

THE EVERGREEN STATE COLLEGE

1983-84 College Marketing Plan

During the last five years, Evergreen's marketing efforts have become more clearly-defined and have expanded as our marketing expertise and programs have expanded. This year's marketing plan reflects the stability of that applied expertise. We have a good marketing foundation which has enabled us to delete less productive activities and attempt new approaches.

The cumulative results of our efforts seem most evident in the current Admissions activity. By October 10, undergraduate applications and admissions were substantially above 1982 levels, 11.8% and 14.6% respectively. This is a trend not experienced by our sister public institutions where undergraduate application declines averaged 5% and ranged as high as 13%. The year ahead presents two very distinct challenges: an even more competitive environment for the recruiting of new students and the possibility of dealing with significant enrollment growth.

The primary goal of this year's marketing plan is to finish the 1984-85 academic year with a strong enrollment posture that clearly demonstrates to the Legislature the growth potential of the College. We have positioned ourselves between the public and the private schools by illustrating that Evergreen provides the best of both worlds with a unique learning environment that emphasizes collaboration, high quality interdisciplinary study and diversity in its student body for an affordable cost.

We view the 1983-85 biennium as a critical one for Evergreen in which we must continue to enhance our recruiting and public awareness activities at the College while concentrating with renewed effort on the retention of current students. In the process we intend to more effectively evaluate the yield and cost effectiveness of individual strategies.

Therefore, the six major goals for the 1983-84 College Marketing Plan are as follows:

- I. To recruit a sufficient number of new students to bring the 1984-85 annual average enrollment to 2300 FTE drawn from a variety of sources to guarantee a diversity of students whose educational objectives are well-matched with the College's commitment to innovative, interdisciplinary education.
- II. To increase the retention of currently enrolled students.
- III. To insure prompt and accurate responses to inquiries from prospective students.
- IV. To increase the enrollment of Third World students.
- V. To increase the efficiency and effectiveness of College enrollment efforts by coordinating the activities of the College Relations and Admissions offices closely with other related College units.
- VI. To increase public awareness, understanding and support of the College and its activities.

Highlights of the 1983-84 Marketing Plan include:

- * An expanded Admissions mailing series which increases the number of contacts from 3 to 6 with prospective students who inquire about enrollment at the College
- * Introduction of an Evergreen Viewbook - a four-color magazine-size publication which will be Evergreen's first piece in both the Admissions mailing series and our direct mail campaigns. This publication is designed to present a visual introduction to Evergreen.
- * Expansion of our direct mail efforts through the purchase of names of Washington State high school seniors from the Washington Pre-College Testing Program in addition to the nonresident high school names purchased through the College Board's Student Search Service.
- * An expanded direct mail series increasing the number of contacts with potential students from 1 to 3.
- * The inclusion of marketing strategies for the Master of Environmental Studies Program, Continuing Education, Teacher Certification and the Tacoma Program.
- * A redefinition and restructuring of the Enrollment Coordinating Committee as the coordinative body and campus "clearinghouse" for the identification of issues related to recruiting, retention and public awareness and the implementation of ideas and solutions.
- * Retention strategies which reflect a renewed institutional focus on this critical component of enrollment management.

Details of the 1983-84 Marketing Plan are presented on the pages that follow.