

6. Informational Access

Goal 6. Develop printed and Web based materials and broadcast information to make the citizens of Oregon aware of these program and course opportunities.

Summary

Goal 6. Printed and Web Based Materials

OSU Extended Campus has created marketing communication materials and engaged in activities to better serve and retain our current customers/students and to recruit new customers/students through the following goals: 6A, 6B, and 6C.

Goal 6A. Development of new value-added Websites and enhancement of the existing OSU “statewide” site.

The OSU Extended Campus migrated to its new URL in June 2002. This new website is more reflective of the growing nationwide customer base and future expansion of the Extended Campus programs (the statewide URL was the only residual branding of the Extended Campus’ prior name, OSU Statewide). The name also reflects the department’s move to become OSU Extended Campus by fall term 2002. More importantly, the URL name change was simultaneously launched with a new portal design, which replaced the antiquated scroll-down menu on the former statewide landing page and will allow for several portal design features in the future. Current features include four main “portlets” and screen real-estate designed to facilitate community and better speak to varying The Extended Campus stakeholders, i.e., current distance students, prospective distance students, customers interested in Professional Programs, faculty, etc.

<http://ecampus.oregonstate.edu>

Over the past year, The Extended Campus’ Marketing team has met its goal to better serve and retain customers by spearheading several value-added enhancements and Websites to the existing statewide site, including the following:

<http://ecampus.oregonstate.edu/packet>

In conjunction with several Extended Campus team units, the Marketing/Web Development team met its goal to replace the mailing of hard-copy “course packets” by developing “*Your Online Student Packet*” (launched Spring 2002), which includes downloadable course syllabi and step-by-step instructions for getting started in a distance course. Online packets replaced mailed hard-copy packets. Students were alerted to the change via postcard reminders each term and announcements in E-News. Feedback from students has been favorable and has enabled quicker access and more reliable content to course materials approximately two weeks before the term starts. During fall term 2002, it was estimated that the printing, mailing and assembly of course packets resulted in a

cost of over \$4,500 (this did not include the combined staff, student and faculty time of over 75 hours). It is estimated that this online development will save the Extended Campus at least \$20,000 annually, and even more as the enrollment continues to grow.

The team met its goal to develop a separate site for the Extended Campus Professional Programs headquartered in Portland, which has enabled better branding and identity of the Extended Campus non-credit distance and site-based courses and programs. Non-credit programs were easily hidden or confused on the former statewide site since the latter primarily targeted degree-seeking students. Consequently, a stand-alone site has also facilitated targeted marketing efforts for these programs, which started in May 2002 and used the ProEd URL in a direct mail campaign to manufacturing engineers and quality control professionals in the Portland area.

<http://proed.oregonstate.edu>

The team met its goal to include an html version as an additional option for subscribers of this distance newsletter sent out via a Lyris listserv. The html version includes a printer friendly option and will eventually include article-relevant photos and graphics. The newsletter has been a model for e-newsletters on campus and beyond, having recently been selected in June 2002 to be featured by the Extended Campus' marketing staff at the upcoming October 2-4, 2002 UCEA West conference in Anchorage, Alaska.

<http://ecampus.oregonstate.edu/DceForms/subscribeNewsletter.aspx>

Web Migration to College of Business

The last quarter of 2002 was spent preparing the Extended Campus to shift its current Web server and services over to the OSU College of Business (COB), Business Solutions Group. The COB ".NET" Microsoft-based platform will enable the Extended Campus to provide more robust and sophisticated services to The Extended Campus' staff and students. Migration will take place in August 2002. Some of the value-added features of this new platform include a content-management system accessible to trained and authorized staff, enhanced user tracking & reports, increased site reliability and scalability as well as cross platform compatibility via underlying XML code.

The team exceeded its goal of creating the ADEPT site, accessible via ecampus, to showcase and track distance education initiatives at OSU as a result of this Congressionally Directed Grant and FIPSE oversight. The site, created by The Extended Campus' web systems coordinator in Marketing, features this project's yearly reports online.

<http://ecampus.oregonstate.edu/de/>

Goal 6B. Evaluation, creation, and enhancement of past print publications to plan for efficiencies with future publications/communications.

Discontinuation of the Extended Campus' Printed Term Schedule

In its effort to save printing expenses and publications staff time, the Extended Campus printed its last term schedule in the summer of 2002. Effective fall term 2002 and beyond, students will access course information online via the schedule of classes on the Ecampus site. The transition to web-only was made after conducting phone surveys with current and prospective students in spring 2001, which indicated that interviewees were favorable to an online format. Over this past year, in an effort to transition students to this new format, all printed marketing pieces and OSU e-News have continuously featured the Extended Campus' website as listing the most up-to-date course information. In University Publications meetings, the Extended Campus is viewed as a model and "test" to eventually migrate the on-campus audience to exclusively online schedules.

