



Sandra Golden & Associates, Inc.

Integrated Marketing/ Enrollment Management for Two-Year Colleges

**Our 13th Annual
One-Day Intensive Workshops**

Including:

Marketing with new technologies:

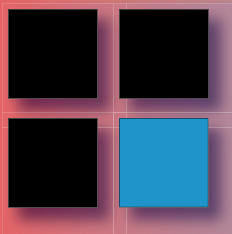
Where should you be today?

and

Building enrollment through retention

**September 12, 2008
Dallas, Texas**

**October 3, 2008
Atlanta, Georgia**



***Specializing in Two-Year College
Marketing & Public Relations***



More than 1000 participants have raved about these workshops



- 100% would recommend the workshops to a colleague.
- Each workshop was consistently praised for having practical, relevant hands-on information and a faculty member who has 'lived' what she teaches and brings enthusiasm, energy and knowledge to her sessions.

What makes these workshops special?

- In-depth concentration on a single topic
- Practical examples of real life solutions that work in a college environment that can be applied immediately
- Supervised work sessions in the program to provide hands-on experience and completed take-home materials targeted to your individual institution
- Abundant handouts, including a sample marketing plan
- Sessions scheduled on single day, 9am-4:30pm, at convenient locations throughout the country to allow for minimum time away from the office
- Reasonable registration fee and affordable total costs
- Opportunity to network with other marketing and communications professionals

We'll give you solutions to these typical marketing questions – All targeted to work at two-year colleges

- How do you create a college-wide approach to successful marketing?
- How do you organize to achieve college-wide involvement and buy-in?
- How do you create a living marketing plan that works and doesn't sit on a shelf?
- How do you determine a unique marketing niche and image?
- What research do you need to set you in the right direction?
- How do you identify target audiences, key benefits, appropriate messages and develop creative promotional tools?
- How do you get the most mileage out of limited budgets?
- What works with other colleges?

And we'll help you reach new audiences with new approaches for the 21st century

As we look to market in a changing world, we need to address new issues, new competition and new marketing challenges. Our workshop will include:

- **Using new technologies**, from effective web sites to e-marketing
- **Reaching new target markets.** Creating programs and services that meet the needs of the growing adult and minority markets, creating messages for Generation X and Millennial audiences, and building partnerships with business

"It's so great to hear from someone who has lived in our world. So many times you go to workshops that will talk about marketing colleges and universities, but very few of them specifically address community colleges and their needs."

Heath Martin, Admissions Director, Western Nebraska Community College

Two great locations for your convenience

Friday, September 12, 2008

Dallas, Texas

Doubletree Hotel – near the Galleria

4099 Valley View Lane

Dallas, TX 75244

800-222-8733

\$119

Room block held until Aug. 15

Friday, October 3, 2008

Atlanta, Georgia

Doubletree Hotel – Atlanta/Buckhead

3342 Peachtree Road NE

Atlanta, GA 30326

800-222-8733

\$129

Room block held until Sept. 5

Book early to assure rate and availability. Please call the hotel directly
and indicate you are with the Sandra Golden Marketing Workshop.
Participants are responsible for their own hotel reservations.

The Program

**8:30 am Registration/
Continental Breakfast**

9:00 am Workshop begins

College Marketing

Marketing model including the integration of marketing research, curriculum delivery, customer service, promotion (from publications and branding to the web), recruitment, inquiry follow-up and retention.

Among Special Topics

- **Branding – Creating a look and shared message.**
It's more than a logo and graphic look. What is a "family look" and how do you create a compelling message?
- **Print and the new technologies. Where should you be today?**
Discussion of such topics as: A printed schedule? online? alternatives?
How can e-marketing work for you?
What about blogs, MySpace and more?
- **Building enrollment through retention for student success**
How do you create effective retention strategies from orientation, mentoring and early alert to marketing communications to reach and retain your current and former students?

Research: Getting and Using Feedback

Learn results of national studies conducted by Lawrence Golden, director of research for Sandra Golden & Associates, showing what people perceive and know about two-year colleges and what this means for your marketing.

Noon Lunch (Provided)

Roundtables for informal discussions of best practices

1:00 pm Creating the Marketing Plan and Team

Marketing planning - some axioms to make it work.

Marketing plan components and planning forms.

Target/Program Marketing

You'll use target marketing worksheets in small groups to develop a plan for an identified target market and/or specific academic program. The exercise will give you a take-home plan and a structure for future planning.

