

Marketing & Public Relations Plan

Eastern Wyoming College



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EXECUTIVE SUMMARY

Eastern Wyoming College (EWC) is a community college in Torrington, Wyoming, with a second campus in Douglas, Wyoming. Founded in 1948, the college serves Goshen, Platte, Niobrara, Converse, Weston, and Crook counties. At EWC, students find a welcoming and personable community that is committed to empowering them in achieving their goals.

The Marketing and Public Relations Plan for Eastern Wyoming College outlines a comprehensive strategy to increase enrollment, enhance awareness of the college's unique programs, and strengthen connections with target audiences. The plan positions EWC as a leader in applied learning, emphasizing its small class sizes, welcoming atmosphere, hands-on, career-focused education that prepares students for immediate success in high-demand technical fields while also offering robust transfer pathways to four-year universities.

The Office of Marketing & Public Relations (formerly College Relations) at Eastern Wyoming College (EWC) plays a critical role in promoting the institution, supporting its growth, and enhancing its overall reputation. The office is responsible for developing and maintaining the college's image and brand identity through consistent messaging, visual design, and communication strategies that reflect the college's values, goals, and unique qualities.

The EWC Marketing & Public Relations Plan sets the tone, direction and responsibility of college marketing efforts. It establishes the standard of excellence to be achieved in all EWC marketing activities, and assigns responsibility for initiating and evaluating all marketing practices. The Marketing & Public Relations Plan will be updated annually to assure the Office of Marketing and Public Relations stays abreast of current marketing trends and tools to help guide the marketing and communications decisions, and provide a course of action that fits within the department's specified budget parameters.

Plan Overview

1. **Institutional Overview** - This section includes mission and values statements, goals of the college, key academic programs and student services, and profiles student enrollment.
2. The **Market Analysis** examines the Target Audiences, analyzes the Competition, and a Situational Analysis highlights the strengths, weaknesses, opportunities and threats for marketing the college.

3. The **Brand Platform and Key Messages** presents EWC's cohesive brand narrative, summarizing its identity, value proposition, and benefits to guide all marketing efforts. This section articulates the core messages of the plan, emphasizing EWC's applied learning, affordability, and strong industry connections.
4. **Marketing Goals & Strategies** - Details marketing strategies used to meet the goals for increasing enrollment and community awareness, and explains the platforms and tools, such as EWC's website, social media, email newsletters, and local media collaborations, that will be used to disseminate information and engage both internal and external audiences.
5. **Metrics for Success** - Outlines measurable outcomes to track the effectiveness of the plan, including increased high school applications, website traffic, social media engagement, and feedback from employers.

The plan establishes EWC as a trusted educational institution that combines affordability, quality education, and career readiness.

I. INSTITUTIONAL OVERVIEW

Eastern Wyoming College (EWC) is a comprehensive community college in Torrington, Wyoming, with a second campus in Douglas, Wyoming. Founded in 1948, the college serves Goshen, Platte, Niobrara, Converse, Weston, and Crook counties. Approximately 2,000 students are enrolled in credit courses, and more than 6,500 in non-credit courses. At EWC, students find a welcoming and personable community that is committed to empowering them in achieving their goals. EWC employs a highly qualified team of faculty and staff dedicated to provide quality education and support services. This section includes mission and values statements, goals of the college, key academic programs and student services, and profiles student enrollment.

Mission

Eastern Wyoming College champions student success through innovative learning, academic excellence, and community enrichment.

Vision

Eastern Wyoming College is committed to service and striving for excellence.

Values

Learning

We embrace learning as the core of our identity, empowering students to acquire knowledge, critical thinking, and practical skills. Eastern Wyoming College is dedicated to delivering exceptional educational experiences that prepare learners for meaningful careers, lifelong personal growth, and engaged citizenship.

Service

We believe service to our students, community, and region defines our purpose and enhances our impact. Eastern Wyoming College encourages a culture of generosity, responsiveness, and collaboration, fostering meaningful partnerships and actively contributing to the betterment of our communities.

People

We value each individual, recognizing that our students, faculty, staff, and community members are central to our mission. Eastern Wyoming College commits to fostering an engaging environment that promotes growth, well-being, and success of all people.

Stewardship

We take seriously our responsibility to wisely manage and safeguard the resources entrusted to us. Eastern Wyoming College practices transparent, ethical stewardship of finances, facilities, human resources, and natural resources, ensuring sustainability and accountability to future generations.

Excellence

We are committed to excellence in all endeavors, from academics and student services to community partnerships, and institutional governance. Eastern Wyoming College consistently strives to achieve the highest standards through continuous improvement, innovation, integrity, and accountability.

Goals of the College

In 2008, EWC was recognized by Community College Week as one of the fastest growing public two-year colleges in the U.S. Over the past 12 years, EWC has witnessed a continuous decline in enrollment. EWC President Jeffry Hawes has set goals for growth and compliance to provide focus and clarity on returning the college to a growth mindset and to improve our impact on our students and community.¹

Growth Metrics	Compliance Metrics
<ul style="list-style-type: none">• Develop grant income of \$3 million in FY25, increasing to \$5 million in FY26.• Increase enrollment by generating 3.5 percent higher credit hours in FY 26, up to 5 percent by FY 27.• Raise \$1 million in donations by June 30, 2027.	<ul style="list-style-type: none">• Meet administrative requirements of the US Department of Education by end of FY26.• Maintain accreditation status for all programs.• Improve fiscal management and quality of services to students.

The marketing plan supports the growth in enrollment and fundraising. It also supports employee retention and attraction for improved fiscal management and quality of services

¹ Hawes, J. (2024, July 9). Goals for the President of EWC for FY25, FY26 & FY27. Torrington, WY; Eastern Wyoming College.

for students. Additionally, the marketing plan includes strategies for expanding community visibility and presence, an initiative cited in the 2025-2030 Strategic Master Plan.

Key Academic Programs

Eastern Wyoming College (EWC) offers a diverse array of academic programs and services designed to prepare students for a rapidly changing world. The curriculum emphasizes the development of general education competencies alongside specialized knowledge in various disciplines. EWC's offerings include:

- **Associate Degrees:** Designed for students aiming to transfer to four-year institutions, these programs provide foundational knowledge in areas such as Arts, Science, Business, and Education.
- **Career and Technical Education (CTE) Programs:** Tailored for students entering the workforce directly after graduation, these programs focus on practical skills in the fields of nursing, veterinary technology, welding, gunsmithing, cosmetology and barbering.
- **Certificates:** Short-term programs that equip students with specific skills in areas provide a quick pathway to employment.
- **College and Career Readiness Programs:** Designed to strengthen reading, writing, mathematics, and computer literacy skills, preparing students for post-secondary education and the workforce.
- **Distance Learning:** EWC offers online courses and programs, providing flexible learning options for students.

These programs are complemented by robust academic services, including academic advising, tutoring, and career counseling, all aimed at supporting student success. For more detailed information on specific programs and services, please visit EWC's [Programs](#)² page.

