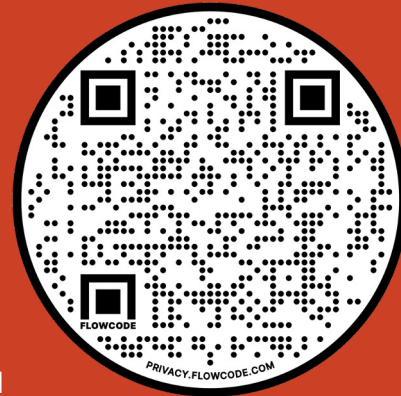
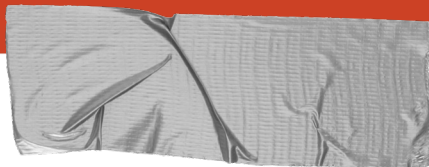

Small Program Marketing Methods

DIY Guide

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DIY Guide

When it's on you to supplement your institution's efforts to promote your program, here are some actions you can take:

→ **Instagram Live AMA Event**

Host an IG AMA event with help from your student leaders

→ **Donor Pitch Sheets**

Give potential donors ways to help you at various price points

→ **Department Website in Wordpress**

Control the messaging while showcasing your students' work & testimonials

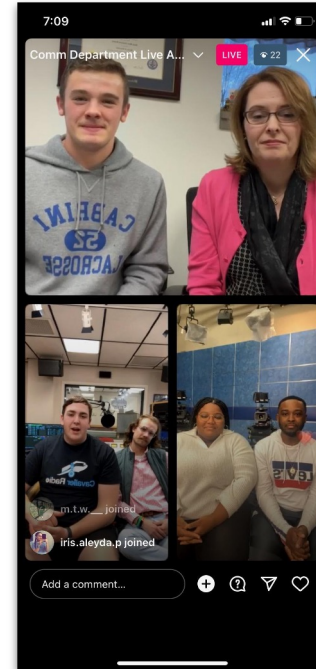
Instagram Live AMA Event

Goal: To raise awareness of Cabrini's COM Department, our majors, minors & student media.

Created and executed by the faculty in Cabrini's COM Department.

Fronted the voices of our student leaders in a ~20-minute AMA format for authentic and relatable interactions.

Promoted in concert with Admissions & Marketing Communication.



DIY High Level Process

- Determine a date for the IG AMA Event that falls before an in-person open house at your institution. Good way to tease the in-person visit.
- Ask two of your most highly-engaged and well-spoken student leaders in each media area / major / minor to participate.
- Ask Admissions to send out an email invite to prospective students. Write the email invite for them. Ask Marketing Communication to promote the event on the university's social media accounts. Create the graphics. Share from your department's social accounts, too.
- Develop a loose script for the AMA. Consider having the Chair open with a short welcome and be the emcee throwing q's to the student leaders in various media areas. Have q's ready to answer while you're waiting for the audience's questions. Students throw q's to the Chair if they need help.



Tips

Position two student leaders per media area in their media spaces.

Rehearse! You'll have to **go live** to do this, but it's worth a short dry-run.

Have someone type the q's posed by the IG audience into a shared Google Drive doc. Don't have to scroll back down to them & good for follow up on social.

Lessons Learned

Prospective students have to be following your IG account in order to get the notification you're going live so they can click to join. Invite them to do this in the email invitation.

You can only have 4 accounts present simultaneously, so come up with the order in which you'll bring accounts in.

The host IG account can invite student media accounts to join or those accounts can request it. Both felt clunky, but practice and see what feels comfortable.

If you have the budget, do paid social advertising to promote the event.

https://www.instagram.com/p/CqL9z4juyRx/?img_index=1

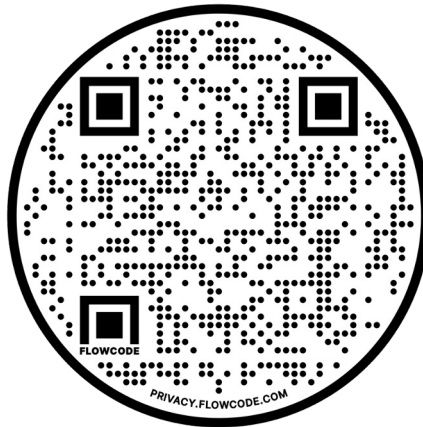




Handouts

Scan the QR Code to access these handouts:

- E-mail invite to the IG AMA Event
- Program flow & suggested script



Donor Pitch Sheets

Goal: To help Institutional Advancement raise funds for your program.

