

## **PASSPORT MARKETING PLAN FOR INSTITUTIONS**

### **Objectives**

1. Increase awareness of the Passport Program
2. Increase understanding of the Passport Program
3. Increase student participation in the Passport Program
4. Build and network of campus champions of the Passport Program

### **Audiences**

#### **1. Primary**

Students  
Recruiters  
Advisors

#### **2. Secondary**

Administration  
Parents  
High School Counselors  
4-year Institutions  
Community Colleges  
Faculty  
Financial Aid Office  
Scholarship Office

### **Messages**

1. Credits transfer as a block instead of individually
2. Simplifies the transfer process
3. Helps students retain credits and therefore avoids extra coursework and costs
4. Increases your chances of completing your degree.
5. Bring your credits with you

### **Social Media Messages Examples**

- Want to 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!

## **Tactics**

### **1. Increase awareness of the Passport Program**

- Print the provided Passport brochure to distribute to key audiences such as advisors, students, recruitment, admissions and student support services.
- Create a webpage about the Passport on the institution website. The page could be under the admissions, recruitment, advising, or academic affairs sites.

### **2. Increase understanding of the Passport Program**

- Include Passport information in events you *already participate in* such as freshman orientation, career fairs, high school visits, faculty convocation, etc.
- Highlight specific examples of students who have successfully participated in the passport program.

### **3. Increase student participation in the Passport Program**

- Work with institution social media account managers to spread the message via, Facebook, Twitter, Instagram, Snapchat, etc.
- Include information about the Passport Program in existing recruitment and other publications such as viewbooks, orientation packets and transfer brochures.
- Using the provided messages and images, create and distribute small flyers to advisors to hand out to students.
- Use free campus tools to communicate the Passport message. These could include, school/department newsletters, digital signs, campus emails, social media, alumni magazine, etc.

### **4. Build and network of campus champions of the Passport Program**

- Meet with key target audiences to explain the Passport and benefits.
- Attend academic department meetings, Dean's Council, university marketing, and recruitment meetings to inform them about the Passport Program.
- Create a presentation for administration explaining the Passport Program with examples of how students can graduate faster, save

time and simplify the transfer process. Offer to share the presentation at a department chairs meeting, retreats, advisor meetings etc..

### **Assessment**

1. How many students participated year over year?
2. Did awareness and participation of the Passport Program increase among audiences?
3. What tactics were most effective?
4. What tactics were least effective?
5. What messages were most/least understood by audiences?
6. What should be changed for next year?
7. How can the campaign be optimized?
8. Are there other stakeholders we need to reach?

### **Other ideas:**