

General Marketing: General marketing will target community colleges and regional television, radio, newspapers, billboards and cinema’s throughout the state. We will also purchase targeted social media ads. Our marketing team will develop the message, mediums and purchases based on the budget requested of \$20,000

Marketing Materials: Marketing materials will be designed by our marketing team and printed by campus printing. The materials needed for our events and marketing campaign are program booklets, Tri-fold flyers and Program one sheets to highlight the Adult Learner programs offered. Post cards will be hand written and mailed to potential students. All of these materials will be utilized by all instructional divisions and used during Adult Learner events and all campus recruitment efforts. Based on printing costs and the number of events and programs being offered we estimate the cost to be \$3,400.

| Marketing Materials: | | Count | Proposed Cost |
|----------------------|--------------------------------------|------------|---------------|
| | Web presence located on LCSC website | | |
| | Program Booklets | 200 X 0.50 | \$ 400.00 |
| | Tri-fold flyers | 300 X 0.66 | \$ 200.00 |
| | Program one sheets | 750 X 0.33 | \$ 250.00 |
| | Post-cards | 100 X 0.50 | \$ 50.00 |
| | Folders | 200 X 4.00 | \$ 800.00 |
| | TOTAL | X2 | \$ 3,400.00 |

Outreach Events: We are developing Adult Learner events at all of our outreach locations. These locations include Boise, Coeur d’Alene, Orofino and Grangeville. Mileage is based on LCSC travel policy for each event. No mileage needed for the Lewiston event.

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|---------------|--------------|---------|-----------|
| Boise | Mileage 53.5 | 540 X 3 | \$ 850.00 |
| Coeur D'Alene | Mileage 53.5 | 238 X 2 | \$ 250.00 |
| Orofino | Mileage 53.5 | 84 X 2 | \$ 100.00 |
| Grangeville | Mileage 53.5 | 144 X 2 | \$ 150.00 |

Lodging cost varies based on the number of people traveling and lodging rates. We estimate the following costs:

| | | |
|---------------|--------------------------------------------------|------------|
| Boise | Lodging at \$150 per night X 3 people X 2 nights | \$2,700.00 |
| Coeur D'Alene | Lodging at \$150 per night X 2 people X 2 nights | \$1,200.00 |
| Grangeville | Lodging at \$125 per night X 2 people X 2 nights | \$1,000.00 |
| Orofino | Lodging at \$125 per night X 2 people X 2 nights | \$1,000.00 |

We will have Adult Learner events at our Lewiston location and each outreach center. The cost is minimal but our Orofino and Grangeville locations charge a fee of \$300 for the use of the

meeting space. Two rooms of \$300 a day = \$600. In addition, Boise and Coeur d'Alene locations charge for parking that we estimate to cost \$100.

We will provide light snacks for our potential students at each event. The cost varies based on location and vendor options.

| | | |
|---------------|----------|------------|
| Boise | Catering | \$ 500.00 |
| Coeur D'Alene | Catering | \$ 200.00 |
| Grangeville | Catering | \$ 300.00 |
| Lewiston | Catering | \$ 1000.00 |
| Orofino | Catering | \$ 200.00 |

Additional marketing material each event. The estimated cost of materials for Adult Learner program events is \$1250. This cost includes tablecloth, pull-up banner, majors display, merit-based scholarships/tuition display (in-state and out-of-state), pens, Discover More (Inquiry) cards, business cards, teasers (general information regarding all things LC), fair pieces (smaller general information regarding all things LC) and applications.