

# APPENDIX C

## Marketing Campaign Guide





# Eastern Wyoming College Marketing Campaign Template

## Recommended Guidelines

### Campaign Title

*(Clear, concise, and engaging — e.g., “EWC Fall Enrollment Drive” or “Gold-Blooded Athletics Merchandise Launch”)*

### Introduction

A short paragraph framing the purpose of the campaign:

Why this campaign matters to EWC (students, community, mission).

The primary audience(s) you’re targeting.

Desired outcome (awareness, attendance, applications, donations, etc.).

### Objectives

Define 3–5 measurable objectives. Examples:

Awareness – Increase visibility of [program/event] across campus and region.

Engagement – Boost participation from students, faculty, alumni, and community.

Reputation – Reinforce EWC’s identity as [academic/athletic/cultural leader].

Partnership – Strengthen collaboration with [alumni, businesses, civic groups].

Strategic Alignment – Tie the campaign back to EWC’s mission and strategic plan.

### Core Marketing Activities

Outline the activities you will use. Examples:

#### 1. Press Releases & Media Coverage

- Announcements, milestones, student/coach/faculty features.
- Targeted media placements in local/regional outlets.

*Metric: [X media placements per month]*

#### 2. Paid Media Partnerships

- Newspaper/radio/online sponsorships or inserts.

*Metric: Reach of [X households / impressions]*

#### 3. Video & Multimedia

- Short spotlight videos, reels, or livestreams.

*Metric: [X views or engagement within 7 days]*

#### 4. Website & Digital Maintenance

- Dedicated webpage banners and updated event/program content.

*Metric: [X% increase in page traffic compared to prior period]*

#### 5. Social Media Campaigns

- Scheduled posts with graphics, highlights, and stories.

*Metric: [X% follower growth, engagement increase]*

#### 6. Community Engagement

- Posters, event-day visibility, booster/student involvement, youth outreach.

*Metric: [X partnerships, [X] student passes distributed]*

7. Spotlights & Human-Interest Features

- Profiles of students, faculty, coaches, or alumni.

*Metric: [X spotlight stories per month]*

8. Merchandise & Brand Visibility

- Gear promotion through bookstore and online shops.

*Metric: [X% annual growth in sales]*

Workforce Development (if applicable)

Student interns or workers engaged.

Opportunities for applied learning in marketing/media.

*Metric: [X interns/student workers per campaign year]*

Additional Strategies

Email marketing updates.

Cross-departmental collaborations.

Partnerships with booster clubs, alumni, or local businesses.

Measurement & Evaluation

Social/digital analytics.

Attendance or participation tracking.

Merchandise/gear sales reports.

Surveys or feedback forms.

Budget & Resources

Strategy / Initiative	Description	Estimated Cost	Notes / Value
Press Releases	Media placements	Staff time	2–3 per month
Paid Media	Inserts, radio	[\$amount]	Reach [audience]
Social Media Campaigns	Graphics, reels	Staff/student time	15% growth
[Other Initiative]	[Details]	[\$amount]	[Value]

Acknowledgments (if applicable)

List collaborating individuals, departments, or external partners.

If you have a question, please email: [Marketing@ewc.wy.edu](mailto:Marketing@ewc.wy.edu)



**Eastern Wyoming College Athletics**

**Media Plan for Athletics  
Prepared by the Office of  
Marketing & Public Relations**

**2025-2026 Season**

# Media Plan for Athletics

## Introduction

Eastern Wyoming College Athletics is a cornerstone of our mission to foster student development, community pride, and academic excellence. The program exemplifies the College's commitment to supporting students both in the classroom and in competition, while engaging the broader Goshen County community.

This media plan outlines a coordinated effort by the Office of Marketing & Public Relations, in collaboration with Athletics staff, student contributors, booster club members, and community partners. Together, we aim to ensure EWC Athletics is visible, celebrated, and integrated into the College's identity as we begin the 2025-2026 seasons.