Created by departments or schools in the university in conjunction with IA and Marketing Communication.

Helpful to engage potential donors who want to be very directed in their support (vs. "general fund").

Think broadly: undergraduate research, curriculum development, publication resources, study abroad, assistive technology, speaker honorariums, database costs, new equipment or software, etc.

CABRINI UNIVERSITY

SCHOOL OF

ARTS AND SCIENCES

Programs in the Humanities And Social Sciences



The Humanities and Social Sciences programs of the School of Arts and Sciences are an inclusive community that seeks to foster a passion for lifelong learning and career success through the development of critical thinking and inquiry, civic engagement through action, and creativity; exploration of diverse traditions, cultures and languages; the search for meaning; interfaith dialogue; and the application of ethical research and practical problem-solving to understand the relationship between the individual and society, through

ABOUT CABRINI UNIVERSITY

Founded in 1957 by the Missionary Sisters of the Sacred Heart of Jesus, Cabrini University is a Catholic institution that empowers students to become advocates of social change through an Education of the Heart, focusing on academic excellence, community engagement, and leadership development. Cabrini enrolls approximately 1,700 undergraduates in more than 40 majors, 14 affiliated preprofessional programs, 19 concentrations, and 14 additional minors on its serene 112-acre campus located 30 minutes from Philadelphia. The University also enrolls 900 students in graduate, doctoral, and professional studies programs at its main campus in Radnor, PA, and at five off-campus locations.

ABOUT A&S

The School of Arts and Sciences houses nine departments, 13 majors, 21 minors, 11 affiliate programs, and one graduate program.

Humanities and Social Sciences Programs by Department

- Writing and Narrative Arts
- Writing
- Gender and Body Studies (minor)
- Theater (minor)
- History and Political Science
- History
- Political Science
- Black Studies (minor)
- American Studies (minor)
- Environmental Studies (minor)
- Psychology
- Psychology
- Social Work
- Sociology and Criminology
- Sociology
- Philosophical and Political Justice

HUMANITIES AND SOCIAL SCIENCES NEEDS

STUDENT EXPERIENCES

STUDY ABROAD OPPORTUNITIES FOR LOW-INCOME, FIRST-GENERATION, AND UNDERREPRESENTED STUDENTS \$2000 PER STUDENT; \$20,000 ANNUALLY

Most short-term study abroad experiences cost students about \$3,000-\$4,000 above tuition. Study abroad scholarships can make study abroad more achievable for students to gain a global perspective and experience other cultures.

WOODCREST LITERARY MAGAZINE PUBLICATION RESOURCES (\$2,500 ANNUALLY)

Our campus literary magazine consistently receives the highest accolades from the Columbia Scholastic Press Association. Students gain hands-on experience with writing, editing, and publishing through this nationally recognized literary magazine.

EXPERIENTIAL POETRY COURSE RESOURCES TO TAKE STUDENTS OFF-CAMPUS \$1000 PER EXPERIENCE; \$10,000 ANNUALLY

Through this course, students explore the Wharton Escherick and Brandywine River Museums, travel to New York to tour the streets and spaces where literary giants composed their great works, and gain creative inspiration outside of a traditional classroom.

PHILIP M. COOK ASPIRING PLAYWRIGHT AWARD (\$1,000-\$10,000)

The Philip M. Cook Aspiring Playwright Award (the Phil Cook Fund) was established in 2017. Each spring three award-winning, student-written one-act plays are performed in our theater as part of the Writing and Narrative Arts Department's Annual One-Act Play Festival. These students receive small scholarships to recognize their achievement in writing and theatrical arts.

FUNDING FOR FACULTY RESEARCH, CURRICULUM, AND CURRICULUM DEVELOPMENT (\$8,000)

Students at Cabrini receive high-impact experiences that allow them to engage in undergraduate research and interact with community partners. Learning Communities and Engagements with the Common Good courses allow students to learn through co-curricular experiences, direct service, community-based research, and advocacy work. These dynamic experiences are fueled by faculty research, planning, writing, and implementation.

