

AUGUST 2021 - AUGUST 2022

ADMISSIONS MEDIA STRATEGY



WARNER COLLEGE
OF NATURAL RESOURCES
COLORADO STATE UNIVERSITY

THE "WHY"



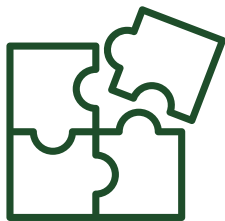
Expand Our Audience

- Outreach and paid promotion to get more future students in the Admissions Funnel
 - Segmented Populations
 - Growth-Oriented Majors



Increase Awareness

- Build awareness of Warner's...
 - Programs
 - Community
 - Investment in NR



Build Affinity

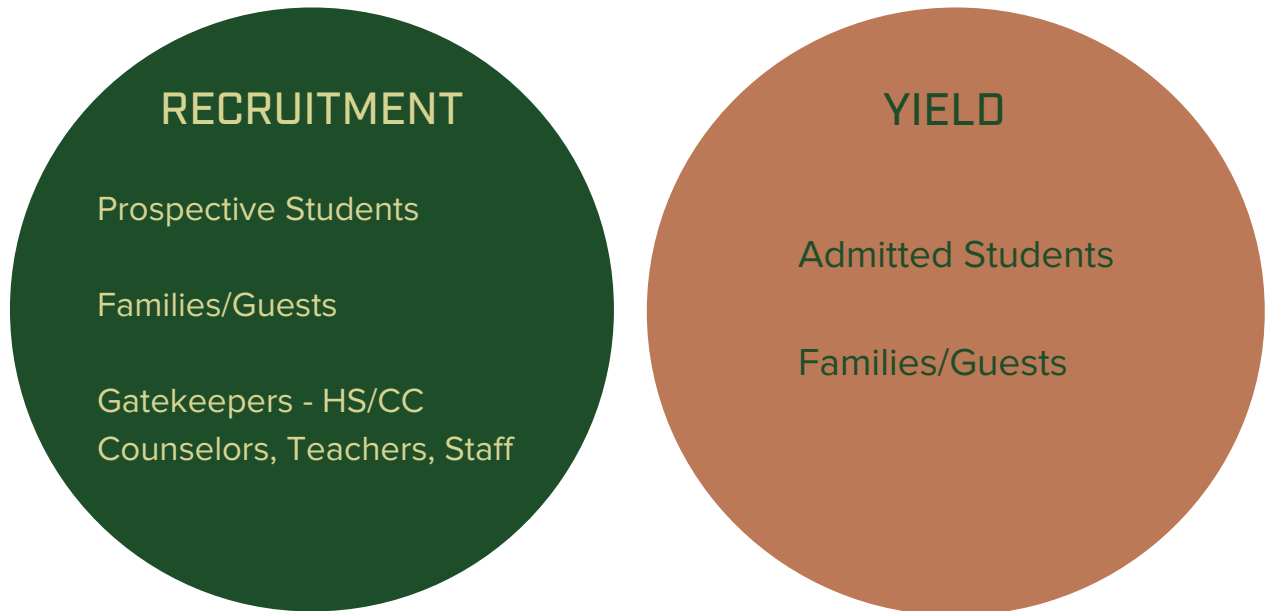
- Create community and sense of belonging for Warner Bound Rams
- Reveal the uniqueness of the student experience in Warner