New Degree Program Brochures

With the discontinuation of the printed term schedule, more focus on targeted email and print mail campaigns will take place in 2002-03 to target specific audiences interested in OSU Extended Campus' four undergraduate degree programs. A prototype for these was developed in November 2001 with the Natural Resources degree brochure, which was included in award submission materials for ADEC, which received a national honorable mention for Outstanding National Online Programs for 2002. Drafts for Environmental Sciences and Liberal Studies were then completed in June 2002 and printed in August 2002. More information on the ADEC National Award received by the OSU Natural Resources degree program can be found at the following URL:

<http://faculty.ecampus.oregonstate.edu/showcase/index.htm>

New Community College Posters

With the discontinuation of the printed term schedule, targeted marketing to Oregon community college students will take place in 2002-03 with the creation and distribution of a poster with self-reply tear-off cards featuring the benefits of the Extended Campus' programs available to this audience. Test posters were created and distributed with good success rates in the spring of 2002 to help Ecampus begin to move in this marketing direction. In the Portland and Salem areas (i.e., Portland Community Colleges – three campuses, Mt. Hood, Clackamas and Chemeketa), the radio spot and poster will cross reference similar slogans, such as "Your dreams have never been so accessible," and "Jumpstart your career..."). The posters will be mailed and distributed to other statewide community colleges. A draft of the poster was completed in June 2002, and final copies printed in August 2002, with similar variations printed for winter and spring terms 2003.

New Extended Campus "Search Piece"

With the discontinuation of the printed term schedule, an overall promotional brochure will be created to market the Extended Campus' programs and services to prospective students. The search piece will be mailed to prospects in the

Advising Center database and used in general recruiting efforts, including community college fairs, internal marketing efforts, and direct mail campaigns. A draft of the search piece was completed in June 2002, and final copies will be printed in August 2002.

The Extended Campus FAQ sheet

As part of its internal marketing efforts (see Goals 5A & 5B), the Extended Campus created a FAQ sheet highlighting OSU Extended Campus' programs and services. This FAQ brochure was distributed at the Extended Campus' Faculty Forum May 2, 2002 and has been distributed campus-wide by OSU President Paul Risser in his effort to explain the growing services of the Extended Campus.

Inclusion in University Schedule of Classes

Indicative of the growing collaboration between the Extended Campus and central university student service and administrative units, inclusion of distance courses into OSU's printed Schedule of classes occurred for the first time in winter, 2002. This important endorsement and visibility will also take place electronically in the university's new online catalog to be launched prior to the fall term of 2002. Throughout the spring and summer, the Extended Campus staff participated in ongoing beta testing for the new online catalog.

Goal 6C. Implementation of regional and degree/program-specific media.

The marketing team met the above goal in the creation and implementation of its 2001-02 media plan, which included the following components:

Radio/regional media

A 60-second radio spot featuring the Extended Campus' profile student (female, mid-thirties, juggling work and family responsibilities) was produced and aired for 6-week flights prior to fall, winter and spring terms. Regional flights focused on the Mid-Valley (Fall and Spring), Bend (Fall) and Salem (Fall, Winter, Spring). Although call and email volume increased during flight time, radio was not necessarily cited as the marketing referral. In the Portland area, print ads in *The Bridge*, Portland Community College's newspaper, were placed to target community college students and highlight our new Portland Area Advisor. This was tracked and indicated low response, which has led to a revised plan (to include community college posters & radio exclusively in Portland) for 2002-03.

Degree-specific advertising

For the first time, and in cooperation with the University Advertisement Agency of record, the Extended Campus engaged in program-specific "targeted marketing" of OSU Degrees being delivered via distance education and courses with print and electronic ads in the following publications. The highlighted degrees and courses stemmed from the following programs: Environmental Sciences (ES), Natural Resources (NR), and General Agriculture (AG). Due to capacity limits set by the College of Liberal Arts administration, the Liberal Studies degree was not a recruitment target in these publications.

- *Science Teacher* (upper-division distance science courses)
- *Trail Boss News* (primarily NR courses for professional development)
- *Environmental Career Opportunities [ECO]* (ES and NR degrees and courses)

The Extended Campus marketing team partially met its goal to track effectiveness of these ads via Web Trends (i.e., a program to electronically gather web use statistics) reports and tracked responses via email and phone to the question “How did you hear about us” posed to prospective students contacting the Ecampus Advising Center. Two obstacles to getting complete information were 1) low tracking to marketing referral source question (either as a result of prospects not answering question when posed, or staff not asking prospects this question), and 2) limited access to server logs in Web Trends reports that resulted in only a partial tracking of the site referral sources (i.e. ECO Website since the ECO ad was also accessible online).

During winter term, however, the ECO site showed up under top referring sites, which indicated some success to this advertising method. Reader cards from the *Science Teacher* yielded approximately 25 inquiries. Unfortunately, there is not complete information for those who responded to any of these ads via our site or phone who didn’t indicate how they heard about the Extended Campus.

Professional Programs postcard mailing

To launch new courses offered through OSU Professional Programs, a four-color postcard was designed and mailed to over 14,000 individuals in the Portland area via purchased lists of the target audience (quality professionals and manufacturing engineers). The call to action was the new ProEd Website. Around the week that individuals received postcards, traffic to the new ProEd site showed significant volume.

Direct mailing to agencies

The team continued and expanded its prior successful mailing to the following agencies: Bureau of Land Management (BLM), Natural Resources Conservation Service (NRCS) and Forest Service. In addition to Oregon agencies, we now mail to over 800 combined agencies in Washington, Idaho, and California. Tracking the registrations in courses advertised in the flyer accompanying the mailing indicated that a significant number of students had enrolled due to the mailing. New for 2002-03 mailing will be the inclusion of the search piece and degree-specific brochures (NR and ES in particular).