

6. Informational Access

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

Summary

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 Ecampus site.

Marketing succeeded in developing a variety of value-added websites and web features to enhance the existing Ecampus site.

New Ecampus Portal Design Finalized: In June 2002, OSU Extended Campus migrated to its new URL:

<http://ecampus.oregonstate.edu>

Current features of the portal design included four main “portlets” of screen designed to better market to the varying Extended Campus stakeholders, i.e., current distance students, prospective distance students, customers interested in professional programs, faculty, departments, colleges, and others.

Content Management System: As a result of the web migration to a Microsoft.NET platform, Ecampus adopted a robust Content Management System (CMS) and set up a web style guide for consistent headers and editing capabilities. The results have successfully enabled staff to increase efficiencies by updating web content themselves without having to know HTML or programming while maintaining consistency and quality standards of both the University and Ecampus.

Enhanced OSU E-News: Also as a result of web migration to Microsoft.NET, OSU E-News is now hosted and sent out to all distance education students via an Exchange server which enables subscribers to maintain their subscription and create and update their own passwords. Additionally, each E-News contains enhanced photos and graphics. The E-News website is located at:

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

Course Flash: In the spring of 2003, Ecampus created a sub-issue of E-News called “Course Flash” in an effort to more proactively promote individual courses to prospective and current students. This Course Flash website is located at:

<http://ecampus.oregonstate.edu/e-news/courseflash.eml>

Online Schedule Enhancement: In an effort to save printing expenses, publications staff time, and better serve distance education students, beginning fall term 2002, students accessed course information via an improved online schedule of classes on the Ecampus site. This schedule is linked directly to the OSU course database (i.e., SCT Banner) and benefits to users include an interface that also lists number of remaining seats, course descriptions, and course details (CRN, instructor, etc.). The website is located at:

<http://ecampus.oregonstate.edu/courses/default.eml>

New Faculty Resources Site: As part of its internal marketing plans to recruit and serve Ecampus faculty and departments (see Goal 5A/5B), Marketing, in conjunction with project development team members, designed the landing page, navigation and overall site structure for the Faculty Resources site. Two of the three main “portlets”, “Opportunities through Ecampus” and “Ecampus Services” provide a clear overview for those interested in teaching or offering programs through Ecampus, and for faculty and departments currently working with Ecampus. The website is located at:

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

New Websites were created to promote the following new distance education programs:

- College Classes for High School Students
http://ecampus.oregonstate.edu/K_12/default.eml
- Nuclear Engineering and Radiation Health Physics Masters and Ph.D. degree programs
<http://ecampus.oregonstate.edu/Degrees/NERHP/default.eml>
- Online Graduate Courses in Education
<http://ecampus.oregonstate.edu/teach/default.eml>
- OSU K-12 Online Program
<http://k12online.oregonstate.edu/>

Online integration with OSU Web: OSU Ecampus has been effectively integrated into OSU’s general web presence in multiple ways. One involved integration into the OSU Catalog, giving Ecampus higher visibility and all OSU students the capability to search for and select distance education courses. As part of these efforts, Marketing also worked with OSU Academic Affairs to create a separate menu listing of distance education courses on the main catalog page:

<http://catalog.oregonstate.edu/>

Additionally, Marketing worked with OSU Admissions to improve online effectiveness by getting increased visibility for Ecampus and distance students on the new Prospects Web page:

<http://oregonstate.edu/admissions/>

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

Name change from Distance and Continuing Education (DCE) to Extended Campus (Ecampus)

In fall of 2002, DCE changed its name to OSU Extended Campus. This was done to more accurately reflect the new mission and services offered through the department.

New look, URL, logo and tag

In conjunction with the unit name change, Marketing used this opportunity to develop an updated look for all of Ecampus' print and web publications. Ecampus also changed its URL to a more descriptive name, ecampus.oregonstate.edu. Marketing created a logo and the following tag to use on all print publications: "extending OSU worldwide".

Discontinuation of the Extended Campus Printed Term Schedule

For cost savings and improved efficiency, all course information and details are now available to students online instead of in printed term schedules. This has enabled Ecampus to give up-to-date course and program information to students.

New Degree Program Brochures

Brochures were created for the Ecampus individual degree program. With these brochures we have been able to more effectively market the individual degrees based on student interest.

New Ecampus Posters for the Oregon Community Colleges

With the discontinuation of the printed term schedule, targeted marketing to Oregon community college students has taken place during this project period. This is seen through the creation and distribution of posters with self-reply tear-off cards featuring the benefits of the Extended Campus' programs available to this audience. 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..."). Throughout this project period, the posters have been mailed and distributed to other statewide community colleges.

New Extended Campus “Search Piece”

With the discontinuation of the printed term schedule, an overall promotional brochure has been created to market Extended Campus programs and services to prospective students. The search piece has been 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.

The Extended Campus FAQ sheet and Services to Faculty and Departments brochure

As part of its internal marketing efforts (see Goals 5A & 5B), the Extended Campus created a variety of print brochures highlighting OSU Extended Campus programs and services. These brochures were used campus-wide by OSU past President Paul Risser in his efforts to explain the growing services of the Extended Campus and by the Ecampus Dean and Associate Dean at a variety of meetings and presentations.

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 of 2002. This important endorsement and visibility also took place electronically in the University’s new online catalog.

ADEC Award Materials

Marketing compiled the submission materials, which included a spiral-bound, four-color notebook, report content, and matching video jacket cover for the Natural Resources bachelor’s degree program. For the second year in a row, this Ecampus program won the 2003 Honorable Mention for Excellence in Distance Education award from the American Distance Education Consortium (ADEC).

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

The marketing team met the above goal in the creation and implementation of its 2002-03 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. For the first time, these flights focused on the Portland metropolitan area. This has been part of Ecampus’ broad campaign efforts to promote distance education in the Portland area. The radio message, which included “Jumpstart your career” and “Your dreams have

never been so accessible” was reinforced and coordinated with a poster campaign distributed to Portland and statewide community colleges.

Today’s Family television spot

In May 2003, Marketing coordinated the production of a 7-minute television segment, called “Today’s Family” to be aired nationally on ABC Family Network in fall of 2003. This segment will be used on 50 airings of the “Today’s Family” series in up to 25 designated market areas on ABC Family Channel and PAX-TV. Additional benefits of this production include a yearlong Banner advertisement campaign with 500,000 promotional banners on targeted consumer e-commerce sites and print ads in a variety of national publications.

Degree-specific advertising / mail campaign

For the second year in a row, and in cooperation with the University Advertisement Agency of record, the Extended Campus engaged in program-specific targeted marketing, primarily for the Natural Resources and Environmental Sciences distance degrees through publications like Environmental Career Opportunities (ECO). Additionally, Ecampus 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, OSU Ecampus now mail to over 800 combined agencies in Washington, Idaho, and California. Tracking the registrations in courses advertised in the flyer accompanying the marketing and outreach efforts afforded by this project.