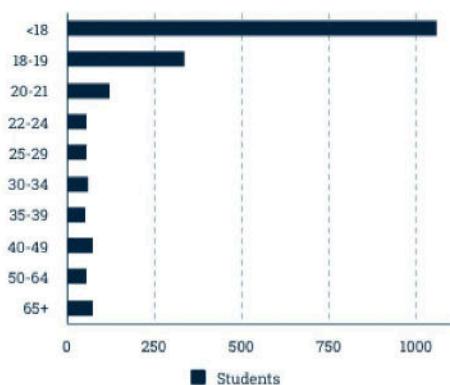
² <https://ewc.wy.edu/academics/programs/>

Student Enrollment Overview

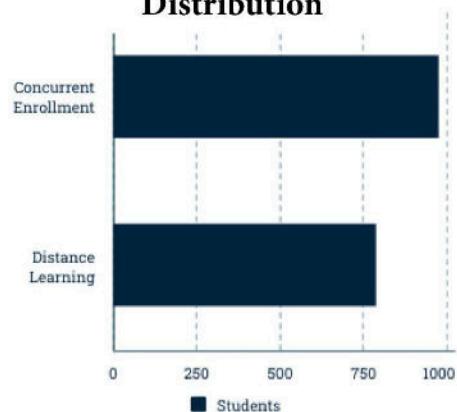
Eastern Wyoming College serves a broad range of students, with a focus on flexibility and career-driven education. The enrollment breakdown illustrates a mix of traditional and non-traditional students, with a notable emphasis on **working adults** and those seeking short-term training programs. EWC's role in offering **concurrent enrollment** and **distance learning options** further supports its mission to provide accessible education to a diverse student population.

EWC Student Profile

Age Group Distribution of EWC Students



Enrollment Type Distribution



Age Distribution

EWC has a wide age range of students, with a significant proportion in the 18-19 age group but also a considerable number of older students.

Average and Median Age of Students

Average age: 21.9 years (female),
23.7 years (male)
Median age: 17 years

Learning Flexibility

EWC offers a variety of enrollment options, including both traditional and alternative learning methods, providing students with flexibility.

Gender Breakdown

Female: 57.5%
Male: 42%

Eastern Wyoming College shows a steady enrollment of 1,955 students for the 2023-2024 academic year, reflecting a slight increase from the previous year's 1,936 students.³ While

³ Source: Wyoming Community College System Academic Year 2023-2024 Annual Enrollment Report

overall enrollment has declined since its peak in 2013-2014 (2,811 students), the college continues to serve a diverse student body, with a mix of full-time and part-time learners.

- **Full-time students:** 339 students, enrolled for 440.7 credit hours
- **Part-time students:** 1,615 students, enrolled for 533.4 credit hours
- **Total enrollment:** 1,955 students, enrolled for 974 credit hours

Degree Pursuits and Student Demographics

The majority of EWC students are enrolled in Career and Technical Education (CTE) programs, with 247 students enrolled in both transfer and CTE pathways and 343 students focused on transfer preparation. A notable portion of the student body (1,347) is **non-degree seeking**, which aligns with the college's focus on meeting the educational needs of **working adults** and those looking to reskill or enhance their career prospects.

EWC's **non-traditional student demographic** (25 years and older) is a significant part of its student body, particularly among part-time learners. This demographic reflects EWC's ability to cater to **adult learners** seeking flexible, short-term educational options or skill development. The college's strong enrollment in **CTE programs** speaks to its role in providing practical, career-oriented training for individuals seeking to enter or advance in the workforce.

Eastern Wyoming College has Dual and Concurrent enrollment programs in each of the counties in EWC's district. There were 920 dual and concurrent non duplicated students enrolled in dual and concurrent classes in the Fall 2024 semester.

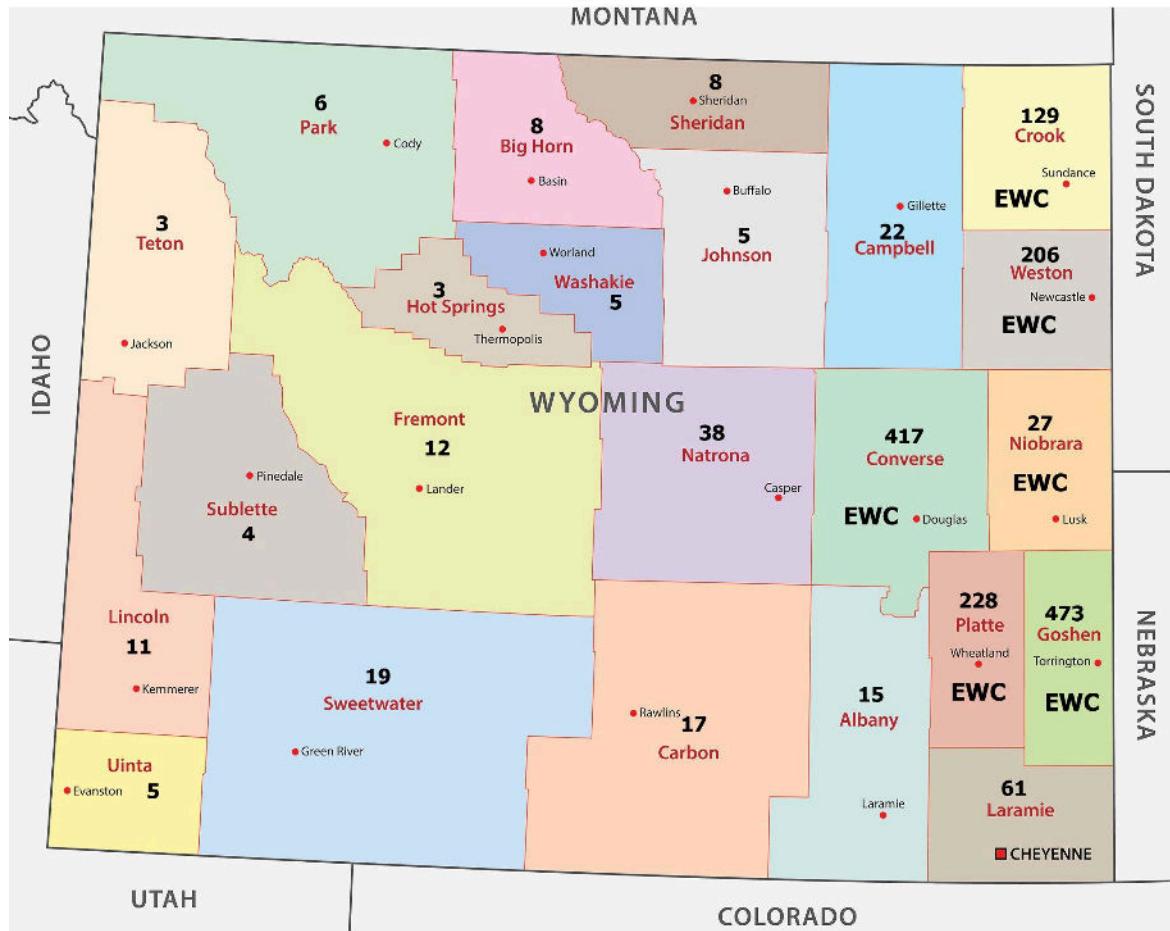
Dual and Concurrent enrollment programs allow high school students to take college courses and earn college credit before graduation. This smooths the transition into higher education, broadening horizons for future learning experiences and career paths. The difference between the two are the instructors. Dual enrolled students take classes, in person or online, from EWC professors. Concurrent enrolled students take classes at their high school from high school professors with college credentials.

