Regional Campuses
MARCOM
UPDATES
SPRING 2024
The Regional Campus MARCOM Team joined Kent University Communications and Marketing (UCM) in contract with Fahlgren Mortine, an integrated communications agency to execute a full funnel strategy.

» Surround the audience at multiple stages of the consideration journey for a multi-touch approach.
» Awareness via audio, native and social – geo-targeted prospecting, capturing a relevant audience and introducing them to the regional campus(es).
» Consideration via search – those demonstrating interest through what they’re searching on Google.
» Retargeting via native and social – staying in front of those who have been to the website and shown an interest, enticing them to come back and take further action.

Transfer Campaign
December 2023 -January 2024

Fall 2024 Campaign (Below)
February - August 2024
CONTENT, CREATIVE & SOCIAL MEDIA

ENGINEERING PROFESSOR WINS FARRIS FAMILY AWARD FOR PURSUING RESEARCH INTO CLEAN ENERGY FUELS

Dr. Shubha Pandhi, Ph.D., assistant professor of Engineering Technology at Kent State University at Tuscarawas, is this year’s winner of the Farris Family Innovation Award, which supports the research of tenure-track faculty members who have not yet reached tenure.

ACCELERATED PTA PROGRAM FOR ATHLETIC TRAINERS GIVES GRADUATE FLEXIBILITY AND CAREER ADVANCEMENT

Learn more about the PTA program for BOC-certified Athletic Trainers.

The passion that led to success and a great job as a certified athletic trainer hadn’t left Caitlin Sharmann, but she reached a point in her professional career where she sought to enhance her existing skill set.

MATH CAMP FOR HIGH SCHOOLERS SEEKS TO READY FUTURE COLLEGE STUDENTS FOR STEM JOBS IN OHIO

The $2.0 billion Intel semiconductor plant being built outside of Columbus, Ohio, the new quantum computer being installed at the Cleveland Clinic, and a new generation of astronauts being trained at the NASA Glenn Research Center in Cleveland—all of these and more are just three reasons that quickly come to Associate Professor Bahar Kuzhiran’s mind when he speaks of STEM jobs.

RELATIONSHIP WITH LOCAL IT COMPANY A WIN-WIN

Kent State Ashland’s partnership with 3D Networks helps connect students to their future careers.

KSU TRUMBULL TO PREPARE STUDENTS FOR HIGH-TECH MANUFACTURING JOBS

Business Journal, November 3, 2023

Through a partnership with Intel, Kent State University is working to prepare the workforce for the jobs that companies will bring to the region and other positions in electrical and electronics engineering.

Intel’s Trumbull campus is Champion is offering an associates of applied science program in electronics/electrical engineering technology. It’s also offered at KSU at Tuscarawas.

“Being the pandemic or post-pandemic, the chip shortage began to happen because we’re manufacturing everything outside of the country and we are depending on other countries,” says Maria Abraham, assistant professor in electrical engineering technology at Kent State.

New Intel is building its manufacturing complex outside of Columbus and will need workers with diverse skill sets in advanced manufacturing.

BROWNS PLAYOFF PREVIEW

January 2024

Kent State Regional Campuses

Congratulations to the Golden Eagles women’s volleyball team!! Well done!

Kent State University at Tuscarawas

A team and a season to be proud of! The Golden Eagles women’s volleyball team came close to unseating last year’s champs during the... See more

Browns Playoff Tab

News Herald

November is #NationalAdoptionMonth! If you have ever thought about adoption, it’s a great time to take the next step! Visit our friends at Friends of Children Ser... See more

Thank you to all of the social workers and families who have found and provided forever homes!

Kent State Regional Campuses

November 5, 2023

End your pathway to a semiconductor career. Join the FREE Semiconductor Devices and Cleanroom Safety program running from Feb. 19 to May 17, 2024... See more

BEGIN YOUR PATHWAY TO A SEMICONDUCTOR CAREER

FREE 28-hour Microcredential Program

Kent State University
Preparing marketing materials to promote Associate of Technical Studies to students in identified programs at Choffin Career & Technical Center.

Developing processes for centralized intake requests and marketing materials distribution using TeamDynamix.

Working with UCM and Kent Campus Admissions on a recruitment video focused on CATS and its academic programs.

Creating static and customizable documents, flyers and materials for regional campuses, including viewbooks and table-top banners

Continuing to meet daily and weekly needs at the local and regional level.

**PROGRAMES CURRENTLY IN PROGRESS**

- Associate Degree in Nursing (Ashtabula, East Liverpool, Tuscarawas and Twinsburg Academic Center)
- Occupational Therapy (Ashtabula and East Liverpool)
- Radiology (Ashtabula and Salem)

**FUTURE PROGRAMS**

- BSW
- BTAS
- Business Management
- Electronical/Electronics Engineering/EERT

**ONGOING PROJECTS**