

Introduction

CLIMB is the Edward Waters College Credentials in Leadership in Management and Business. This accelerated non-traditional degree is open to non-traditional students who have created a minimum of 45 semester hours of college with a cumulative 2.0 GPA or better who aspire to complete their bachelor's degree in an accelerated model.

Key Stakeholders

Internal

College Administration

Board of Trustees

Current CLIMB Students

Program and College Alumni

External

Southern Associations of Colleges and Schools (SACS)

Perspective CLIMB Students

City of Jacksonville

Advertising Vendor Partners

Scope

The scope of the program focuses on professionals who may not have completed educational studies. According to the United States Department of Education non-traditional students (those aged 25 and up) will make up 47% of new and returning student populations (“Going Back to College”, 2015)

- Primary – AA Females 25-60 / Females 25-54
- Secondary – Adults 25 – 55
- Tertiary - Men 25 -49

The Plan

As a part of this plan there will need to be a complete CLIMB Webpage Overhaul and re-launch with focus on CLIMB Stories, Success and Opportunities.

EWC will use three tiered approach to attracting the greatest attention to achieve program goals

Cable

- \$3700 over 12 weeks
 - 4 week CLIMB Recruitment Focus/8 week Branding
- New Commercial Production
- 12 week spend based on Comcast Spotlight Guidelines
- Nets: APL, TNT, BET, VH1, ABCF, LIF, TBS, ENT, TRU, HAL, TLC
- Cume Reach: 87%
- Cume Frequency: 4.37

Interactive

- Graham Digital
 - \$2000
- Facebook Ads
 - 10k impressions
 - Targeted Audiences
- News4Jax
 - 90k Impressions
 - 65% CTR
- SEO/SEM
 - Average CPC \$10

Radio (Supplemental)

- Clear Channel Radio
 - \$2500
- Endorsement by Local Radio Personality
- Reach: 66%
- Frequency: 3
- Online Banners for Hyperlink

Budget

Cable	\$3,700
Interactive	\$2,000
Radio	\$2,500
TOTAL	\$8,200

Conclusion

This plan includes:

- 12 weeks of Radio
- 12 weeks of Cable
- 6 Weeks of Interactive

It is recommend that an additional \$4k be placed in the plan to (1) increase the Cable presence, (2) include radio and (3) extend the interactive foot print. The plan is built to operate within the confines of the \$6k budget but the additional funds will bring a greater push toward the fall enrollment goals.

Total Reach: 377,000 people

Total Frequency: 7

Expected Conversion: 45

Cost per Student: $\$133.00 \times 45 = \5985

Total Profit: $\$8000 - \$133 = 7867 \times 45 - \$354,015$