There is a great deal of room to improve our recruitment of these students to continue their educational journey at Eastern Wyoming College either in person or online. We have access to their email addresses and the only contact, presently, is through their outreach coordinators.

Moving forward a campaign needs to be designed to make these students feel like they are presently Lancers, which they are, and entice them to finish their Associates degree at EWC.

Posters, viewbooks, program flyers, and more need to be provided for Outreach Coordinators.

EWC Students Attendance by Wyoming counties



II. MARKET ANALYSIS

The Market Analysis examines the Target Audiences, analyzes the Competition, and a Situational Analysis highlights the strengths, weaknesses, opportunities and threats for marketing the college.

Target Audience

Eastern Wyoming College has a number of different audiences, from potential students to community members, to faculty and staff. For attracting students, the primary target is high school students. Parents and school counselors influence the decision of where students go to college. Each market reacts differently and this plan will help tailor different messages for each audience and reach them on different channels.

High School Students

The primary target market is the high school students from Wyoming, Nebraska, South Dakota, Colorado, and Montana. Known as Generation Z, students born between 1997-2012, is the first generation to have grown up with access to the Internet and portable digital technology from a young age. Members of Gen Z have been called digital natives.

Students in this market use a variety of resources to inform their college and career choices. To reach them a balanced, omnichannel approach to marketing is needed. These potential students use the college's website, emails from the college, videos of campus, classrooms, students, and residence halls, printed brochures about the school, and results from financial aid or scholarship calculator in making their final determination on the college they will attend (RNL, Gigg, Modern Campus, PLEXUSS, & StudentBridge (2023). The 2023 E-Expectations Trend Report (Ruffalo Noel Levitz, p.3) identifies these market propensities:

- The students are willing to share their email address, name, cell phone, parents' email, and parents' phone number. These potential students, 82% of them, watch videos from colleges and universities (p.3).
- Seventy-eight percent of students have used social media in their college planning and 74% have used online communities where students can interact with other students who are interested in the same college. Virtual tours are also important to 79% of students, 73% say they use virtual tours or virtual reality experiences in their college planning (p.4).
- Students make contact through the college's website and through emails through a form on the school's website, an email they receive, or in scheduling a campus visit. A majority of students, 63%, are clicking on digital ads (p. 4).

- When examining the preferred communication channels, it was by far the most preferred channel for receiving information (72% of 12th graders, 69% of 11th graders, and 66% of 10th graders). Text message was a distant second (34% of 12th graders, 28% of 11th graders, 32% of 10th graders).

After email, brochures are the second preferred channel to receive information for a college (81% use brochures to learn about a college, 80% say the printed brochures are helpful). Thirty-one percent of 12th graders listed direct mail as a preferred channel, while 44% of 11th and 40% of 10th graders listed it as a preferred channel (p. 10).

Phone calls to students remain a strong engagement tool, according to the survey (p. 12). Students who said calls from admissions counselors were helpful in their college planning with 77% of 12th graders, 77% of 11th graders, and 75% of 10th graders.

When examining the college's website 58% of the students said they use a search engine, such as Google, to find a college website. Students who use the college's website 93% of 12th graders use the college's site and 88% say they find the site helpful, 93% of 11th graders use the site and 87% find it helpful, while 91% of 10th graders use the college's website and 80% find it helpful (p. 16).

The information students are most often looking for on the college's website include:

- scholarship and financial aid information (50%)
- cost/tuition information (49%)
- campus location, city, and community information (48%)
- housing information (44%)
- campus and student life information (43%)
- academic majors/programs or course catalog (42%)
- general college overview (39%)
- additional details about a specific major/program (38%)
- campus visit information (36%)
- graduate outcomes and statistics (36%)
- admissions process or contact information (34%)
- open house, preview day, or other event information (29%)
- photos showcasing campus life (29%)
- virtual tours (29%)
- rankings for the institution of specific programs (25%)
- videos showcasing campus life (24%)
- athletic program(s) information (22%)
- links to college's social pages (21%)

When looking at how students find information on a college's website 57% say they look at links on the site, while 46% use the search tool on the college's website, 30% use links

sent to them in email messages, 23% use links found on college planning websites, and 9% use a chatbot (p. 19).

Digital advertising is becoming an important tool for reaching potential students with 63% reporting they have clicked on online ads (p. 23). Students clicking on college ads do so on Google search 53% the time, 50% through Instagram, 39% through TikTok, 39% through YouTube, 20% through Snapchat, 16% through Facebook, 15% through Pinterest and Twitter, 14% through Display ad on web page, and 11% through other social media or blog posts.

Using this information, Eastern Wyoming College can design better approaches to contacting potential students.

Parents and school guidance counselors also influence college choices, according to the 2023 E-Expectations Trend Report.⁴

Adult Learners

College students are often thought of as recent high school graduates; however, nontraditional students actually make up the majority of postsecondary students in the U.S. A 2015 study by the National Center for Education Statistics (NCES) found that 74% of college students could be considered nontraditional.

Of Eastern Wyoming College's 2023-2024 class, of the total 1,955 there were 379 students 25 years old and older, according to *Wyoming Community College System Academic Year 2023-2024 Annual Enrollment Report*. The report also found there were 123 students in the 20-21 age bracket and another 56 in the 22-24 bracket.

Individuals seeking to improve or change careers through programs such as nursing or medical assistant certifications can fall into a number of different categories: single parents, individuals looking for career change, finishing a degree they started but never finished, etc.⁵ Nontraditional college students look for flexibility, online programs, affordability and welcoming environments. Insights from the website BestColleges.com suggest several topics for marketing messaging.

⁴ RNL, Gigg, Modern Campus, PLEXUSS, & StudentBridge (2023). 2023 E-Expectations Trend Report. Ruffalo Noel Levitz.

⁵ Muniz, H. (2023, May 24). *What is a nontraditional student?*. BestColleges.com. Retrieved from <https://www.bestcolleges.com/blog/what-is-a-nontraditional-student/>

Nontraditional college students often face more challenges than traditional students:

- Balancing School, Life, and Work
- Financing a College Education
- Learning Modern Technology
- Finding Confidence

NCES defines a nontraditional college student using three main criteria:

- Enrollment patterns: Those who enroll one or more years after graduating high school or those who attend college on a part-time basis are considered nontraditional by NCES.
- Financial and family status: Traits relating to family and money that NCES considers nontraditional include having one or more dependent children, being a single parent, working a full-time job while in school, and being financially independent.
- High school graduation status: Recipients of GED certificate or other high school equivalency diploma instead of a regular high school diploma

Community Members

Community members play a vital role in the success and reputation of a community college. They include local residents, business owners, government officials, prospective students, and families. Effective communication with this audience should align with the college's goals of **brand management** and **community engagement**, fostering strong connections and support for the institution.

Demographics and Background:

- Local and regional residents of diverse age groups and backgrounds across EWC's service area.
- Business owners and industry leaders across EWC's service area seeking workforce development partnerships.
- Local government officials and policymakers influencing education funding and policies.
- Parents and families of prospective or current students.
- Organizations interested in cultural, educational, and workforce development initiatives.

