Feel free to use this template as your outreach/ recruitment plan. To do so, simply erase everything in red and replace it with your content.

Executive Summary

This is a brief summary of your plan. It may be helpful to write this part last.

Mission Statement

The mission of Fresno State’s (Your Program Title) is to…

Objectives

List objectives of your graduate program related to outreach, marketing, recruitment…

Marketing Strategy

**Target Market**

Who is your target market?

Who can apply to your program? Be as specific as possible.

Include the below, which may require some research on your part.

***Student Demographics (factual information about your target market).***

***For example:***

* Academic level
* Undergraduate standing
* Employment place
* Place of residence

***Student Psychographics (interests, activities, and opinions of target population).***

***For example:***

* Value graduate school
* Interested in your program
* Want to help your discipline

**Marketing Mix**

***Product***

What will students get out of your program? This may be career growth, broadened job opportunities, personal growth, etc.

***Promotion***

How can you promote the program? This may be posters, presentations, ads, your website, etc.

***Place***

Where can you promote the program? These are places where you can go to in order to attract prospective students. These may include conferences, local organizations related to your discipline, etc.

***Price***

Cost of program? Students always want to know how much they will have to pay, and they also want to know what their return on investment will be. Make sure this information is readily available to them. An advantage we have is that Fresno State is reasonable compared to other institutions’ tuition rates, especially those of private universities.

***Issues***

Key issues that may affect the attainment of your outreach/marketing objectives? These may be departmental or university wide issues. With any type of outreach/recruitment there are potential issues that you need to be aware of in order to make adjustments to your plan.

SWOT Analysis

The SWOT analysis is a business model used to assess and compare your strenghts, weaknesses, opportunities, and threats. It requires research on your part, but it is an important proactive approach.

***Strengths (internal)***

What are the strengths of your program, within the university or the program itself? Strengths can be your faculty profile or partnerships with the community that your program may have.

***Weaknesses (internal)***

What are weaknesses of the program, within the university or the program itself? These may be that your program is new or it is impacted.

***Opportunities (external)***

What opportunities for successful recruitment do you foresee, outside of the university or within your program? Perhaps community needs, state level, even national employment opportunities etc.

***Threats (external)***

What are some threats that you can foresee in your recruitment efforts, outside of the university or within your program? Economy, job market, etc.

Outreach Timeline

\*Implementation= I

\*Evaluation= E

\*Control= C

Implementation referst to who will perform the task, evaluation refers to who will analyze the quantity and quality of the task, and control refers to the assessment of how well the goals and objectives were met.

The following campus and community events will be attended by […] in order to attract prospective students.

| Date  | Event  | Objective  | Tactics | Cost | ImplementationEvaluation & Control |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  | I- E- C-  |
|  |  |  |  |  |  |

Competitive Analysis

Who is your competition?

***Local competition***

***National competition (online programs)***

Summary and Recommendations

In this section, summarize your report and make recommendations for taking action. Also, you may want to include how often this plan should be revised!