

STRATEGY

www.moorparkcollege.edu/pr

Return to J.M. Brown 805-378-1431 email jmbrown@vcccd.edu

Client/Program/Service: _____

Current Status (from Program Plan): _____

Future Goals (from Program Plan): _____

- Have you considered new classes, programs, partnerships to increase demand? _____

- Marketing Tools Email Telemarketing
 Direct Mail Printed Materials Advertising
 Web Site Media Releases Personal Recruiting
 Special Events Other _____

More Details? _____

Suggested Timing: _____

Budget: _____

Submitted by:

Name: _____ Date: _____

Phone: _____ Email: _____