Motivations & Interests:

- Learning about educational programs and workforce training opportunities.
- Attending community events, lectures, and cultural programs.
- Supporting economic growth and local workforce development.
- Strengthening community identity through collaboration with the college.
- Understanding how the college contributes to regional development and success.
- Connect local employers with potential students for internships, part-time employees, and full-time employees upon a student's graduation.

Ideas for connecting with community members include:

- Host **public events**, workshops, and open houses to invite community participation.
- Partner with **local businesses** for workforce training, apprenticeships, and economic development.
- Engage with **local media** to highlight college contributions and success stories.
- Offer **continuing education** and lifelong learning opportunities to serve community needs.
- Encourage **volunteer and mentorship programs** connecting students with community leaders.

Communication strategies should:

- Showcase **success stories** of students, faculty, and alumni contributing to the local economy.
- Maintain a **strong social media presence** with engaging, community-focused content.
- Promote programs, events and initiatives.

Current and Potential Employees

Eastern Wyoming College (EWC) employs about 100 individuals in various roles:

- **Faculty Members:** Professors, instructors, and adjuncts responsible for teaching and academic programs.
- **Administrative Staff:** Employees handling admissions, student services, HR, finance, and general college operations.
- **Support Staff:** Custodial, maintenance, IT, and other essential service workers ensuring the smooth running of the college.
- **Leadership & Management:** Department heads, deans, and executives who oversee strategic planning and decision-making.

Employees need timely and clear information, such as updates on policies, events, deadlines, and institutional changes. A mix of email, intranet, staff meetings, and digital platforms is ideal for reaching all employees. Messaging must be relevant across different departments while maintaining consistency. Some important considerations for internal communications include:

- Engagement & interaction: Encourage participation through surveys, open forums, and Q&A sessions fosters a sense of involvement.
- Professional development & training: Communication should also support learning opportunities, workshops, and career growth.
- Information overload: Employees may receive numerous messages daily, so clarity and prioritization are crucial.

- Inclusive & supportive: Messages should acknowledge diverse roles, achievements, and contributions.

Competitive Analysis

Eastern Wyoming College (EWC) operates in a competitive landscape alongside Western Nebraska Community College (WNCC), Laramie County Community College (LCCC), and Casper College. Each institution has unique positioning, strengths, and digital marketing strategies that influence student enrollment decisions.

- **Western Nebraska Community College (WNCC):** WNCC shares a similar small-college feel with EWC, serving a 12.5-county region in Nebraska. Its **key competitive advantage** is its location for Nebraska students and the **lowest tuition costs** among competitors. While its website is engaging, it lacks strong SEO practices. However, WNCC has the **strongest Instagram engagement** of EWC's competitors, presenting a challenge in social media reach.
- **Laramie County Community College (LCCC):** Positioned in Wyoming's largest city, Cheyenne, LCCC benefits from multiple campuses and strong local recognition. Although it does not directly serve EWC's target market, its **urban appeal** can attract students seeking a larger city experience. LCCC has the **largest social media presence**, though engagement is lower. It is also the **only competitor investing in paid advertising**, potentially increasing visibility among prospective students.
- **Casper College:** As one of the **largest and most comprehensive** community colleges in the region, Casper College offers over 130 academic programs and a well-established reputation. Its **small student-to-faculty ratio (13:1)** enhances the personalized learning experience. However, its website is outdated and less engaging, though **better optimized for search engines than competitors**. Casper also boasts the **largest and most engaged social media audience**, making it a strong contender in digital outreach.

Key Takeaways for EWC:

- **Opportunities exist in digital marketing**, as most competitors do not leverage paid advertising (except LCCC).
- **Enhancing SEO and website optimization** could give EWC a competitive edge.
- **Strengthening social media engagement**, particularly on Instagram, can help EWC compete with WNCC and Casper.
- **Highlighting affordability** is crucial, as WNCC offers the lowest cost, making it an attractive option for budget-conscious students.

By focusing on these areas, EWC can enhance its market position and attract prospective students more effectively.

Situation Analysis

A Communication Audit of Eastern Wyoming College's (EWC) communications, including digital and earned media, revealed strengths and areas for improvement.

- **Digital and Earned Media Analysis (Aug. 9, 2023 – Aug. 26, 2024):** Communications were generally aligned with the brand, presented high-quality content, and maintained a professional appearance. However, **clear calls to action** were sometimes lacking, and a **greater variety of delivery channels** could enhance outreach.
- **Social Media:** The most frequent content featured **athletic events and campus photos**, which effectively engaged audiences but often **lacked clear calls to action**, reducing their impact in driving engagement or conversions.
- **Earned Media:** Consistently met quality standards across **brand alignment, content, clarity, and presentation**. However, **the volume of earned media coverage remains low**, indicating a need for increased media outreach and engagement efforts.

Between July and September 2024, the EWC Marketing Department received 132 marketing requests, with the majority falling under website updates (29.3%), printing (25.6%), and advertising (10.5%).

- Website updates accounted for the highest volume of requests (39 requests, 29.3%), emphasizing the need for frequent digital content management.
- Printing requests followed closely (34 requests, 25.6%), reflecting ongoing demand for physical marketing materials.
- Advertising requests comprised 14 requests (10.5%), while new employee announcements (11.4%) and social media (6.8%) also represented a notable portion of submissions.
- Press releases (4.5%), photography (1.5%), and graphic design (1.5%) were less common, but still necessary components of marketing efforts.
- Event-related requests (0.8%) were minimal, with miscellaneous "Other" requests (7.6%) covering additional needs.

These findings highlight the Marketing Department's primary focus on digital presence, print materials, and promotional outreach, with opportunities to streamline processes and allocate resources efficiently.

Key Takeaways:

1. Improve **calls to action** in digital and social media content to drive engagement.
2. Diversify **social media content** beyond athletics and campus photos.
3. Expand **earned media efforts** to increase visibility and reach.

4. Utilize a wider range of **delivery methods** to reach broader audiences.

By addressing these weaknesses and threats while capitalizing on its strengths and opportunities, EWC can strengthen its market position and enhance student engagement and success.

Strengths:

1. **Diverse Academic Offerings** – EWC provides a broad range of associate degrees, career and technical education (CTE) programs, certificates, and distance learning opportunities, catering to both traditional and nontraditional students.
2. **Flexible Learning Options** – The college offers online courses, concurrent enrollment for high school students, and night classes, making education more accessible to working adults.
3. **Strong Community Engagement** – Through partnerships with local businesses, workforce training, and community education programs, EWC plays a vital role in regional economic development.
4. **Personalized Student Experience** – With a smaller student body, EWC provides individualized attention, academic support, and career counseling services, enhancing student success.
5. **Cost-Effective Education** – EWC offers affordable tuition and financial aid options, making it an attractive choice for budget-conscious students.
6. **Growing Enrollment in CTE Programs** – High demand for career-oriented training programs demonstrates the college's ability to meet workforce needs.
7. **Established Concurrent Enrollment Program** – With 920 dual and concurrent students, EWC has a strong pipeline of potential full-time students.

