

Making A Point

Earn Marketing Dollars

Marketing dollars can be cashed in with Jayne Herring, Director of Marketing and Communications to be used for printing of flyers, banners, brochures, purchase of a table top display board and or display board graphics, and other marketing production work that would normally have to be paid for by the business unit. Please feel free to make proposals on other ways marketing dollars might be spent. However, Jayne has the right to deny.

When an instructor has accumulated five points or \$300, they begin to cash in the points or keep them "in the bank" until they choose to use them. If your program is stacked with eager beaver instructors, you can choose to pool points within the department to offset marketing production costs.

1 point = \$ 70

This form MUST be completed and turned in to Jayne to generate marketing points

Marketing Activity Verification Form

Instructor's Name _____

Program Area _____

Activity _____

Level of involvement _____

Date of Activity _____

Point eligibility _____

Verification Signature: (One signature required as appropriate)

Program Dean

(Please return via intercampus mail to Jayne Herring, Kenosha Conference Center. Point totals will be updated on the Program Marketing Blackboard site.)

Making a Point

Earning Marketing Dollars

These are some sample marketing activities...Other marketing-related activities outside your typical teaching scope are encouraged and will count for Marketing Points.

#	Marketing Activity	Level of Involvement
1	Develop program information	Contribute information
3	Program information	Serve as coordinator, content point "man" among instructors at multiple campuses
1	News Release/Good News Story/ graduate or student testimonial	Work with marketing—provide idea and contact information, review copy
2	Participate in Career and College Fairs with program info	Develop demonstrations or fair-specific material
3	Community workshop	Develop and deliver the workshop content, help promote event
2	Workplace Promotions	Determine contacts and assist with dissemination of marketing flyer, etc.
1	Participate in Career and College Fairs with program info	Work booth and disseminate information
3	Recruitment telemarketing	Spearhead effort, work with Colleague, disseminate lists
2	Recruitment phone calls	(20 conversations or voicemails)
2	Recruitment events/tours	Develop demonstration and discuss program
1	Recruitment events	Man table, discuss program
3	Classroom demonstration, joint club activity, relationship building	Develop curriculum and assist in promotion (phone calls, etc.)
2	Classroom demonstration, joint club activity, relationship building	Deliver demonstration at appointed time
3	Pre-College Camps	Develop and implement targeted promotional plan for your camp
3	Relationship building	(5 visits/meaty phone conversations) with H.S. program area instructors, or counselors
3	Relationship building	(5 visits/meaty phone conversations) with businesses and/or employee groups appropriate to your career training area.