



Program of Study Standard Marketing

The following marketing items are available to all programs of study at Gateway.

Physical Items	Rack Card: 300 Rack Card / yr. Cluster Card: 100 Cluster Rack Card / yr. (available 2019)
Automated Prospective Student Communication (CRM - Recruit)	Email: Program brochure Mail: Letter from faculty (2019) Mail: Letter from dean at admission Mail: Student life/club piece at admission
Gateway Website	Webpage: Program of Study Page for all degrees/diplomas Video: Program video for all degrees/diplomas available on site Testimonials: Program testimonial on website. Expand to include employers, current and grad students. (2019) Activity Pages: Web activity sub-pages (i.e. Sumbots) (2019) SEO: Annual SEO review of Gateway program web pages (2019) Cluster page: Program "cluster" webpages created w/ short URL (2019)
Social Media	Posts: Two postings per year about each program on Gateway's social media pages. Program Accounts: Programs can apply and create social media page for their program in line with the college's social media policy.
Adult and High School Recruitment Events/Activities	Tours: New Student Specialists will create/share a year-long recruitment event/tour calendar with faculty and a common process for programs to register to participate in tours/events. (2019) HS Contacts: New Student Specialists will create a list of key high school teachers by subject area and share with faculty. Faculty can work with NSS to connect with HS contacts. (2019) Call Nights: Faculty will be provided a program call list for their area during call nights and the week following. Special Events: If the college is participating in events (i.e. Expo/Fair) can request faculty assistance. Faculty can request opportunity to participate in additional Job Centers: Planned effort for Marketing/NSS to better communicate with and distribute Gateway materials to Job Centers. Provide college program update at annual Student Finance mtg. with Job Centers. (2018)
Student Data	Monthly prospect report: To programs includes number prospects, applicants, admits by county, by high school, and year over year (2018) Current student report: Faculty can request active program students, courses needed from program associates.

Requesting Standard Marketing items:

Program brochure copies and website, testimonial and videography updates: Request by filing a Marketing ticket at support.gtc.edu.

Please note the Marketing Dept. will be reaching out to all programs annually in February to review/update brochure, website, testimonials and video content.

Campus tours and outreach events: Programs interested in participating in campus tours and other adult and high school outreach events should contact Amanda Virzi, Director of College Access (virzia@gtc.edu) or register as the NSS request volunteers.

As the online tour schedule, additional materials, and data reports become available the SEM Program Marketing Committee will share updates with program faculty on new marketing items.