

# The Interstate Passport

Marketing the Passport

INTERSTATE<sup>®</sup>

PASSPORT

Study ▶ Transfer ▶ Succeed

# A Market of Many Audiences

- Internal institutional audience (staff, faculty, administration)
- Students
- Parents
- Local Community/Tax Payers
- Key Stakeholders/Decision-Makers

# Internal Audiences

- *Create Credibility* – Include your institution’s faculty who have been involved in the Passport initiative to help introduce the program to others throughout your college.
- *Put Students First* – Remind internal audiences that students and their success are why the college exists. We want to help students transfer to two- and four-year schools where students transfer in or out without the stress or hassle usually associated with transferring. It’s about the STUDENT – not the institution.

# Internal Audiences

- *Process Education* – Outline the process to help others internally gain an understanding of what the Passport is.
  - Distribute informational Passport brochures to faculty and staff
  - Hang informational Passport posters in staff break rooms, bulletin boards, common areas
  - Hold an informational session for staff and faculty on the Passport to educate
  - Include Passport information in internal publications, such as e-newsletters

# Students

More applicable to two-year schools helping students transfer to another institution

- *Key Messages:*
  - Credits transfer as a block instead of individually
  - Simplifies the transfer process
  - Helps student retain credits to avoid repeating courses and thus does not increase costs
  - Increases the chances of completing a degree
  - Bring your credits with you!

# Students

- Advisors are here to help!
  - Let students know they're not alone in the transfer process; advisors are available to assist.
  - It's about the STUDENT's success!
- Hang informational Passport posters around campus
- Utilize social media networks to promote the Passport
  - Release small snippets of info at a time

# Students

- Host an informational session (or multiple) on campus to inform, then set up tutorials or labs to assist students through the process.
- Utilize student testimonials – highlight ease of transfer process at your institution using Passport
- High School Students:
  - Attend college fairs and bring Passport info – emphasize lowering debt and retaining credits after transfer
  - Make your institution stand out above the rest by emphasizing key messages!
  - Provide a “mini lab” to explain the Passport during campus tours

# Parents

- Attend college fairs and bring Passport info – emphasize retaining credits for simpler transfer
- Host a Parent Information Night
  - On campus and at high schools to inform parents of the Passport's VALUE
  - Emphasize key messages
- Utilize student testimonials – highlight ease of transfer process at your institution using Passport



# Community/Tax Payers

- Utilize success stories to inform about the Passport
- Utilize relationships with local media to write an article or produce a segment on the Passport at your institution
- Include information on the Passport on your institution's marketing materials
- Utilize social media networks to tease the Passport

# Social Media Messages

- Want to ensure that you'll earn your degree on time and avoid extra costs? Ask an advisor about the Interstate Passport!
- The transfer process doesn't have to be difficult – the Interstate Passport can simplify your transfer to another institution. Stop by Your Institution's booth at the upcoming college fair to learn more!
- Earning your degree can be challenging enough – don't let the transfer process bog you down! Let the Interstate Passport simplify the process for you!
- Don't waste those well-earned credits – take them with you when you transfer! Ask an advisor how the Interstate Passport can help you!



# BRAINSTORM

Other ideas?