## Objectives

The communications objectives guiding this plan are to:

1. Awareness - Elevate the visibility of EWC Athletics across campus and the region.
2. Engagement - Increase student, faculty, alumni, and community participation in Athletics programming.
3. Reputation - Promote EWC as an institution where academic achievement and athletic success are equally valued.
4. Partnership - Strengthen collaboration with booster clubs, alumni, county leaders, and businesses.
5. Strategic Alignment - Support the College's mission by spotlighting student-athletes as learners, leaders, and community contributors.

## Core Media Activities

1. Press Releases and Media Coverage: The Marketing and Athletics teams will prepare and distribute press releases announcing games, results, and athlete milestones. Each release will highlight the "student-first" ethos of EWC Athletics, incorporating quotes from coaches and athletes. Ongoing relationships with local and regional media outlets will be leveraged to ensure consistent coverage.

**Metric:** 2–3 media placements per month across print, radio, and digital outlets.

2. Paid Media Partnerships:

Through a special media relationship, Eastern Wyoming College has secured purchased coverage in the Torrington Telegram. This partnership includes dedicated team inserts designed to celebrate and spotlight EWC athletes while strengthening ties with the community.

- Volleyball Insert (September 2025): First insert published, cost \$500.00 (see attached copy).
- Upcoming Inserts:
  - Rodeo – October 2025
  - Men's and Women's Basketball – Winter 2025–26
  - Golf – Spring 2026

This initiative provides visibility not only for Athletics but for EWC as a whole, reinforcing our message of student success and community engagement.

**Metric:** Four seasonal inserts reaching Torrington Telegram's readership base, with estimated circulation impact of 3,500–5,000 households per insert.

3. Preseason "Coaches Call" Video Series: A preseason video series will be produced featuring coaches introducing their teams, season goals, and standout athletes. These short segments (2–3 minutes) will be released on the EWC website, social media platforms, and booster club channels, ensuring visibility prior to the start of competition.

**Metric:** 500+ combined views per coach video within the first week of release.

4. Website Announcements and PrestoSports Maintenance: The EWC homepage will regularly feature athletics updates under the banner "EWC Athletics Are Back in Full Swing." Content will rotate weekly to showcase specific teams, athletes, or season highlights. The Athletics PrestoSports site will be maintained in a timely manner, ensuring schedules, rosters, and results remain accurate and accessible for fans, families, and media outlets.

**Metric:** 25% increase in athletics webpage traffic compared to 2024–2025.

5. Live Game Statistics and Real-Time Updates: Real-time reporting of game statistics will be prioritized to enhance the fan experience. In collaboration with student contributor Jamie Lambert, Athletics staff, and the Marketing team, live statistics will be delivered through PrestoSports, social media platforms, and in connection with the Coaches Call campaign. This initiative will allow fans and community members to follow contests as they unfold, fostering stronger engagement.

**Metric:** Live updates provided for at least 90% of home contests; 20% increase in in-game social media engagement.

6. Social Media Campaigns: A structured social media calendar will guide consistent posting across all EWC Athletics platforms. This includes game-day graphics, live score updates, and post-game highlights. Expanded use of reels and spotlight features will target younger audiences, while maintaining accessibility and inclusivity across all channels.

**Metric:** 15% growth in social media following and 20% increase in engagement compared to prior year.

7. Community Engagement and Booster Club Partnerships: Working in close coordination with the Booster Club and Goshen County stakeholders, Athletics promotions will be amplified through community channels. Local businesses will be encouraged to display posters and share updates, while community events will serve as opportunities to showcase athletes and coaches.

To further strengthen community ties:

- **Game Day Passes:** Complimentary game day passes will be distributed to local student-athletes, encouraging participation and fostering a stronger pipeline between area youth sports programs and EWC Athletics.
- **Feather Flags:** “EWC Game Day” feather flags will be prominently placed at key locations throughout Torrington and Goshen County to alert the public and build visibility whenever home games are taking place.

**Metric:** At least 200 student passes distributed annually, and feather flag placements visible in high-traffic community locations during each home game day.

