

Welcome Advisory...

2011/2012 PROGRAMMATIC MARKETING PLAN UPDATES PREPARED FOR: ADVISORY COMMITTEE MEETING OCTOBER 2011

PREVIOUS & CURRENT PROMOTIONAL EFFORTS IN 2010/2011

The Granger Tours & Visits

Countless tours have also been prearranged and the program is booked through the end of February.

Career Expositions

By attending 2011 2012 Career Expositions, Ferris HVACR will have exposed approximately 2000 students to Heating, Ventilation, Air Conditioning and Refrigeration related career paths. These events include: Grand Valley Community Schools Career Exposition, Mecosta/Osceola Career Fairs (3) and Muskegon Career Pathway Exposition.

The HVACR Website

Please visit the updated website at: www.ferris.edu/cot/hvacr to view these new pages:

- Targets groups
- HVACR Program Guide - Cost analysis for prospective students and HVACR instructors
- 150 Transfer Guides (In line and in time for launching of Degree Works)
- Updated industry links
- HVACR Facebook page
- Granger Calendar with important events

Other web updates include:

- On-line Tegrity lectures for all HVACR classes for students to review prior lectures
- Calendar with up-to-date event listing of meetings and activities
- HVAC job opportunities and salary information for different HVAC job positions

Social Media

The Facebook "HVACR" account has been created to send press releases and event information to our audiences.

Great Lakes Scholarship Promotion

To promote this opportunity, HVACR has sent out a mail out piece to all instructors. Follow up has occurred with community college instructors regarding the updated transfer guide, the new face book page, and the Great Lakes Scholarship. The Bulldog poster was also sent to instructors in early June. Calls and e-mails were sent in July.

ENROLLMENT STATUS- FULL