Weaknesses:

1. **Declining Overall Enrollment** – Although there has been a slight increase in recent years, enrollment remains significantly lower than its peak in 2013-2014.
2. **Limited Marketing & Outreach Efforts** – The college lacks a robust recruitment strategy for dual and concurrent students, and its digital presence, including SEO and social media engagement, needs improvement.
3. **Geographical Constraints** – Located in a rural area, EWC faces challenges in attracting students from larger urban centers with more educational options.
4. **Low Awareness of Workforce Programs** – Despite strong CTE offerings, more awareness and employer engagement are needed to maximize enrollment in workforce training programs.
5. **Lack of Consistent Branding and Calls to Action** – Social media and digital marketing efforts are not always optimized to drive engagement and enrollment conversions.

6. **Limited Paid Advertising** – Unlike LCCC, EWC does not invest significantly in paid advertising, limiting its visibility to prospective students.

Opportunities:

1. **Expanding Digital Marketing Efforts** – Enhancing SEO, website usability, and social media engagement (especially Instagram) can improve student recruitment.
2. **Increasing Retention of Concurrent Students** – Creating targeted campaigns, including personalized outreach, printed materials, and digital engagement strategies, can encourage dual and concurrent students to continue their education at EWC.
3. **Strengthening Partnerships with Local Employers** – Developing more internship programs and job placement initiatives can attract students seeking career-ready programs.
4. **Leveraging Online Education Growth** – Expanding and promoting distance learning options can attract more nontraditional students looking for flexible education pathways.
5. **Engaging Nontraditional Students** – By addressing concerns such as financial aid, work-life balance, and modern technology learning, EWC can better serve this growing student demographic.
6. **Enhanced Community Outreach** – Increasing the visibility of Kids' College and other community education programs can build a long-term pipeline of future students.

Threats:

1. **Competition from Nearby Colleges** – WNCC, LCCC, and Casper College offer alternative options, with some having stronger social media engagement, paid advertising, and urban appeal.
2. **Changing Demographics** – A declining rural population and shrinking high school graduating class sizes may impact future enrollment numbers.
3. **Economic Uncertainty** – Financial hardships among students and families can reduce college enrollment rates, particularly for nontraditional students.
4. **Limited Teaching Staff for Community Education** – Difficulty in recruiting instructors for Kids' College and workforce training programs may limit growth in these areas.
5. **Shifts in Student Communication Preferences** – As digital trends evolve, EWC must adapt its marketing strategies to remain relevant to Gen Z and nontraditional students.

III. Brand Platform & Key Messages

A brand platform is a marketing framework which addresses the needs of the target audience into a single statement to guide the key messaging for marketing.

Brand Platform

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.

Rationale

Because we believe everyone deserves access to a quality, affordable education that prepares them for success in the workforce or higher education.

This highlights EWC's dedication to providing a welcoming atmosphere and affordability, appealing to students, parents, and adult learners who value education as a pathway to opportunity.

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.

EWC's hand-on learning approach emphasizes practical experience, providing students with skills that directly translate to job readiness or success in continuing education. This includes cutting-edge opportunities like agriculture, nursing, and

medical assisting, as well as seamless transfer pathways for students pursuing advanced degrees. The college's standout programs prepare students for high-demand fields while maintaining robust transfer agreements to support long-term academic goals.

We empower students to gain real-world experience, build rewarding careers, strengthen local industries, and contribute to their communities while staying close to home.

This underscores the dual benefit of EWC's programs: personal success for students and positive impact on the region's economy and workforce.

Key Messages

The key messages are applied to the college marketing and communication efforts to establish a unified voice for EWC.

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 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.

Brand Image

The standards for the brand image include a logo, color scheme, fonts and other elements to include in marketing materials. The logo files for print and digital marketing are also provided.

A comprehensive Style Guide for EWC was developed in 2019. The guide references college policies, the history of the Lancer, brand attributes, brand descriptors, tips for working with the media, extensive guidelines for logo usage, color standards, four preferred fonts for typography, stationery, and web and social media guidelines.

A Brand Plan was developed in 2023 for the redesign of the college website. It includes a unique value proposition, competitor analysis, target audience personas, brand identity, and marketing objectives and key performance indicators specific to the website.

Once again, it is time to update the EWC Style Guide, as a strategy noted in this plan.

IV. Marketing Goals and Strategies

Eastern Wyoming College's marketing strategy is focused on three key goals designed to strengthen enrollment, deepen community connections, and improve internal communications—all aligned with institutional priorities and strategic planning efforts.

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 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 Lancer Day, 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 20% by FY26. Efforts will be implemented using current staff and in collaboration with Human Resources, with an initial evaluation set for July 2026.

Together, these initiatives provide a cohesive and measurable roadmap to advance Eastern Wyoming College's mission, student success, and institutional reputation.

Strategies to Increase Enrollment

Multi-Channel Marketing Campaigns

- **Google & Facebook Ads:** Launch targeted ad campaigns in Eastern Wyoming and neighboring states focused on affordability, hands-on training, and career-ready skills in key areas like healthcare, ag-tech, and trades.

- **Billboards & Signage:** Promote applied learning programs, especially in precision agriculture and healthcare, through strategic billboard placement in high-traffic local areas.
- **Radio & Newspaper Ads:** Broadcast EWC's value proposition—affordability, applied learning, and workforce readiness—via local stations and publications targeting students and their families.

Website & Digital Optimization

- **Website:** Make timely enhancements to the college's website to strengthen its appeal to prospective students. Build on the site's strong foundation by adding clear calls to action and creating focused content for high school students, transfer pathways, career programs, and signature areas like nursing, medical assisting, and agriculture. Each addition will help guide visitors and amplify the college's draw for new students.
- **Content Updates:** Maintain regularly updated content that includes program info, deadlines, and success stories.
- **Boost Digital and Social Media Impact:**
A comprehensive content strategy redesign will roll out by August 2025 across platforms including Instagram, Facebook, LinkedIn, and YouTube. The goal is to increase social media engagement by 40% and website click-throughs from social media by 25% by the end of FY26. The new approach will highlight student and faculty success stories, alumni achievements, and community partnerships. A dedicated team will manage content creation and analytics, supported by a monthly content calendar and regular performance reviews.

Segmented Communication (*Element 451*)

- **Email Campaigns:** Use segmented email lists to provide relevant information to high school seniors, parents, and counselors about programs, events, and scholarships.
 - **Element 451** is a cloud-based CRM (Customer Relationship Management) platform specifically designed to help EWC manage admissions, marketing, and enrollment processes, offering features like email marketing, online applications, and event management.
- **Virtual & In-Person Info Sessions:** Host sessions on campus and online to showcase standout programs (e.g., precision agriculture, nursing).

Scholarship & Incentive Programs

- **High School Scholarships:** Promote scholarships for students entering high-demand programs like healthcare and agriculture.
- **Early Enrollment Incentives:** Offer discounts or early-commitment perks to drive early applications.
- **WUE Membership Promotion:** Market EWC's participation in the Western Undergraduate Exchange to attract out-of-state students with reduced tuition costs.
- **Border Scholarship:** The EWC Border Scholarship, offered by Eastern Wyoming College, provides meaningful financial support to students residing in states that share a border with Wyoming. Eligible states include Colorado, Montana, Nebraska, South Dakota, and Utah, offering their residents the opportunity to pursue their education at EWC with greater affordability.

Strategies to Enhance Community Engagement

Community Events & Outreach

- **Annual Events:** Organize and promote four major annual events—such as Lancer Day, the Ag Showcase, and alumni receptions—to boost visibility and attendance.
- **Open Houses:** Host in-person and virtual open houses where prospective students can meet faculty, explore programs, and tour facilities.
- **Campus Enhancements:** Make the campus more welcoming with energized spaces and digital signage for events and greetings.

