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

Shruba 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 Sharman, 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 $20 billion Intel semiconductor plant being built outside of Columbus, Ohio, is now a quantum computer being installed at the Cleveland Clinic, and a new generation of astronauts being trained at the NASA Glenn Research Center in Cleveland—these are just three reasons that quickly come to Associate Professor Batcha Kurniawati's mind when he considers the future of STEM education.

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 computer engineering...

"At Intel, Trumbull is championing an associate of applied science degree in electrical/electronic engineering technology. It's also offered at KSU at Tuscarawas. "..."During the pandemic and post-pandemic, the chip shortage has been very pronounced because we are manufacturing everything inside the country and we are trying to get on the other countries," says Khana Nairn, assistant professor in electrical engineering technology at Intel Trumbull. 

New Intel is building its manufacturing complex outside of Columbus and will need workers with diverse skill sets in advanced manufacturing..."
The RC Marcom webteam is working on centralizing RC/CATS programs, as identified by Associate Dean Susan Emens and academic program coordinators, on the CATS website, with companion pages at the respective regional campuses (campuses with shared programs). This includes moving most, if not all, accreditation requirements to the CATS main program page, and also allows for targeted marketing efforts to land on one site. The companion regional campuses pages will focus on API (catalog feed) and local contacts.

**PROGRAMS 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**

- 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.