

Student device preferences | Marketing plan Level 3 study

Timeline:

- Website launch and completed report by first week of April
- Must be launched by April 18

MES deliverables

Copy:

- 3-5 talking points about the study
 - Information/overview of study will be provided by ECRU to MES. MES will distill information to create talking points as an internal resource for MES and directors.
- Copy for OSU Today announcement

Web:

- [Landing page](#)
- Unique URL: ecampus.oregonstate.edu/student-devices
- Animated data viz for landing page
- Branded report cover icon for ECRU homepage
- Branded report cover icon for “Current projects/local studies” accordion

Social:

- 1 branded digital image for Twitter
- 1 branded digital image for LinkedIn

Other assets:

- Review copy for WCET blog post
- Review webinar slides (if needed) for webinars
- Review deck for presentations at conferences
- LinkedIn image + copy for Ecampus LinkedIn page (for directors to share)

ECRU deliverables

- Report information (overview) to MES
- Data viz for landing page
- Outreach to Educause, QM, others to host webinars
- Presentations at OLC Innovate, ELI, Distance Teaching, other
- Outreach to Inside Higher Ed and The Chronicle