Best Ideas from Breakout Groups

1. “Guru niche” – Buy an ad on a guru’s website, this will link you to your topic area and also support a colleague.

2. To get stories in the newspaper, get press in local papers first and have story spread from the bottom up.

3. BCU Key Card advertising – on the BCU entry card, NASW code of ethics is printed, sponsored by BCU School of Social Work.

4. Podcasts – they can be used for recruitment and alumni connection.

5. Have endowed chairs tour country giving lectures.

6. 1-pagers: 2-sided marketing material with consistent format and variety of information.

7. Brochures – ones that target specific audiences. Example: For students, have youth-focused piece such as “What Do Social Workers Do?”

Full List of Tactics from Breakout Groups

Group 1

- Newsletter
- Annual faculty report
- E-letter
- Website—photos of alumnae, stories
- Photos—double duty
- Advertise at select events
- Place ad on niche guru websites
- Use data on effectiveness of each strategy (marketing firms have this data)

Group 2

- Newspaper story
  - send out reprints
Fenton Communications

- Student story
  - Project
  - Research
  - Human interest
  - Testimony
- NOTE: start with small presses/newspapers, BILINGUAL press
- Use cosponsors’ (conferences, etc.) press/communications dept. to get word out
- Write press releases
- Alums can keep their email address
- “In-House” Web/IT person

Group 3

- Contact high school students
- Get to know specific audiences (no more generic marketing pieces)
- Newsletter
- Publications for donors
- Brochure: “What do social workers do?”
- DVDs
- Establish distinctiveness
- Strategic marketing plan with specific goals
- Hire marketing specialist

Group 4

- One-pagers (2-sided)
  - variety of content
  - standardized format
  - pictures
- State NASW
- Newspaper
- Bookmark
- Idea of getting attention—not give info

Group 5

- Podcasts
- Radio airtime (timely): topics discussed with call-in opportunities
- Newsletters
- E-mail blasts
- Packets of information that faculty take to conferences, etc.
- Team faculty and admissions at recruitment activities
- Sponsorships of state-wide conferences

Group 6
Marketing to Legislators
  o NASW lobbyist
  o Personal contacts with individual legislators—ask them to speak
  o Written notice of legislators’ positions
  o Legislative day incl.

Collaboration with other SSW for standing

NPR

Alumni listserv

Local press/free press: info sessions

Key card

Student recruitment: not just for numbers but for quality

Faculty recruitment

Web site development

Media messages (not one per faculty)

Interdisciplinary collaboration

Group 7

Student journal

Stakeholder survey

Celebrations of promotions and retirement

Lectures around country by endowed chairs

Thank you notes on letterhead (hand-written)

Broadcasting good news

Group 8

Newsletter

Special Pages/Sections of University Alumni newsletter

Fund and hire a staff member for university external affairs dept.

Develop and fund a marketing plan (+consultant)