

Program Marketing Process Management

Final Report

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As of this report, the Program Marketing team will integrate several of our recommendations into the Office of Marketing and Communications, under the leadership of Dr. Gary Corrigan, director.

The formalized process that was approved, but not funded, by the Steering Committee in April 2006 has evolved as the College and its key decision-making personnel have changed.

The approved process included the formation of a 13-member committee consisting of representation from all academic areas to manage this process. Similarly, the Office of Marketing and Communications is currently working with the leadership from the academic schools, Workforce and Community Services and the Findlay-area Campus to create a smaller, more functional marketing committee that will work in conjunction with Provost's Council on College-wide marketing initiatives.

It was recommended that marketing decisions be based on data and the Office of Marketing and Communications continues to gather up-to-date enrollment trend data from the Office of Institutional Research that provides better opportunities for successful target marketing.

To better support individual program marketing, the Office of Marketing and Communications is building an infrastructure that includes Career Focus magazine, a new product that will be printed and distributed at least three times in FY08 and profile individual programs among its many topics. New initiatives that have yet to be fully implemented, including an enhanced Web site, also will offer greater exposure for academic programs.

One part of the approved process that did not succeed was the Application for Marketing Program Support (AMPS) and accompanying formula for calculating the AMPS score. The AMPS score was to be comprised of a combination of Bureau of Labor Statistics job projections, enrollment data and Program Review and Evaluation Program financial data, with the score determined by sliding scale rankings from these components.

The top score would have represented an academic program characterized by strong enrollment, financial solvency and high employment prospects. However, an equitable division of the data could not be attained and it is the recommendation of this committee that it be eliminated. The data remains vital to the College's marketing.

Certainly, the Program Marketing process team achieved a great deal of success through its research, ideas and cross-College collaborative efforts. The recommendations being enacted in the Office of Marketing and Communications will benefit the College and individual academic programs moving forward.