PCC Faculty-Led Program Workshop – October 16, 2015

Marketing Your Customized Program - Darcy York, Judith Sachs, Sarah Bentley

Small Group Discussion Notes – ‘ideas on how to promote student interest in your program’

1. Visible information – sexy, hot name
2. Interactive classroom visits – see benefits with credits and availability of grants
3. Social media – PCC FB, personal FB, MyPCC
4. Paying for it – crowd funding
5. Make it doable, real life connections
6. Information table with food, music and program info
7. Talk to advisors and have them share with students
8. Visit classes of students who may be interested
9. Small flyer to colleagues to distribute
10. Advisors – get them on board to email students enrolled in programs
11. Student groups and clubs
12. Access beyond current students – to other colleges and groups in area or expertise
13. Posters to other faculty and staff in similar courses
14. Visit courses in academic major, language courses across the district
15. Reader boards, ASPCC and potty press to advertise on campus
16. Study abroad fairs and tabling
17. Go to academic advisors
18. Market at other community colleges
19. Get out to classrooms and present in person
20. Email previous students and invite them
21. Create a Camtasia video and promote through social media
22. Set up a GoFundMe or Indiegogo to raise $$ for scholarships
23. Market to CLIMB Center students and participants
24. Go to CTE advisors especially if it is a gen-ed course
25. Use on existing course
26. Make a potentially ‘subbed’ elective
27. Pick disciplines to promote outside of your own discipline
28. Ask advisors to market
29. Pick classes well – required courses
30. Ask Deans to promote
31. Host a workshop/event to spark interest in the topic