

Eastern Wyoming College

MARKETING GOALS & STRATEGIES

FY 2025- 2027



Overview



- Background
 - Communication Audit
 - Market Research: Target Audience, Competitive Analysis
 - Communication Team
- Framework and Key Messages = Consistency
- Measurable Goals & Strategies
- Action Plan
- Metrics for Success
- Next Steps
 - Workshops
 - Quarterly Meetings of Communication Team

Marketing Goals Align with College Strategic Goals

1	Ensure student success	→ Increase enrollment
2	Develop and sustain resources for the future	→ Enhance community engagement
3	Create a culture of organizational excellence	→ Enhance internal communication



EWC Marketing Framework

TARGET AUDIENCE <i>(who is most attracted to our college):</i>	Because we believe everyone deserves access to a quality, affordable education that prepares them for success in the workforce or higher education,
FRAME-OF-REFERENCE <i>(who we are):</i>	Eastern Wyoming College is a local leader in applied learning, offering a supportive environment for academic, personal, and professional growth through hands-on, career-focused programs,
POINT-OF-DIFFERENCE <i>(what makes us special):</i>	including opportunities like gunsmithing, Veterinary Technology, cosmetology, agriculture, nursing, and medical assisting, as well as seamless transfer pathways for students pursuing advanced degrees,
BENEFIT <i>(why what we do is unique):</i>	empowering students to gain real-world experience, build rewarding careers, strengthen local industries, and contribute to their communities while staying close to home.



Key Messages

Supportive Environment:

- Eastern Wyoming College features small class sizes, dedicated faculty, and personalized support to foster academic success and career readiness.

Applied Learning:

- Gain real-world experience while earning your degree.
- EWC's hands-on training prepares students for immediate entry into the workforce with practical, career-ready skills.

Transfer Programs:

- Your pathway to a college degree starts here
- With robust transfer agreements, EWC ensures students can smoothly transition to 4-year institutions after earning an associate degree.

Career-Ready Graduates:

- Programs in agriculture, healthcare, and skilled trades ensure students are prepared to thrive in high-demand fields.

Welcoming Atmosphere:

- EWC is a place where you will find a sense of belonging.
- EWC is a safe, caring environment.

Quality Education:

- Highly qualified professors and instructors prepare students to be the best they can be in their chosen fields of study. These professors take a great interest in their students' success. Their students' success is the top priority.
- The programs integrate technology and sustainable practices, equipping students for successful careers.

Community and Career Focus:

- EWC: Serving Eastern Wyoming with Education, Support, and Careers.
- EWC positions itself as the local, affordable, and practical choice for students seeking to gain skills that benefit their communities.

Local Impact, Global Opportunities:

- EWC strengthens local industries and communities while providing students with the skills to compete in a competitive job market.



Marketing Goals

1. Increase Enrollment:

To grow student credit hour enrollment by 3.5% by FY26 and 5% by FY27, the college will launch a multi-channel marketing campaign by Fall 2025 targeting prospective students across Wyoming and neighboring states. Campaign efforts will include segmented digital advertising tailored to programs like healthcare, ag-tech, and the skilled trades, as well as retargeting strategies for high-intent audiences. Performance will be assessed quarterly through FY27.

2. Enhance Community Engagement:

To strengthen local ties and increase visibility, the college will host four annual community-focused events starting in September 2025, such as the ag showcase and alumni receptions. These events aim to grow attendance by 20% annually and generate at least 10 earned media stories each year. Partnerships with local media and civic organizations will be leveraged to maximize outreach and participation.

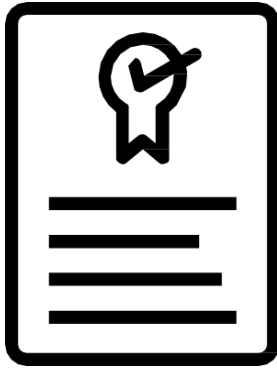
3. Enhance Internal Communication:

Supporting employee retention and recruitment, the college will launch internal marketing initiatives including newsletters, welcome kits for new hires, and faculty/staff spotlights on social media. A pilot program will begin in Spring 2026 with the goal of improving employee communication satisfaction scores by 10% by FY26. Efforts will be implemented using current staff and in collaboration with Human Resources, with an initial evaluation set for July 2026.



Action Plan

- Tactics
- Action Items
- Timeline
- Responsible



Tactics

- Planning
- Website Updates
- Style Guide
- Digital Ads
- Media Outreach
- Video
- Presentations, Visits
- Virtual Information Sessions
- Community Events
- Scholarships and Incentive
- Program Launch
- Social Media
- Email Marketing



Marketing Metrics



Metric	Report Frequency
<ul style="list-style-type: none">• Website traffic• Social media engagement• Ad performance	Monthly
<ul style="list-style-type: none">• High school outreach events• Scholarship applications• Employer partnerships	Quarterly
<ul style="list-style-type: none">• Marketing spend vs. Attendance/enrollment• Overall enrollment growth• Program awareness• Community engagement	Annually

Moving Forward Together

These strategic initiatives will position Eastern Wyoming College for growth, community leadership, and continued student success.

The EWC Marketing Team has developed several tools for use by anyone in the organization to implement these strategies.

The Communication Team will review the plan in detail, suggest additions or modifications, and meet regularly to measure progress.



MARKETING TOOLS

- ☐ Brand Guide
- ☐ Style Sheet (logos, colors, fonts)
- ☐ Marketing Campaign Outline
- ☐ Flyer Template
- ☐ Press Release Template
- ☐ Marketing Scorecard

The background of the slide is a photograph of a campus. In the center, there is a long, single-story building with a prominent gabled section featuring large glass windows. The building is surrounded by green lawns and several trees, including tall evergreens and a weeping willow. A flagpole with an American flag stands in the foreground to the left of the building. The sky is overcast with soft, diffused light.

Thank you!

Please feel contact the
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with any questions:

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