

NCFR Webinar Tips & Takeaways

Marketing Your Family Science Academic Program to University Stakeholders

Live Webinar Date: Oct. 10, 2023 || ncfr.org/marketing-programs

Understand & Connect to What Matters at Your Institution

- **Mission:** Reflect and articulate how the program's outcomes connect to the institution's mission.
- **Strategic Plan & Initiatives:** Be aware of your institution's current and planned strategic initiatives and how they connect to your program's efforts (e.g., student engagement, student costs).
- **Goals & Metrics:** Understand which metrics are important to your university or college.
 - *Examples:* number of majors/enrollment growth, number of credit hours, research dollars, outreach and service, accreditation, student engagement, career or graduate school connections.

Incorporate Effective Strategies to Guide You

- **Use Family Science/HDFS knowledge** of relationships and systems to develop your marketing plan.
- **Plan multiple marketing activities** at different system levels to help stakeholders learn who you are (e.g., prospective students and parents; academic advisors and admissions staff).
- **Identify your brand** to convey it clearly across your marketing activities.
- **Develop a communications timeline** (e.g., integrated marketing or communication plan)
- **What's best for students?** Ensure congruity between program outcomes and student experience.
- **Work *with* institutional leadership and stakeholders** — not against. Build cooperative partnerships (e.g., with marketing and development staff).

Choose & Execute Marketing Activities to Meet Goals. Examples:

Relationship-Building:

- Create a student ambassador program connecting current and prospective students.
- Host an annual lunch for advisers and/or admissions staff where you provide an overview of your programs and a tour of your facility.
- Connect with career services staff about how to advise students of jobs connected to your major.
- Send potential stories about your students or alumni to marketing, public relations, and/or development staff, in addition to posting them on your program's marketing platforms.
- Find opportunities to partner with other units in or outside of your department (e.g., an education unit partnering with a child care center).

Communications:

- Develop a campaign telling stories of alumni and careers, to serve recruitment, alumni, and donors.
- Send visually appealing postcards to prospective students so parents will also see your content.
- Provide example career outcomes on your program's website and in communications.
- Develop a social media presence to engage prospective students and keep alumni connected.
- Select annual themes that frame how you share stories and illustrate the power of your program.
- Ensure faculty and staff can tell the story of your department and tailor it for different audiences.
- Get your entire unit involved in news stories, showing interdisciplinary work across your unit.

Program Opportunities:

- Update your facilities so they are appealing to prospective students and families who tour them.
- Offer several sections of general education classes for students to be exposed to your program. Be intentional about the instructors for the courses (i.e., assign champions of your field/program).
- Nominate faculty for university awards to make other units and leadership aware of your program.

More NCFR Resources for Marketing & Strengthening Academic Programs

Free On-Demand Webinar for Members & CFLEs:

[Navigating a University Restructuring: Strategies to Prepare & Guide Your Program](#)

Presenters: Lawrence G. Shelton, Ph.D., Sharon N. Obasi, Ph.D., & Sterling K. Wall, Ph.D., CFLE

Learn about needs, issues, and opportunities during restructuring processes; strategies to manage those needs; and ways to strengthen your program before a reorganization.

Promotional Materials About Family Science & Careers:

- [Toolkit to Promote Family Science](#) (graphics, poster designs, & more)
- [Guide: How to Explain Family Science](#)
- [Article: Why Family Science?](#)
- [Sample Family Science Job Titles](#)
- [Careers in Family Science Booklet](#)
- [Career Q&As With Family Scientists](#)
- [Short Career Profiles](#)

Articles About Marketing & Strengthening Programs:

- [Academic Advisory Board Best Practices](#)
- [What I Wish I Knew: Tips for Promoting CFLE Approved Programs](#)
- [Facilitating Collegiate Council Members' Knowledge of CFLE and APR](#)
- [Strategies for Sustaining a CFLE Approved Academic Program](#)

Member Groups for Networking With Your Colleagues:

- [Academic Administration and Leadership](#) (Focus Group)
- [Directors of Graduate Study](#) (Focus Group)
- [Extension Network](#) (Focus Group)
- [Advancing Family Science](#) (Section)

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