High School Engagement

- **Partnerships & Visits:** Partner with local high schools for "EWC Days," dual enrollment promotion, and program-specific workshops.
- **Flyers & Posters:** Distribute marketing materials in schools and community hubs to inform about college offerings.

Employer & Civic Partnerships

- **Workforce Collaborations:** Strengthen partnerships with local healthcare and ag businesses to offer internships, co-ops, and job placements.
- **Cross-Promotion:** Work with civic organizations and local media to expand promotional reach.

Strategies to Enhance Internal Communication

Internal Marketing Tools

- **Faculty/Staff Newsletters:** Launch an internal newsletter sharing updates, recognitions, and milestones.
- **Welcome Kits:** Develop branded welcome materials for new employees.
- **Social Media Introductions:** Feature new hires on social platforms to build a sense of community.

Employee Satisfaction & Retention

- **Internal Campaign Rollout:** Pilot the internal communication plan in Spring 2026.
- **Annual Survey & Feedback Loop:** Conduct the first satisfaction survey by July 2026 to evaluate impact and guide improvements.

V. Implementation Plan

The Implementation Plan outlines the steps, resources, timelines, and key performance indicators (KPIs) needed to execute marketing strategies effectively. It ensures that marketing efforts align with institutional goals and reach the target audiences efficiently.

Staffing Plan

The following staffing plan outlines the roles, responsibilities for executing the marketing and communication plan effectively.

1. **Marketing Director:** Leads the Marketing and Public Relations staff, including the Media Relations Coordinator and Marketing Specialists; Manages the department budget to ensure cost-effective resource allocation; and oversees the production and project management of marketing materials to maintain efficient workflows, communication, and timely delivery. The Director collaborates across college departments and fosters a data-driven, creative, and innovative team environment.
2. **Media Relations Coordinator:** Plays a key role in enhancing the visibility and reputation of the community college by developing and executing strategic media outreach efforts. Fosters relationships with journalists, prepares press materials, manages media inquiries, and promotes college programs, events, and achievements through various media channels. Supports college leadership in crisis communication. By proactively managing public perception and addressing potential issues, this role helps maintain the college's strong reputation within the community and beyond.
3. **Marketing Specialist(s):** Creates compelling content to support marketing initiatives that engage diverse audiences—including prospective and current students, faculty, staff, and the community. This role requires a broad skill set, including content creation, graphic design, digital and social media management, website maintenance, and multimedia production (photography and videography) and marketing strategy implementation.
4. **Project Manager:** Collaborates with the marketing team and stakeholders to support project execution, budget adherence, and strategy implementation.

The roles can be filled by full-time or part-time employees, contractors, or out-sourced to vendors.

Marketing Budget

The plan is supported by a \$95,000 budget, allocated across key initiatives in digital, content, community engagement, traditional marketing, and admissions-related activities.

GOAL/STRATEGY	EST. COST
Increase enrollment	
Google/Facebook ads	\$15,000
Billboards/signage	\$2,000
Radio/print ads	\$8,000
Website	\$10,000
Email campaigns	\$3,000
Info sessions	\$4,000
	\$42,000
Boost digital/social media impact	
Social media ads & tools	\$8,000
Blog/article support	\$4,000
Multimedia equipment/software	\$5,000
	\$17,000
Enhance community engagement	
Annual event sponsorships	\$6,000
Open houses	\$3,000
Campus enhancements (digital signage)	\$3,000
High school outreach	\$3,000
Employer partnerships and cross-promotion	\$17,000
	\$32,000
Enhance internal communication	
Internal newsletter	\$2,000
Internal survey and campaign	\$2,000
	\$4,000
	\$95,000

Marketing Calendar

The Communications Team, which includes representatives from departments across Eastern Wyoming College, works collaboratively to identify and map out key dates throughout the year. These dates include enrollment marketing milestones, signature events, targeted campaigns, alumni and donor outreach, advertising and promotional efforts, as well as internal communications and employee engagement activities.

The Marketing and Public Relations Office is responsible for maintaining this comprehensive marketing calendar. This includes coordinating timelines, aligning messaging, and ensuring that each initiative supports the college's broader goals while also reflecting the unique needs of individual departments. By proactively planning and scheduling, we help maximize visibility and impact across all channels.

Above all, our goal is to assist every department with its specific marketing needs in the most timely and effective manner possible. To achieve the best results, it is essential that we receive all critical information well in advance. This allows our team to plan campaigns thoroughly, update or create collateral as needed, and work with local media outlets to share messages promptly and widely. For the greatest success, all marketing requests should be submitted through the Marketing Request Form, which can be found here: [Marketing Request Form.](#)

Regular tracking and performance assessments ensure that we can adjust plans as needed, keeping all efforts fresh, relevant, and aligned with the college's mission. Working together with timely communication and clear processes, we can achieve the strongest possible reach and impact for every department's goals.

Timeline & Action Plan

Activity	Action Items	Timeline	Responsible
Planning	Develop content calendar, finalize budget	Month 1	Marketing Team
Website Updates	Improve navigation, update program pages	Ongoing	Marketing Director, Webmaster
Style Guide	Update style guide and templates		Marketing Director
Digital Ads		Launch Month 2	Marketing Team
Media Outreach		Launch Month 2	Media Relations Coordinator
Video	Training, production calendar		Marketing Team, Consultant
Presentations, Visits		Ongoing	Admissions, Outreach Team
Virtual Information Sessions		Month 3-5	Admissions, Faculty
Community Events		Ongoing	Marketing, Foundation, Outreach
Scholarships and Incentive Program Launch		Month 3	Admissions, Financial Aid
Social Media	Update accounts, post content, track engagement	Weekly	Marketing Team
Email Marketing	Define targets, build email lists, send newsletters	Monthly	Marketing Team

Metrics for Success & Reporting

- Increase in High School Applications: Monitor the number of applications from high school students in the targeted region (eastern Wyoming).
- Website Traffic: Track website visits, particularly to program-specific pages (e.g., agriculture, nursing, medical assistant).
- Social Media Engagement: Analyze likes, shares, comments, and overall engagement across platforms.
- Scholarship Enrollment: Measure the number of students who apply for and receive scholarships designed to attract high school students.
- Employer Feedback: Track internships, job placements, and employer satisfaction with EWC graduates.

Metric	Report Frequency
Website traffic Social media engagement Ad performance	Monthly
High school outreach events Scholarship applications Employer partnerships	Quarterly
Marketing spend vs. Attendance/enrollment Overall enrollment growth Program awareness Community engagement	Annually

These KPIs will provide a clear framework to measure the plan's effectiveness and make data-driven decisions to optimize marketing efforts.

CONCLUSION

EASTERN WYOMING COLLEGE (EWC) stands as a beacon of opportunity for students seeking affordable, high-quality education in eastern Wyoming. Through its applied learning approach, EWC bridges the gap between classroom knowledge and real-world skills, offering programs that empower students to succeed in high-demand fields like precision agriculture and healthcare, as well as seamless transfer pathways for further education.

