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Developing a Comprehensive Strategic Marketing Plan for Your Program

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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 from faculty and develop a marketing plan that is integral for your institution's vision.



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▶ 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



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- ▶ **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?



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- ▶ **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



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- ▶ **Determined who should be involved (initially)**
 - ▶ Associate Dean
 - ▶ PhD Faculty Director
 - ▶ Diversity Committee Members
 - ▶ Communications Team
 - ▶ Development Director
 - ▶ Students



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- ▶ **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?



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- ▶ Matched the Son Mission/Vision Strategic Plan
- ▶ Re-categorized activities into logical categories
- ▶ Added activities
- ▶ Developed a budget
- ▶ Developed priorities
- ▶ Determined measurable outcomes



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- ▶ Revised
- ▶ Reviewed
- ▶ Revised
- ▶ Shared
- ▶ Revised

(notice a theme?)



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- ▶ I utilized outside resources
 - ▶ Non-Profit Board
 - ▶ Previous Strategic Planning events
 - ▶ Colleagues who knew about this process



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▶ 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



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▶ Next Steps

- ▶ Applicant surveys
- ▶ Measuring outcomes (improve)
- ▶ Utilize technology
- ▶ Stronger link with Communications Team
- ▶ Involve others
- ▶ Report Successes



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Questions?



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