**Metric:** Ten community business partnerships and two booster-driven events per semester.

8. **Athlete and Coach Spotlights:** Season-long features will highlight athletes, coaches, and support staff. These spotlights will emphasize perseverance, teamwork, and academic balance, reinforcing EWC’s mission of developing the whole student.

**Metric:** Two spotlight stories per month across all channels.

9. **Merchandise and Brand Visibility:** To further amplify team spirit and community engagement, Eastern Wyoming College will promote the purchase of EWC-branded gear through online shops, supporting individual teams and extending the College’s presence throughout the region. By providing accessible options for fans, alumni, and families to purchase apparel, we not only generate pride and recognition but also create an additional stream of support for Athletics.

**Metric:** Launch team-specific online merchandise campaigns each season with a goal of 10–15% annual growth in online sales.

## **Workforce Development**

1. **Student Internships and Workforce Development**

Eastern Wyoming College Athletics media initiatives also serve as a hands-on training ground for students pursuing careers in marketing, communications, and media. By employing interns and student workers, we create opportunities for experiential learning while strengthening our institutional capacity.

2. **Our current student contributors include:**

- Una Stepic – Student Worker, Marketing & Media, photographer and graphic designer
- Jamie Lambert – Student Worker, Real-Time Stats and Game Coverage

Through their active participation in social media management, live game coverage, and content creation, these students gain valuable on-the-job experience in marketing and media production. Their involvement supports Athletics while directly advancing EWC’s academic mission and recruitment efforts, as prospective students recognize the unique opportunities to engage in practical, career-relevant training.

**Metric:** Employ at least 5–7 student workers per year in marketing/media functions, contributing to Athletics communications while gaining workforce-ready skills.

### **Additional Strategies**

- Email Marketing: Bi-weekly updates to students, faculty, alumni, and donors.
- Student Media Collaboration: Engaging journalism students in Athletics coverage.
- Livestream & Recap Highlights: Select games livestreamed with highlight reels.
- Merchandise Promotion: Expansion of “Gold-Blooded” merchandise through bookstore and digital channels.

### **Measurement and Evaluation**

- Digital Analytics: Monitoring of social media metrics, website activity, and video performance.
- Attendance Tracking: Evaluation of game attendance trends.
- Community Engagement: Documented booster club activities and partnerships.
- Survey Feedback: Collection of input from athletes, coaches, and fans at season’s end.

### **Alignment with the EWC Strategic Plan**

This plan supports EWC’s institutional priorities:

- Promoting Faculty and Students: Featuring Coaches as mentors, athletes as leaders.
- Expanding Community Engagement: Strengthening EWC’s role as a hub for local and regional pride.
- Enhancing Reputation: Reinforcing EWC’s standing as a premier institution of academic and athletic excellence.
- Fostering Growth: Increasing Athletics visibility to support enrollment, retention, and community investment.

### **Conclusion**

This media plan represents a unified effort of the Marketing and Athletics teams, working hand in hand with student contributors, booster organizations, and community partners. By combining consistent storytelling, real-time reporting, and cross-platform promotion, EWC Athletics will shine throughout the 2025-2026 season. Together, we will highlight the accomplishments of our student-athletes and coaches, while reinforcing Eastern Wyoming College’s mission of education, engagement, and excellence.