By emphasizing hands-on experiences, personalized support, and strong connections to local industries, EWC positions itself as a vital resource for students, families, and the community. This marketing and communication plan ensures EWC continues to attract, inspire, and prepare students for rewarding careers and meaningful contributions to the region, strengthening its reputation as a trusted, accessible, and practical choice for higher education.

APPENDIX

- A. **Brand Guide** – *A guide for incorporating the mission, vision and values of EWC; the brand platform (a framework which addresses the needs of the target audience); and key messages for developing marketing materials.*
- B. **Style Sheet** (logos, colors, fonts) - *Easy reference for use of logos, fonts and colors.*
- C. **Marketing Campaign Template** - *An outline and example of how to run a campaign that aligns with EWC's overall marketing strategy.*
- D. Flyer Template
- E. Press Release Template

APPENDIX A

Brand Guide





EWC's Media Core Values

The Media Brand Standards of EWC provides a set of values which sets the tone, direction and responsibility of College marketing operations. These values establish the standard of excellence to be achieved in all EWC marketing activities, and assign responsibility for initiating and evaluating all marketing practices, including advertising, publications, digital, social media, and public relations.

These Core Values are:

- EWC will maintain a consistent image of quality and accuracy in its publications.
- EWC will maintain a consistent image of quality and accuracy in its advertisements.
- EWC will communicate clearly and accurately with the news media.
- Marketing is a shared responsibility between each EWC office and the College Relations department. The College Relations department will work to coordinate and support marketing activities initiated by College offices and programs, and will lead multi-division and college-wide marketing activities, where appropriate.

The Director of Marketing and Communications is charged by the President with responsibility for maintaining these Marketing Core Values. All external communications of the College--i.e., media relations, advertising or publications - must be authorized or approved by the Director of College Relations for compliance to these Core Values.



EWC Brand Standards

College Name

The official name is Eastern Wyoming Community College District, otherwise known as Eastern Wyoming College. The official acronym is EWC. Use the complete name on any first reference. Subsequent references in written form may use EWC (with NO periods). Do not use any other variation such as "E.W.C." or "Eastern."

EWC Internet Address

The correct web address for the College is ewc.wy.edu. Do not list the college web address using www.

College Tagline
Charge into Your Future



EWC's Key Messages

The messages below are applied to the college marketing and communication efforts to establish a unified voice for EWC.

Supportive Environment:

- Small class sizes, dedicated faculty, and personalized support 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 Bachelor's Degree Starts Here."
- With strong 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.

Family Atmosphere:

- EWC is a place where you will become a part of a large family. Everyone knows your name.
- EWC is a caring environment where students are known and safe.

Quality Education:

- Professors prepare students to be the best they can be in their chosen fields of study.
- 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 our communities.

Local Impact, Global Opportunities:

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

Call to Action

All advertisements, all social media posts, YouTube uploads, etc. most end with a Call to Action.

Examples: Charge into your future with us, apply today.
Join us at EWC, apply today.
Dig into your future at EWC, apply today.



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.

APPENDIX B

Style Sheet



EWC Logos and Their Usage

EWC Main College Logo

The oval name with Lancer icon forms the visual signature of Eastern Wyoming College. The logo contains imagery of the College's heritage and culture. The oval is a familiar shape in Wyoming ranching and industry. The Lancer, carrying a banner and riding a charger, is always to the east.

The name, Eastern Wyoming College, is descriptive of the institution's location, service area and mission.

The EWC logo is its visual signature. It is formed by two elements---the oval bearing the College name, and the Lancer icon. These two elements must always be used in combination as the College signature. The oval bearing the name cannot be used separately from the Lancer icon.



Minimum Size in Print Materials

A minimum usage size has been determined so that the EWC logo is always legible. The oval should never be reproduced smaller than 3/4" high (from top of Lancer banner to bottom of oval). If reproduced any smaller, details are lost.



Logo with Additional Type

Outreach Centers, Foundation, College office, department, program or division names may be used with the logo on letterhead, business cards and envelopes.

Type used for these names must be Benton Modern Text, all 100% black or all Pantone #1235 and placed below and aligned with the logo's type as illustrated below. This is the only typeface and color permitted. The size of the typeface must remain in proportion with the size of the logo, as shown.

EWC Logos and Their Usage

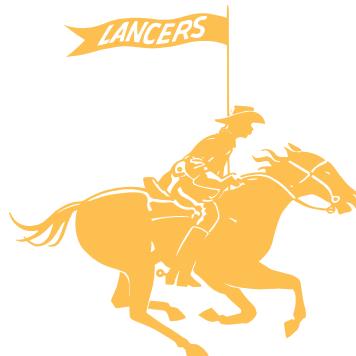
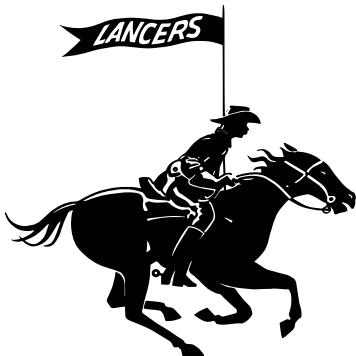
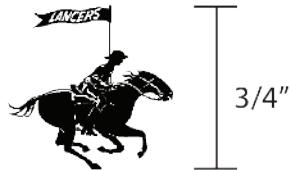
Athletic Logo

The Lancer logo may be removed from the oval logo for the Athletic department only. Use of the logo in this format must have approval from the Director of College Relations.



Minimum Size in Printed Materials

A minimum usage size has been determined so that the EWC Athletic logo is always legible. The oval should never be reproduced smaller than 3/4" high (from top of Lancer banner to bottom of oval). If reproduced any smaller, details are lost.



Color Standards

EWG Gold - Pantone 1235



Four-Color Process (CMYK):

Cyan: 0%
Magenta: 27%
Yellow: 79%
Black: 0%

RGB:

Red: 255
Green: 185
Blue: 53

Web: #FFB935

EWG Black - 100% Black



College Seal



The College Seal is on all EWC diplomas and official college documents.

This seal should not be altered or modified in any manner. Should you have questions on the use of the College Seal, contact the College Relations Department.

Preferred Fonts

Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Modern Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Monterratt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Monterratt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACADEMIC M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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



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
Press Releases & Media Coverage	Regular game updates, athlete features, earned media placements	Staff time (no direct cost)	Builds visibility; 2–3 placements/month
Coaches Call Videos	Preseason interviews with coaches for social/web	Staff/student production	500+ views/video goal
Website & PrestoSports Maintenance	Homepage banners, timely updates of rosters/schedules	Staff time	ADA compliant, 25% traffic increase target
Live Game Stats	Real-time reporting (Jamie Lambert, student)	Student worker wage	90% of home games live updated
Social Media Campaigns	Consistent game-day graphics, reels, highlights	Staff/student production	15% follower growth, 20% engagement rise
Community Engagement	Posters, booster events, student passes, “Game Day” feather flags in town	\$2,000 annually (flags & printing)	Increases visibility & youth recruitment
Paid Media Partnerships	Purchased inserts in <i>Torrington Telegram</i> ; Radio sports packages	Annually \$7,500	Volleyball (Sept), Rodeo (Oct), Basketball (Winter), Golf (Spring)
Athlete & Coach Spotlights	Human-interest stories across platforms	Staff/student production	2 features per month
Student Internships & Workforce Development	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
Merchandise & Branding	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:

<u>Name</u>	<u>Position / Role</u>
Lisa Johnson	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.

