



Send email communications

01

- ☐ Send email blast #7: Registration: Reserve Your Seat Before It's Too Late
- ☐ Send email blast #8: Certification Benefits?
- ☐ Send email blast #9: Only 10 Days Left to Register



Post across social media channels (at least 2x per week)

02

- | | |
|---|---|
| <input type="checkbox"/> Registration is Open (Reserve your Seat) | <input type="checkbox"/> Does Your Resume Stand Out? |
| <input type="checkbox"/> Student Success Stories | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> Salary Bump Data | <input type="checkbox"/> Carousel: Certification Benefits |



Share on group messaging apps (weekly)

03

- ☐ Send group msg #4: Have You Reserved Your Seat
- ☐ Send group msg #5: Salary Bump Data
- ☐ Send group msg #6: Seats Are Filling Fast!"



Campus Outreach

04

- ☐ Post new flyers around campus.
- ☐ Submit New Digital ads to campus announcement boards.
- ☐ Coordinate a group of students to send a personal outreach to friends and classmates
- ☐ More classroom visits





Campus collaborations

06

- ☐ Identify and invite student influences to help spread the word.
- ☐ Ask faculty, department chairs to share with their classes and their networks.
- ☐ Partner with the alumni office to share the information with past graduates.
- ☐ Partner with other organizations to help spread the word

