

Session title	Grad School Marketing
Date/time	Jan 27, 2006 - 8:30
Name the participants	April L., Ben, Saul, Kim, Keith, Jack Teton Science Schools, Wolf Ridge, North Cascades Institute, Island Wood, McCall Outdoor Science School
Key questions	<p>How do we collaborate to pull in Grads, highlight our differences and create a greater market for our programs?</p> <ul style="list-style-type: none"> - how do we market our programs: web, paper, networks <p>Action: Put together materials, web site that would serve us all – brand marketing</p> <p>Discuss: The niche of each program, what words do we all use – individual brand identification</p> <p>Overriding core value theme:</p> <p>Sustainable MBA – what is ours?</p> <p>Common Ground:</p> <ul style="list-style-type: none"> - environmental leadership, educational leadership, about change - graduate education - - university partnerships - Residential/residency - Experiential/active - Field/outdoor - Blend theory and practice - Transparency - Modeling - Place based - Immersion - Community - Non-for-profit - Development professional identity - Place Based - We really like leadership <p>What do students say?</p> <ul style="list-style-type: none"> - start school - cohort - previous leaders - places for leaders - training

Assumption: We can come u with the theme that will pull people to use.

Leadership:

Community, education, programming, service

Key Words:

Graduate Programs, Residency, Community, Leadership, Immersion,

Concept:

Graduate Residency Programs in Education, Nature and Community Leadership

...live, learn and teach in amazing programs

6 Major Attributes:

1. Mentoring
2. **Theory into Practice**
3. Immersion
4. **Alternative** vs Non-Traditional
5. **Interdisciplinary Field Based**
6. Experiential
7. close group learning experience
8. direct faculty/student relationship
9. **Major University Partnerships**
10. **Group Learning** Experience
11. **Service**
12. **low-student faculty**

That lead to:

Service

Change the world

If it is a website and/or physical piece:

- marketing funds
- how do we pull folks to it
- how do we get the info our
- distribution technique: placement offices, nature centers,
- web
- ads in publications

	<p>SO WHAT:</p> <p>-</p> <p>Web Design: Sexy Photos, If you are looking forblah, blah, blah(attribute based)</p> <p>If you want to change the world?</p> <p>Roosevelt Quote</p> <p>Bioregional Descriptions</p> <p>Marketing Target: Other Conference Goers</p>
NCI	
Islandwood	
TSS	
MOSS	
Wolf ridge	
Take home messages	<p>Print Piece</p> <p>Drive to web portal</p> <p>How much do we Contribute? \$1000</p> <p>1 piece that feeds to portal and ads at the same time</p> <p>Implementer: TSS we all agree to kicking in \$500 cash</p> <p>Proposal Phase:</p> <p>Target Selection,</p>