Developing a Comprehensive Strategic Marketing Plan for Your Program

Carol Aspinwall
Coordinator of Academic Student Services - PhD Program
University of WI-Madison, School of Nursing

AACN/GNAP April 8, 2014
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Explore strategies for optimizing campus resources, doing more with less, and incorporating graduate nursing recruitment into your organization’s strategic plan. Earn buy-in form faculty and develop a marketing plan that is integral for your institution’s vision.
Developing a Comprehensive Strategic Marketing Plan for Your Program

- **Agenda:**
  - share our different perspectives and what has worked well for our individual schools.
  - hear about success stories from different schools
  - take questions from the audience
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Where to start?
  - Find a mission/vision you like – your school’s or “steal” one
    - “I have no idea what this should look like!”
  - Determine the “players” on the team
    - Who can help me?
  - Gather materials you already have
    - What do I have to begin with?
Developing a Comprehensive Strategic Marketing Plan for Your Program

- What I did
  - Found our SoN mission and vision.
  - Reviewed & determined the parts which included “recruitment”
  - Reviewed our internal academic programs activity calendar
  - Reviewed budgets
  - In general, I found any information I could about what we were doing
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Determined who should be involved (initially)
  - Associate Dean
  - PhD Faculty Director
  - Diversity Committee Members
  - Communications Team
  - Development Director
  - Students
Developing a Comprehensive Strategic Marketing Plan for Your Program

- **Ask Questions – lots & lots of questions…**
  - What did we think we were doing that was successful?
  - What else did we think we should be doing?
  - Were we measuring outcomes?
  - What were we measuring?
  - Who else needed to be involved?
  - What resources did we have?
  - What resources did we need?
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Matched the Son Mission/Vision Strategic Plan
- Re-categorized activities into logical categories
- Added activities
- Developed a budget
- Developed priorities
- Determined measurable outcomes
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Revised
- Reviewed
- Revised
- Shared
- Revised

(notice a theme?)
Developing a Comprehensive Strategic Marketing Plan for Your Program

- I utilized outside resources
  - Non-Profit Board
  - Previous Strategic Planning events
  - Colleagues who knew about this process
Developing a Comprehensive Strategic Marketing Plan for Your Program

- Key things we found
  - Faculty are active and can be utilized more... if we make it easy for them
  - Funding might be available that you do not know about (Equity and Diversity Initiatives on-campus)
  - Communications Team needs to know what you are doing
  - Align with the School and it will get more support
Developing a Comprehensive Strategic Marketing Plan for Your Program

- **Next Steps**
  - Applicant surveys
  - Measuring outcomes (improve)
  - Utilize technology
  - Stronger link with Communications Team
  - Involve others
  - Report Successes
Developing a Comprehensive Strategic Marketing Plan for Your Program

Questions?