

CSWE 2007

“Marketing 101” Breakout Session

Co-sponsored by

National Association of Deans & Directors

Social Work Leadership Institute, New York Academy of Medicine

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

- 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
 - NASW lobbyist
 - Personal contacts with individual legislators—ask them to speak
 - Written notice of legislators' positions
 - 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)