

5. Needs Assessment

Goal 5. Conduct needs assessments in selected geographical communities. These assessments will be conducted through interviews and surveys with the community leaders, surveys of professions, and interviews and surveys of business leaders. Where possible, surveys will be Web based for efficiency of data collection and analysis.

Summary

Goal 5. Needs Assessment in Selected Communities

OSU Extended Campus developed new programs and internal marketing based on identified targets as indicated by market research conducted in 2001 (i.e., Riley Research Report of Needed Distance Education Programs in the State of Oregon). The Extended campus subsequently created three new goals (5A, 5B, and 5C) to establish targets for the project's new internal marketing strategies and initiatives.

Goal 5A. Develop and implement an internal marketing plan in order to recruit OSU faculty and departments to participate in the development of the Extended Campus programs.

The Extended Campus successfully developed an internal marketing plan. The plan identified targets (i.e., OSU departments and programs) with which the Extended Campus was interested in creating partnerships and/or new programs. These targets were based upon needs identified in Extended Campus market research and the "niche markets" (i.e., known strengths of Oregon State University).

Though partnerships were not achieved with all of the target programs identified in the Internal Marketing Plan, many were. Some examples of Ecampus new programs derived from internal marketing efforts include new online graduate degrees in Engineering (Nuclear Engineering and Radiation Health Physics) which were offered beginning Fall of 2003. Ecampus now offers a business certificate program (i.e., certificate of completion) with New Technologies Incorporated (NTI) of Portland, Oregon and College of Business, in Computer Forensics. Ecampus also has a commitment from the College of Business to develop an online Business minor beginning Fall 2004. Many of the courses for this minor are currently under development. Ecampus will also be offering a new minor in Fisheries and Wildlife and new online and site-based programs in Healthcare Education beginning Winter 2004.

Goal 5B. Develop and implement an internal marketing plan in order to raise awareness and promote the OSU Extended Campus.

A major goal of the Ecampus internal marketing plan was to broadly promote the Extended Campus on the OSU Corvallis campus and build its image by presenting accurate information about Extended Campus, i.e., who Ecampus

serves, what Ecampus does, and the advantages of partnering with Ecampus . Through these internal marketing efforts, Ecampus communicated the advantages these partnerships provide to non-resident students, campus departments, and the university. The internal marketing plan outlined strategies and systems to accomplish these goals. The OSU Extended Campus marketing team has implemented the plan and has created the Extended Campus FAQ and FACT sheets to support these efforts. In 2002 – 2003, marketing also created a new internal marketing brochure titled *Services to Faculty and Departments* and a faculty resources website which can be seen at:

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

Over this project period, and as a direct result of this project, Ecampus has developed the following marketing publications:

- Distance education trends on a state and national level.
- What OSU Extended Campus is offering in the field of distance education.
- How courses are delivered (modalities).
- How and why new distance programs are selected for development and implementation.
- Enrollment trends and successes of the Extended Campus academic programs/degrees.
- Demographics of OSU Extended Campus students.
- Student services the Extended Campus provides for non-resident students.
- OSU Extended Campus' course development process.
- How and why departments partner with the Extended Campus .
- Faculty issues (e.g., teaching with technology, teaching online, distance education course management, Blackboard).
- How the Extended Campus markets, courses, and programs.
- How the Extended Campus is funded.
- Non-credit courses and programs offered for professional development and other non-credit opportunities (e.g., CEUs and PDUs).
- Ecampus mission.
- Faculty services.
- Benefits for faculty and departments who partner with Ecampus .
- Revenue sharing and new Ecampus business models information.
- Quotes/testimonials from faculty and department chairs who have successfully worked with Ecampus .
- Quotes/testimonials from students who have had OSU Ecampus programs positively impact their lives.

These internal marketing publications have been widely distributed throughout the OSU campus on a variety of occasions. The university President (past President Paul Risser) distributed the print materials during his weekly open forums with faculty and staff. The Ecampus Dean and Associate Dean have widely distributed the publications to faculty and departments at a variety of

college, department and faculty meetings. The faculty website is widely used by the Ecampus course development team when working with potential and new faculty. Additionally, OSU has published numerous press releases and articles regarding Ecampus programs, awards and successes in the campus faculty newspaper *OSU This Week*. This internal marketing has greatly helped Ecampus promote and build a strong recognition on, as well as off, the OSU campus.

Goal 5C. Create a marketing plan to promote current and newly established programs.

Ecampus Marketing Plan

Marketing fulfilled its goal to write and implement an overall Ecampus Marketing Communication Plan for 2002-03. The intended audience of this plan focused primarily on prospective students and recruiting strategies. This plan and implementation of it entailed close cooperation with the Distance Education Advising staff. This plan was used in a campus-wide presentation as a model by University Marketing to present successful marketing planning to other units on campus.

The stated goals of this plan, which were all met, included:

- To document and ensure consistency in Ecampus' marketing/recruiting communication process on a term-by-term basis.
- To create a term-by-term calendar of routine and new marketing communication activities to keep everyone within Ecampus on the same page.
- To better evaluate marketing communication efforts and modify strategies accordingly in our attempt to provide the most quality communication and service to prospective and new students.

Targeted Plans

Additionally, targeted marketing plans and/or efforts for both current and new programs were executed for the following during 2002-2003:

- *OSU K-12 Online*. The Website can be seen at:
<http://k12online.oregonstate.edu/>
- *Internet Marketing Plan*. New internet marketing initiatives were marked by annual and semi-annual internet marketing planning. Examples of new initiatives have included e-Learners contract (lead-based inquiries), Banner Ads, Google Word Ads, and search engine tactics, which have resulted in a near-doubling of web traffic to the Ecampus site (approximately 440,000 hits in June 2002 to 800,000 hits in July 2003). Consequently, Ecampus, as indicated through activity reports through the Advising Center, witnessed a

doubling of the Web inquiries compared to the previous year, as well as a transition to more web inquires vs. phone or any other communication medium.

- *Community College Marketing*. Focus on Portland with new flyer insertions into Portland State University, Portland Community College's student papers, community college poster distribution, and managing coordinated efforts with the Ecampus Portland area advisor & OSU Admissions.
- *Liberal Studies degree focus*. Included advertising the flexibility of this degree in radio spot, community college poster campaign. Also, in recent efforts to boost Liberal Studies enrollment focus and set the groundwork for a direct mail campaign to Liberal Studies stop outs (i.e., left program for various life decisions but remain in good academic standing) over the past 10-15 years.
- *Natural Resources & Environmental Sciences*. Efforts included continued direct mail to agencies, print ads in paid and free journals and American Distance Education Consortium (ADEC) award promotion.
- *Summer 2003/On-campus*. Efforts involved partnering with OSU Summer Session for insertion in University student newspaper and other University publications, both online and in print, ads in university paper and posters distributed around campus.
- *Nuclear Engineering & Radiation and Health Physics*. These new online graduate programs start in fall of 2003.
- *Online Graduate Courses in Education*. Included special focus on recruiting to California community college instructors, and promotional efforts via Web.
- *Contract Training Sales Plan for Health Care Organizations*. Efforts involved in offering customized training in Healthcare Leadership. Also in planning process for a graduate certificate program in Healthcare Administration Services Management.
- *Ed2Go. (Professional Programs)*. Primarily entailed Web promotion and clustering online short courses to specific audiences for professional and personal development.