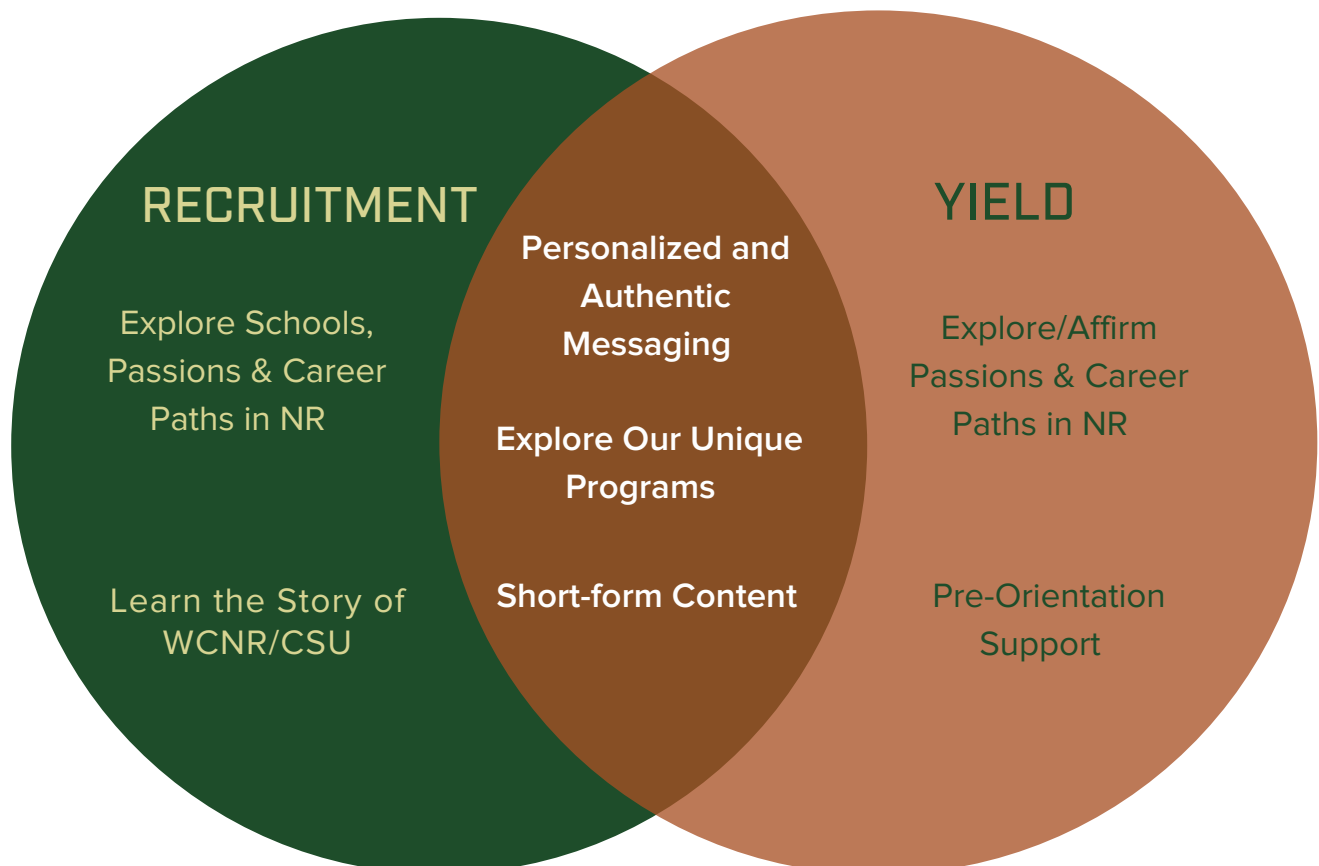
Express Our Values

- Demonstrate CSU Values
 - Land Grant Mission
 - Principles of Community
- Convey Warner's Values
 - The Environment & Livelihood
 - Sustainability
 - Supportive Community
 - DEI

AUDIENCES



AUDIENCE NEEDS



THEMES

The five media strategy themes associated with the Admissions process within the Warner College will help to dictate outbound media messaging as a set of guidelines on which to build meaningful and consistent content.

1



Student Experience

This is your Warner College experience

- beautiful spaces
- field courses
- classroom experience
- campus attractions
- faculty offerings and experiences

2



Community:

Everyone is someone at Warner

- Speaks to building and joining community at Warner College through activities, clubs, class experiences, faculty interaction
- Underscores the exclusivity of being a student at Warner College as a unique experience

3



Diversity & Inclusion

No one is left out at Warner

- Creates dialogue with student of diverse backgrounds
- Exemplifies a space in which diversity is valued
- Intentionally depicts natural resources as a diverse and inclusive discipline

4



Discovery

Find yourself at Warner

- Imbuing a sense of self discovery through attending school at CSU Warner College.
- Through storytelling, provoking students to envision themselves at Warner
- "See yourself here"

5



Support

Nature is accessible, higher ed is attainable

- Illustrates the ease at which one can become a Warner Ram
- How to get into Warner College
- Breaks barriers to higher ed
- How-to's and tutorials

2021 - 2022 CAMPAIGNS

The following projects will be completed in the academic calendar year August 2021 to August 2022 by the Admissions and Communications team members in the Warner College.

• 9 MAJORS PROMO

Taking a new angle from 2020 with a multi-media approach for platform-specific promotional content for each major



• ADVERTISING/PAID PROMOTION

Paid promotion for departments and programs automated across social media platforms

- Lead Gen September 2021
- Free App Day October 2021



•PODCAST PROMOTION

Promotion of the Tune into Nature podcast across social media



COMMUNICATIONS TACTICS

Comms Platforms

- Social Media
- CSU Source/Warner Source
- Podcast
- Warner webpage
- Direct mail
- Print design

Admissions Outlets

- Admissions blogs
- Post-Admit Messages
- Print design
- Events and Visits
- Texts and Calls