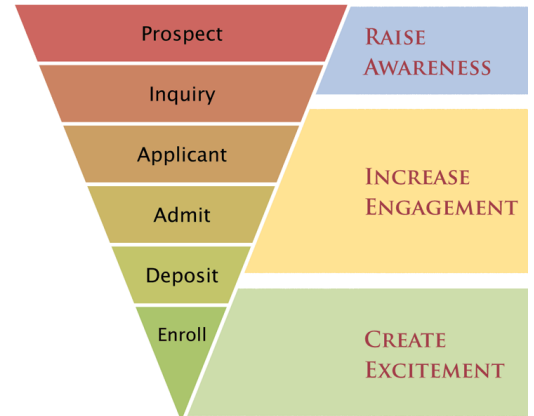


Admissions Marketing Checklist

Promotional items can be effective throughout the recruitment process to help raise awareness, increase engagement, and build excitement.

School / Contact Name: _____



Already Using	<i>I'd like to learn more about this</i>	<i>Areas in which promotional items can be effective:</i>
Raise Awareness		
<input type="checkbox"/>	<input type="checkbox"/>	Insert promotional item in mailing (3D Mail)
<input type="checkbox"/>	<input type="checkbox"/>	Staff apparel
<input type="checkbox"/>	<input type="checkbox"/>	Staff travel bags
<input type="checkbox"/>	<input type="checkbox"/>	Item to handout at college fairs and events
<input type="checkbox"/>	<input type="checkbox"/>	Signage: retractable banner, table covers
<input type="checkbox"/>	<input type="checkbox"/>	Branded item for high school counselors
<input type="checkbox"/>	<input type="checkbox"/>	Pennants
Increase Engagement		
<input type="checkbox"/>	<input type="checkbox"/>	Tour guide apparel & accessories (umbrellas, jackets, ponchos)
<input type="checkbox"/>	<input type="checkbox"/>	Campus maps printed on folders, foldable maps, tote bags
<input type="checkbox"/>	<input type="checkbox"/>	Promotional item / apparel for campus tours
<input type="checkbox"/>	<input type="checkbox"/>	Social media incentive to post / contest prize
Create Excitement		
<input type="checkbox"/>	<input type="checkbox"/>	Include promotional item in admitted / deposited student mailing
<input type="checkbox"/>	<input type="checkbox"/>	Handout item at admitted / deposited student events
<input type="checkbox"/>	<input type="checkbox"/>	Recognize scholarship recipients
<input type="checkbox"/>	<input type="checkbox"/>	Recognize volunteers

What student group(s) are you targeting?

- Traditional
 Transfer
 Non-traditional
 International
 Online only
 Graduate

Do you have a specific area of focus? _____