

Cost Effective Methods for Reaching Prospective Students

Small Group Break Out Sessions
Facilitated by Lisa Seguin

Brainstorm!

What cost effective methods do you use for reaching prospective students at your school?

Small Group Break Out

- Project assignments
- Project Planning Form
- Develop one project to reach prospective students in a cost-effective manner.
- Be prepared to share your ideas with the larger group.

1. Social networking / internet project
2. Student referral program
3. High school outreach program
4. Introduction to massage workshop
5. Community outreach with students
6. Use of effective branding
7. Job fair
8. Campus event
9. Open house event

Project Description and Goals

Describe your project and 3 goals you hope to achieve.

Marketing Ideas

How do you plan to promote your project to get others involved and ensure a successful outcome?

Success Criteria

How will you determine and measure the success of your project?

Projected Costs

What will your project cost to implement?

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Additional thoughts or comments?