform the campus of the planning process and activities is something that we can develop quickly. Welch noted that the list of issues seem to fall into two distinct categories. First, is the communication plan, which incorporates such sub-issues as a consistent message to the campus, communication with the campus community, a YRO website (internal to the campus), communication among the workgroups and the YRO Council. Second, is the marketing plan to promote the year round programs to current and prospective students. The group identified some target audiences as follows:

-Current CSUS students (85% of students who attend in summer are CSUS students)
-Prospective students, especially students who have been admitted for the Fall semester who might wish to "start early" in the summer
-Community college transfers
-Working adults who could benefit from packaged evening/weekend programs

The first general category, we can begin work on now, while the "external" marketing plan will need to have more specific information about the "product" we are marketing. Reed suggested that staff in Public Affairs could help to design an "internal" YRO website that could be used to communicate information among the YRO workgroups and the campus community (e.g., meeting minutes, recommendations from the workgroups to the YRO Council, a feedback mechanism to solicit input, implementation plans, etc.). Reed and her staff will work with Favila to come up with a design for review by the workgroup. Although the initial design work can be accomplished, someone else will need to be charged with keeping the information up to date, gathering the information from the workgroups reviewing the feedback and distributing it to the appropriate workgroups, etc.

Reed suggested that the group meet once per month and that we establish a regular meeting schedule. We agreed to meet on the 4th Thursday of each month, starting with May 23, from 10:30-11:30 am. Reed will locate a room for our next meeting and notify the group members of the location.

Meeting adjourned and 11:45 am.