YRO Marketing/Promotion Workgroup Meeting Recap, 9-27-01

Present: Val Smith, Bill Harris, Ann Reed, Larry Glasmire, Geri Welch, Anita Hall, Elsa Favila

Absent: Joe Anderson, Joe Kilpatrick, Emiliano Diaz, Jason Kang

Web Pages

We reviewed the proposed web site for Faculty/Staff information. A question was asked about the top buttons which currently connect to student information sites, and do not provide a way to "return" to the Fac/Staff pages. Elsa suggested that she could copy the student information from the student pages and put them into the Fac/Staff template page. This way, when Fac/Staff access any of the top buttons, they can easily return or link to other Fac/Staff-related buttons instead of student-related buttons.

We discussed whether there ought to be a printed version of what is included on the web. This would be very costly given the amount of information. Val Smith suggested that most faculty/staff will be able to access the information if given the web address. He suggested that a notice be sent out to faculty/staff with the web address when the website is ready rather than reproducing the information in printed form. We agreed that this was the best approach. Ann Reed will handle this notification when the site is ready.

We reached consensus on the web design and content. Larry and Elsa will work on completing the content pages over the next 2-3 weeks and then let Ann know that the site is ready. Ann will then notify faculty/staff about the web address. We will ask for "counters" to be installed on the web sites so we can get a sense of how much they are being used. Ann mentioned that this might be a problem because of workload issues on the technical side in terms of tracking and reporting this information. We'll ask anyway.

We talked about advertisements in the State Hornet to promote summer 2002. Geri Welch mentioned an ad campaign that she liked - a concept that we may be able to use. We discussed the size and timing of the ad and agreed that the first ad should be timed in early February (early Spring semester) to provide a catchy theme for attending in summer along with the web address for more information. We tentatively agreed to a half-page ad, although we will also look into the cost of a full-page add (we weren't sure that we had enough information to fill a full page ad). The summer class schedule will be available on the web in early February along with the student information site for all the details about summer registration. Geri will work on some further ideas for a "theme" and bring this back to the group at our next meeting.

Larry asked for consensus on the idea of sending a post card in early March to all continuing students (sort of a mini invitation to register) informing students of summer 2002 registration dates, procedures, fees, etc. along with the web address to access further information. The group agreed that this was a good idea (suggested by the Operations Group). The Ops group will proceed with this and contact Geri's office for assistance in
developing the design and content. The Ops group will develop a budget to be funded from YRO implementation grant funds for 2002.

We also discussed another Hornet ad, timed closer to the beginning of summer registration. This one will likely be smaller (quarter page) since the students will have received an individual post card inviting them to register.

We discussed the possibility of using Pepsi cups as another source of advertising. Geri will look into this concept and how much it might cost and report back to the group.

Finally, we discussed the development of a flyer that would have "generic" summer information on one side with department specific summer course offerings on the other side. This would provide departments with a generic "template" that they could use to promote their own summer courses along with the generic registration procedures, fee info and web address for the summer schedule. Val Smith should work with Geri on a proposed design for this and report back at our next meeting.

As we firm up our recommended promotional campaign, we will need to develop a budget. Larry noted that resources would be available from a special YRO implementation grant fund carried over from last year.

Next meeting is October 25, 10:30-11:30 am. in the Capitol Room in the University Union.

Meeting adjourned at 11:20 am.