## Appendix A

### Strategy and Approximate Cost

Strategy / Initiative	Description	Estimated Cost	Notes / Value
<b>Press Releases &amp; Media Coverage</b>	Regular game updates, athlete features, earned media placements	Staff time (no direct cost)	Builds visibility; 2–3 placements/month
<b>Coaches Call Videos</b>	Preseason interviews with coaches for social/web	Staff/student production	500+ views/video goal
<b>Website &amp; PrestoSports Maintenance</b>	Homepage banners, timely updates of rosters/schedules	Staff time	ADA compliant, 25% traffic increase target
<b>Live Game Stats</b>	Real-time reporting (Jamie Lambert, student)	Student worker wage	90% of home games live updated
<b>Social Media Campaigns</b>	Consistent game-day graphics, reels, highlights	Staff/student production	15% follower growth, 20% engagement rise
<b>Community Engagement</b>	Posters, booster events, student passes, “Game Day” feather flags in town	\$2,000 annually (flags & printing)	Increases visibility & youth recruitment
<b>Paid Media Partnerships</b>	Purchased inserts in <i>Torrington Telegram</i> ; Radio sports packages	Annually \$7,500	Volleyball (Sept), Rodeo (Oct), Basketball (Winter), Golf (Spring)
<b>Athlete &amp; Coach Spotlights</b>	Human-interest stories across platforms	Staff/student production	2 features per month
<b>Student Internships &amp; Workforce Development</b>	On-the-job training for student workers @ 5 workers per academic year (for example: Una Stepic, Jamie Lambert)	Approx. \$10,000-15,000.00	Supports recruitment for Marketing & Media curriculum
<b>Merchandise &amp; Branding</b>	Online EWC-branded gear to support individual teams	Vendor-based, no upfront cost to EWC	10–15% growth in sales annually

## Acknowledgments

This media plan has been developed collaboratively by the Marketing & Athletics teams, student contributors, booster club members, and community partners. We recognize and appreciate the contributions of the following individuals:

<b><u>Name</u></b>	<b><u>Position / Role</u></b>
Lisa Johnsn	Executive Director of Eastern Wyoming College Foundation
Kristin Sampson	Interim Director of Marketing & Media, EWC
Brad Staman	Media Relations Coordinator
Katie Thomas	Social Media Specialist
Saygin Koc	Webmaster / Associate Professor - Communications
Bill Engel	Athletic Director & Head Men's Basketball Coach
Jamie Lambert	Student Contributor (Real-Time Stats & Game Coverage)
George Hamilton	Head Coach, Women's Volleyball
Tim Larsen	Women's Head Basketball Coach & Director of Fitness Center
Whit Peterson	Head Rodeo Coach
Zach Smith	Head Golf Coach
Caleb Spitzer	Esports Team Head Coach
Daniel Yonkee	Booster Club Member
Moriah Harkins	Go Goshen, Chamber Director





# Social Media Posting Guidelines

## 1. Keep Captions Short, Clear, and Engaging

Write concise posts that get to the point quickly. Lead with the key message, use a friendly but professional tone, and include a clear call to action (join us, register here, etc. Send people to our website/ registration links whenever possible and appropriate. Emojis can add personality but should highlight rather than overwhelm. Aim for 2-5 relevant hashtags connected to the college, club, sport, or program. Examples- #ChargeIntoYourFuture #EWC #GoldBlooded

## 2. Protect Branding and Identity

“Always adhere to the college’s branding guidelines. Use the correct official, unaltered logo in a prominent location on all posts and graphics, and maintain consistency in voice, style, and design. Apply the college’s black and gold color scheme to all visuals whenever possible, so that content is immediately recognizable as associated with the college.

## 3. Edit, Don’t Delete

Avoid deleting posts unless absolutely necessary (policy violations, privacy concerns, or major factual errors). Edit or clarify a post whenever possible to keep engagement history intact for our analytics and maintain trust with the audience.

## 4. Engage Responsibly

Respond to comments in a positive, respectful manner. Engaging with comments is a great way to boost visibility and encourage engagement. Avoid engaging in arguments or confrontational exchanges in the comment section. It is generally ILLEGAL for a public college's official social media pages to delete comments based on their viewpoint, as this violates the First Amendment's protection of free speech. However, colleges can legally hide or remove comments that are genuinely off-topic, spam links, contain illegal content (like threats or obscenity), or are repetitive, provided these actions are consistently and fairly applied and not used as a tool for viewpoint discrimination. They must also be recorded. Social media is a reflection of the college’s values—stay professional in tone and approach.

## 5. Post Consistently and Strategically

Keep the page active. A good goal is 3-5 posts per week, adjusting as needed. Schedule and plan content ahead of time when possible. Post during recommended high-engagement hours to maximize reach and visibility. Publish posts so they are spread out rather than publishing multiple at the same time. Posting too many on the same day will cause them to compete with each other, reducing visibility, overall engagement, and the health of the page.