

## Marketing Plan 2012-13

Division: Arts & Sciences  
Area: **Structured English Emersion** – emphasis on on-site classes in Navajo and Apache Counties.  
Contact: Rickey Jackson  
Plan: Conduct a direct mail campaign to all principals of K-12 schools in the state. Send information about on-site classes to those schools in Navajo and Apache county only. Mailing to take place in Dec. 2012.

Also advertise these courses on [www.npc.edu](http://www.npc.edu). Place the posters for teachers and principals to download from our site. Available now at [www.npc.edu/teacher-certification-classes](http://www.npc.edu/teacher-certification-classes) at the bottom of the page.

Division: Arts & Sciences  
Area: **Associate of Arts in Elementary Education** – transfer degree  
Contact: Rickey Jackson  
Plan: Promote cost savings by starting at NPC to complete first two years. Have Career Services hold a “teaching” job presentation and use that to advertise our teaching transfer degree. Create a 3+1 flier that talks about the NAU and Prescott transfer agreements. Run radio ads promoting starting at NPC for teaching over the summer. Encourage Admissions to talk about program and use the NPC University Transfer Guide.

Division: Arts & Sciences  
Area: **GED Test**  
Contact: Rickey Jackson  
Plan: Letters were already sent to all NPC students who had started and not completed their GED test. Posters were distributed and put up in various businesses in NPC communities. Public website page has been updated to reflect test changes. Press release has been written and sent out. Schedule has been established to send more press releases/paid ads to papers in the future (about every other month) throughout 2013. Possible interview on radio talk show about GED changes.

Division: Nursing & Allied Health  
Area: **Pharmacy Technology Class**  
Contact: Peg Erdman  
Plan: Run success story ads showcasing student who took the class and got a job in a local pharmacy. Have been given a name in Show Low and Holbrook but have not been able to interview yet. Will develop ads from those interviews. Will also make “student success” stories from that information as well. Can use for press releases and possibly radio ads.

Division: Career & Technical Education

Area: **A+ Computer Certification**  
Contact: Doug Seely  
Plan: Slogan – “Bring your A+ game.” Created newspaper ads to run up to start of Spring '13 classes as well as a poster and a class schedule ad with this theme. Will run again over the summer leading up to Fall '13.

More discussion is needed for summer 2013 marketing of:

1. Educational Assistant
2. MDA program
3. Mechatronics
4. Construction
5. N+ Certification