

MARKETING PROJECT SUBMISSION PROCESS

The Marketing department has created a project submission process so that the work of the department will better meet Sinclair's strategic priorities.



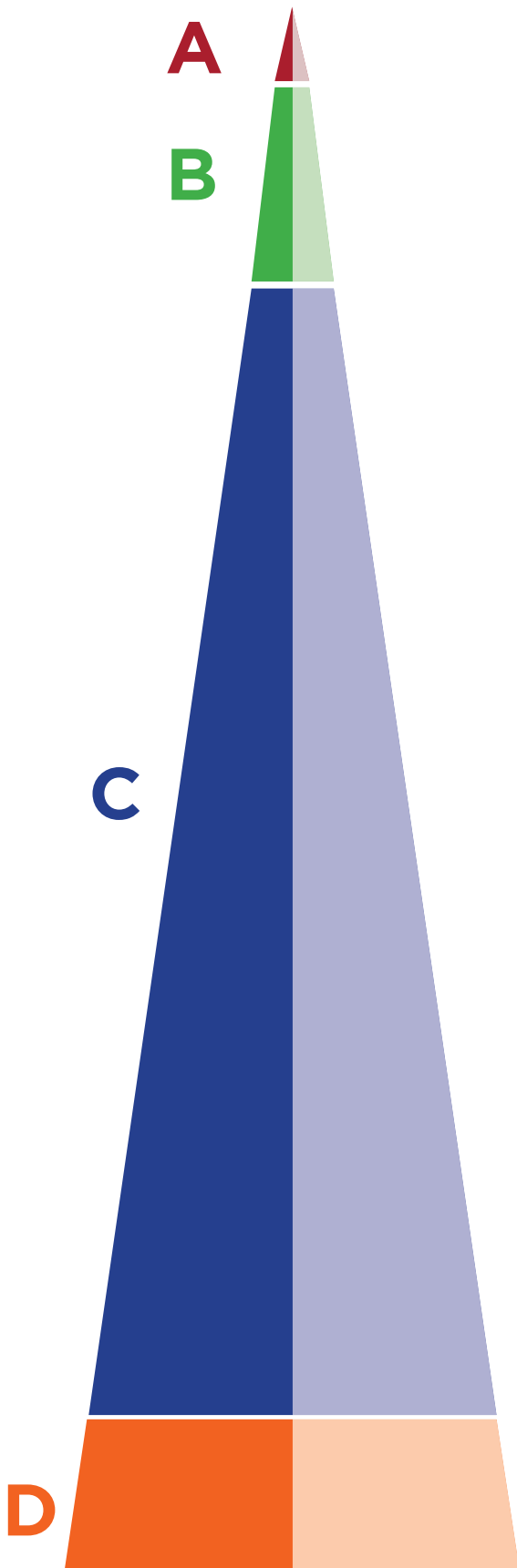
SINCLAIR STRATEGIC PRIORITIES

Alignment | Growth | Equity

- **ALIGNMENT** Connect Students to In-Demand jobs
- **GROWTH** Grow Enrollment
- **EQUITY** Recruit and Graduate Students that Reflect the Communities We Serve

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- In this process, project requests should be submitted by units via [Marketing Submission Form](#): - by July 2024 for fall semester; - and in November 2024 for spring and summer semesters.
 - All requests will be collected by the Assistant Director of Marketing from the [Marketing Submission Form](#). - Requests should be outlined in detail in the form. Include project due dates, a project contact name, and details of marketing services and intended project outcomes. - All new and annually requested projects must be submitted by the dates above.
 - Projects will be assessed and scheduled by the Marketing team based on impact to the strategic priorities above.

MARKETING PROJECT SUBMISSION HIERARCHY 2024-2025



A. Requests for President, Legal and Compliance

B. Enrollment Departments

- Admissions
- The Welcome Center (Registration/Enrollment Operations/Financial Aid)
- Bursar
- Advising

C. SEM Priorities

• SEM Segments

- CCP in High School
- TP in High School
- Military Affiliated
- Adult Students
- Transfer-In/Transfer-Out
- High School Graduates
- Corrections/Re-entry
- E-Learn/Online Students
- Bachelor's Degrees

• Academic Division SEM Priority Programs and EMSI In-Demand Jobs report:

Business & Public Services

MARKETING: Marketing/Supply Chain

DIGITAL MARKETING: Cybersecurity/Data Analytics

CONVERSION FOCUS: Real Estate/Criminal Justice

Health Sciences

MARKETING: Medical Lab Tech/Respiratory Care

DIGITAL MARKETING: Polysomnography/Nutrition & Dietetics

CONVERSION FOCUS: Mental Health Services/ Medical Billing/Medical Assistant

Liberal Arts & Social Sciences

MARKETING: Geospatial Technician/GIS

DIGITAL MARKETING: Web Design

CONVERSION FOCUS: Psychology & Applied Psychology/
Social Work/Political Science/
Education

Science, Technology, Engineering & Mathematics

MARKETING: Automation & Control with Robotics/CAM

DIGITAL MARKETING: Mechanical Engineering Tech/
University Transfer Engineering

CONVERSION FOCUS: IST/Automotive Tech/UAS/HVAC

Materials or services requested for programs outside of those outlined above must first be submitted by the divisional Dean or Director and approved by Marketing.

D. Other Non-Enrollment Projects

Submissions will be evaluated based on time and connection to student enrollment, persistence, and/or completion.