APPENDIX D

Flyer Template





Eastern Wyoming College Flyer Template

Recommended Guidelines

- Use **large, bold headers** to separate sections.
- Keep paragraphs short, clear, and accessible.
- Include **specific program options, event features, or certificates** where applicable.
- Always list **contacts for follow-up**.
- Keep branding consistent with EWC fonts, colors, and footer.

Sample (see attached sample and breakdown below)

[Header – Program / Event / Topic Title]

(Bold, large font – e.g., “Business Degree Programs” or “Spring Open House”)

[Introductory Statement]

One short, engaging paragraph describing the program, event, or opportunity. Emphasize relevance, impact, or uniqueness to EWC. Keep it student-focused, inspirational, and easy to read. Bullet points are also effective as a means for conveying critical information.

[Subheading – Options / Details]

Program Options / Event Features

[Option 1 with short description]

[Option 2 with short description]

[Option 3 with short description]

(If it's an event: list time, date, location, key highlights in a simple bulleted format.)

[Subheading – Benefits / Why Choose EWC?]

Two to three short paragraphs explaining what sets EWC apart:

Small classes, expert instructors, and hands-on opportunities.

Cutting-edge technology and real-world experience.

Student activities, competitions, or career-focused internships.

[Contact Information]

Name, Title

Phone | Email

(Include multiple contacts if relevant.)

Footer (consistent with all flyers):

3200 West C Street • Torrington, Wyoming 82240 • 866.327.8996 • 307.532.8200 • ewc.wy.edu

If you have a question, please email: Marketing@ewc.wy.edu



EASTERN WYOMING COLLEGE



Agriculture Degree Programs



Agriculture is at the heart of EWC's culture and community. Located in one of the nation's most diverse ag hubs, EWC connects modern practices to global impact. Our programs reflect the real-world production economy that has shaped our past and drives our future. With the world's population projected to reach 9 billion by 2035, the demand for innovative, efficient, and sustainable solutions has never been greater. At EWC, you'll gain the skills and knowledge to tackle these challenges head-on and help feed the world.



EASTERN WYOMING COLLEGE

Agriculture Degree Programs

Contact

Martin Winchell

Department Head
307.532.8267

mwinchell@ewc.wy.edu

Georgia Younglove

Livestock Show/Judging Team Coach
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Lori Britton

Assistant Professor of Animal Science
307.534.2418
lbritton@ewc.wy.edu

Degree Options

At EWC, you'll find a unique learning environment with small classes, expert instructors, and hands-on opportunities in agronomy, animal science, business, farm and ranch management, and ag technology. Our focus is real-world agriculture—inside the classroom, out in the field, and through meaningful student experiences.

We invest in the latest technology and resources to keep you connected to an industry that never stops advancing. You'll also have access to career-boosting training like a CDL or welding, a strong internship program, and the chance to compete on teams such as rodeo, livestock judging, and more.

Programs at EWC:

Associate of Science (A.S.) in Agriculture Business & Sciences – For students planning to transfer to a 4-year university. Advisors will help tailor your program to fit your goals.

Associate of Applied Science (A.A.S.) in Farm & Ranch Management – For students starting their careers or returning to a farm/ranch operation. This is an applied program with internships with industry partners and the ability to earn certificates while developing market ready skills.

Certificate Programs in Crop Production, Animal Production, and Modern Agriculture Systems – Designed for students wanting targeted training, skill-building, or career advancement.

Your goals in agriculture are unique. At EWC, you'll gain the education and skills to reach them and make a difference in the industry's future.

APPENDIX E

Press Release

Template





Eastern Wyoming College

Press Release Template

Recommended Guidelines

- Always include **“For Immediate Release”** at the top.
- Keep the **headline short and compelling** (under 6-10 words if possible).
- Always include **contacts with title, phone, and email**.
- Include at least **one quote** to personalize the release.
- Keep paragraphs short (2-4 sentences each).
- End with **contact information** for follow-up.
- Submit all final drafts to **Marketing and Public Relations** before distribution.
- If written by a student, please include their name and state “EWC Student”
- Avoid flowery first-person language.

Sample (see attached sample and breakdown below)

For Immediate Release

[Month. Day, Year]

Contacts:

[Primary Contact Name, Title, Phone, Email]

[Secondary Contact Name, Title, Phone, Email]

[Headline – Concise, Compelling, Action-Oriented]

(Example: “Australian Standout Signs with EWC Volleyball”)

TORRINGTON, Wyo. – Eastern Wyoming College (EWC) [Department/Program/Team] announces [the news/event]. [One–two sentences introducing the most important details: who, what, when, where, and why it matters.]

[Insert a short paragraph with background and context. This should expand on the announcement, giving details that show why this is important for EWC, the community, or the program.]

[Include a quote from a key leader, faculty member, coach, or student. Keep it authentic and personal.]

Example: “We are excited to welcome [Name] to the Lancer family,” said [Name, Title]. “[Supporting statement about impact/vision].”]

Key Highlights / Accomplishments *(if applicable)*

[Highlight 1]

[Highlight 2]

[Highlight 3]

[Optional additional paragraph with future plans, significance to students or the community, or broader EWC initiatives.]

[Concluding sentence reinforcing EWC’s mission and values.]

For more information, please contact:

[Contact Name – Title, Email, Phone]

[Additional Contact (if needed)]

Eastern Wyoming College
Press Release

For Immediate Release

Feb. 21, 2025

Contacts:

Brad Staman, College Relations Director, 307-532-8206, bstaman@ewc.wy.edu
George Hamilton, Head Volleyball Coach, ghamilton@ewc.wy.edu

Australian Standout signs with EWC

TORRINGTON, Wyo. – Eastern Wyoming College (EWC) Volleyball announces the signing of Tessa Kilchenmann, an accomplished international player from Australia, who will join the Lady Lancers for the Fall 2025 season.

Kilchenmann brings extensive elite-level volleyball experience, having competed in Australia's top development programs and premier leagues. She trained with the Australian Volleyball Academy, competed in the Australian National Development Program, and won a Gold Medal in the Australian Capital Territory Volleyball League Premier Women's Division.

“We are excited to welcome Tessa to the Lancer family,” said Head Volleyball Coach George Hamilton. “Her experience in high-level training environments and competitive leagues will bring a strong international presence to our team. Her dedication to both athletics and academics makes her a perfect fit for our program.”

Athletic Accomplishments

- Australian Volleyball Academy – One year of full-time elite training
- Australian National Development Program – National-level training experience
- Gold Medalist – Australian Capital Territory Volleyball League, Premier Women
- Western Australia Representative – Australian Junior Volleyball Championships (2023 & 2024, 4th place)
- Western Australian Volleyball League – Silver Medal, State League Reserve

Kilchenmann plans to major in Criminal Justice at EWC, drawn to the college's high-quality education, supportive atmosphere, and close-knit community. With her international experience, strong work ethic, and academic focus, Kilchenmann is expected to be a key contributor to the Lady Lancers as they aim for another successful season.

For more information, please contact:

Brad Staman – College Relations Director, bstaman@ewc.wy.edu
George Hamilton – Head Volleyball Coach, ghamilton@ewc.wy.edu