4:30 pm Workshop presentation concludes

Who should attend?

Presidents, vice presidents, directors, deans, managers of: Public relations, communications, marketing, enrollment management, admissions, continuing education, publications, planning, research, student services, instruction, and faculty.

Bring a team build a team

For even greater impact, send a team from your institution and start your planning together to apply across the college. Team discounts are available.

Add your college campus as a site for customized marketing workshops

Sandra Golden & Associates offers customized two-day on-campus workshops to help you train and form your entire college-wide marketing team. Other services for your college include audits, consulting and research to help you evaluate your current marketing efforts and set future directions.

“Sandra Golden & Associates conducted a complete assessment of MWCC’s marketing efforts and then helped to spearhead a college-wide, integrated marketing planning process at MWCC. SGA was easy to work with, responsive, and very well-received by the college community. Through their work with MWCC, faculty and staff began to see marketing as “everyone’s job,” not just the job of the marketing department . . . As a direct result of SGA’s work with us, MWCC has conducted a complete rebranding campaign and instituted a yearly marketing planning process. During the 06-07 academic year, MWCC served the largest credit and noncredit student body in its history – 10,124 – representing a one-year increase of 13 percent.”

Daniel M. Asquino, President, Mount Wachusett Community College, MA

“Our marketing experience with Sandy and Larry Golden has provided terrific results for the college. In addition to the obvious success demonstrated by our 10% enrollment increase, after experiencing two years of flat enrollment numbers, the longer lasting impact is that the institution has adopted a marketing culture. We now have active college-wide committees continually developing, implementing and assessing marketing action plans.”

Ray Hoy, President, Wor-Wic Community College, MD

Call Sandra Golden at 480-634-7161 for more information and a brochure, along with a free consultation on your marketing needs. Also, check out our web page at www.SandraGolden.com.

Sandra Golden: A record of success with two-year college marketing

Marketing workshops will be led by Sandra Golden, president, Sandra Golden & Associates, and former associate vice president, public affairs and information, Cuyahoga Community College. Golden brings:

- 38 years experience in two-year college PR/Marketing
- Winner of more than 100 top awards for her work
- Consulting with more than 100 two-year colleges
- Past president of National Council for Marketing and Public Relations (NCMPR), Greater Cleveland Public Relations Society of America (PRSA), past international board member and chair, Communications Commission, Council for Advancement and Support of Education (CASE)
- Regularly sought-after speaker and leader of more than 350 workshops for NCMPR, CASE, College Board, AACC and others.
- Communicator of the year, NCMPR
- Contributing author to *Shaping the Community College Image*, NCMPR *Counsel*, *CASE Currents*, *AACC Times* and *Journal*.



Registration is easy!

Complete on-line registration form at www.sandragolden.com, or
Mail form to 25150 N. Windy Walk, Unit 62, Scottsdale, AZ 85255
Call for number to fax.

We encourage you to register by a month prior to each conference to take advantage of the early registration rates, as well as special hotel rates. Individuals are responsible for their own travel arrangements.

Registration Form

(May be copied for multiple registrations)

Yes! I want to learn how to create marketing plans and teams that work. Please enroll me in the program checked below.

Name _____

Title _____

College _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Conference location and date: Sept. 12 Oct. 3
(please check) Dallas, TX Atlanta, GA

Payment/Fees:

Fees should be made payable to *Sandra Golden & Associates, Inc.*
Fees include tuition, resource materials, continental breakfast, lunch and breaks.

Single

Team

3 or more registrations from
an institution received together

Early Bird Registration\$295 \$275/person

Received by one month
prior to workshop

Regular Registration\$325 \$305/person

Enclosed is a check for \$ _____

Enclosed is a purchase order (), check request (), or purchase

order # _____ **for \$** _____. Registration is not complete without payment of fees. Purchase orders, check requests, or purchase order numbers will be accepted by mail or fax or e-mail to hold a reservation: checks must follow within a week to qualify for early bird rates. Please use this registration form as an invoice if one is needed to process the check.

Cancellation: While not expected, Sandra Golden & Associates reserves the right to cancel workshops. Individuals who cancel within two weeks of the scheduled workshops will receive full refunds. No refunds for individuals will be given less than two weeks prior to the workshop, but fees are transferable to another individual or can be applied to a future workshop.

For further information:

Call Sandra Golden at (480) 634-7161, E-mail sandra@sandragolden.com or visit our website at www.sandragolden.com .