SPEAKER HONORARIUMS (\$1,000-\$20,000)

Cabrini has a legacy of hosting world-renowned speakers. Elie Wiesel, Nikki Giovanni, Jean Kilbourne, Tanya Burke, Eboo Patel, and Sarah Klein are just a handful of the outstanding speakers we've invited to campus. Diversity of thought is vital to our campus and speakers enhance the quality of our student experience. The National Body Image Conference hosted on Cabrini's campus, the Center on Immigration, and our academic departments project the need for future speakers.

STUDENT ASSISTANTS/GRADUATE ASSISTANTS (\$10,000)

Students studying in related fields could earn \$10,000 per semester assisting a faculty member with research.

SUPPORTING DIVERSITY AND INCLUSIVITY

PROQUEST HISTORICAL BLACK NEWSPAPERS DIGITAL DATABASE (\$1,600 ANNUALLY)

This electronic database provides access to the archives of nine historical Black newspapers, which would be utilized by faculty for their research and by our students who are majoring in History or minoring in Black Studies.

RESOURCES FOR LOW-INCOME STUDENTS TO JOIN NATIONAL HONOR SOCIETIES AND RECEIVE BOOKS (\$1,000-\$50,000)

Our school offers opportunities for students to join honor societies, which allows them opportunity for networking, additional scholarship, and recognition for their scholastic achievements. Induction fees range from \$25 to \$90, which is prohibitive for some students. We have created a process to provide financial assistance so that one's socioeconomic status does not prevent them from being recognized for their success. Additionally, these same students need support to purchase their textbooks for classes.

I'Y YOUNG WILLIS AND MARTHA WILLIS DALE EVENT FUNDING (\$1,000)

Each year, the History and Political Science Department recognizes a woman who has made a noteworthy contribution to the civic life of her community. This fund is used to celebrate and appropriately award these women leaders who come to campus to speak with our students in classes and at a large-scale event. Past awardees include Tanya Burke, Gloria Richardson, and Cokie Roberts.

CAPITAL FUNDING NEEDS

NEW PROSCENIUM ARCH THEATER IN STUDENT CENTER (\$1 MILLION)

Cabrini aims to expand its already robust theater program and cultural arts programming through the construction of a new theater within the context of a student center.

BODY MICS FOR CURRENT BLACK BOX THEATER (\$2,500)

The body microphones that our student actor's use need to be replaced to provide the best sound quality for our current theater.

DIY High Level Process

- Meet as a department to develop a list of items (experiences, technology, etc.) that will enhance your students' success.
- Ask: Can these items be bundled? For example, a remote sports package bundle of equipment. Bundle, categorize, and prioritize.
- Research the associated costs, which may include engaging vendors for quotes to have accurate totals.
- Produce the donor sheet content. Write a blurb for each item & the front page/sidebar text introducing the program, its impact, and its notable achievements. Gather pictures that show the life your program.
- Work with Marketing Communication to take your text and images and lay out the donor pitch sheet in a visually appealing manner.



Tips

Revisit your latest program review. Were there initiatives recommended that you can include?

Consult your Department Advisory Board for their recommendations on student experiences, technology, etc.

Don't be afraid to include your capital funding needs.

Lessons Learned

Don't be afraid to ask for funding that supports faculty learning and professional development.

It takes time to gather quotes from equipment vendors. You may need to solicit quotes from 2+ vendors.

Use these pitch sheets after a large lead donation. Momentum fosters a greater desire to give.

CHEMISTRY LABORATORY

Nuclear magnetic resonance (NMR) spectrometer	\$78,000
Inductively Coupled Plasma Atomic Emission Spectroscopy	\$75,000
High Performance Liquid Chromatography	\$40,000
UV-VIS Spectrophotometers (6 @ \$5,000 each)	\$30,000
Drying Oven	\$25,000

TOTAL	\$248,000
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BIOLOGY LABORATORY

Shaking Incubator (2 @ \$8,000 each)	\$16,000
CO ² Incubator (2 @ \$7,000 each)	\$14,000

TOTAL	\$30,000
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GENERAL SCIENCE LABORATORY

Stirrer/Hot Plates (10 @ \$500 each)	\$5,000
Lab Carts (6 @ \$300 each)	\$1,800
Balances (5 @ \$1,700 each)	\$8,500

TOTAL	\$15,300
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HEALTH AND EXERCISE SCIENCE

Portable Metabolic Analyzer	\$53,000
NuStep Exercise Machine	\$5,000
Metabolic Analyzer Cart	\$37,000

TOTAL	\$95,000
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ANNUAL SUPPORT FOR NSAH FACULTY AND STUDENTS

Faculty-mentored summer student research (10 students @ \$4,000 each)	\$40,000
Faculty and student conference travel (5 faculty members @ \$2,000 each)	\$10,000
Publication costs (3 faculty members @ \$1,000 each)	\$3,000

TOTAL	\$53,000
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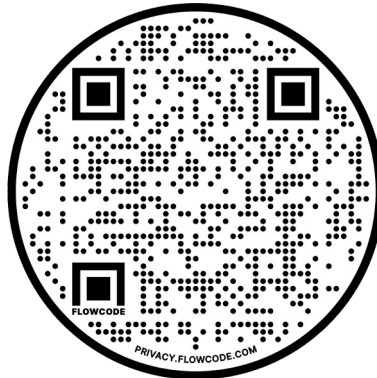


Handouts

Scan the QR Code to access these handouts:

Donor sheets for:

- Humanities and Social Sciences
- Natural Sciences & Allied Health
- Accessibility Support



Department Website in Wordpress

Goal: To supplement your university's website explanation of your department & dynamically update your content.

Include your students' latest work, share recent announcements, highlight awards, showcase student internships, introduce faculty via their bios, etc.

Link visitors back to the university's web pages for Admissions, catalogs, Athletics, etc.

Speak *in your own voice* about your program. Say what you want to say & how you want to say it.

What Can I Do With A Cabrini Communication Degree?

A lot! COM is one degree that is widely transferable to many different careers in many different industries.



DIY High Level Process

- Meet as a department to consider the audiences for your website and the information they would be most interested in learning from you.
- Develop a site map, consider navigation, evaluate Wordpress themes.
- Secure a domain and set up a hosting plan. Gather the images/media you plan to include on the website.
- Build the Wordpress website; create the pages, develop the content, etc.
- QA the site as a department. Share it with individuals in your target audience for their reaction and input. Revise and finalize.



Tips

Hyperlink from your website to the main .edu site. Ask the university's website manager to hyperlink to your site. Help one another.

Secure assistance, as needed, from an experienced web design resource.

Lessons Learned

Use a visual page builder for Wordpress like Beaver Builder or Elementor. It makes the process so much easier.

Link to your student media websites, YouTube pages, Soundcloud accounts, etc., to drive traffic to your student-produced content.

Highlight your students' internship experiences. That content draws a lot of interest and interaction.



Be Hands-On From Day 1

This is the ideal program for high-motivated students who want to become leaders in digital communication.



Build Close Relationships

Our students often work in teams to create media, forging strong friendships with their peers & faculty.

Cavalier Radio

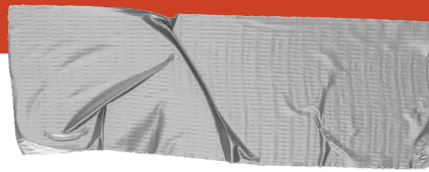
Cavalier Radio is Cabrini University's award-winning, Internet-only radio station. This student-run station offers a wide variety of music, sports, public affairs, news, and speciality programming through Internet stream and podcasts.

Students train to become radio personalities and control their own playlists of music. All academic majors at Cabrini University are welcome to join Cavalier Radio by participating in the COM Department's audio production and radio courses.

Listen in at CavalierRadio.com.

[Listen to Cav Radio's Livestream >](#)





Handouts

Visit the Cabrini COM Wordpress website at the following link:

www.CabriniCom.com

Thank you!

Dawn Francis

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Tip

You don't need to be a marketer by training to implement these DIY ideas. You know your program & you know how to communicate its value.

You can do this!