

MEMORIAL UNIVERSITY - DISTANCE EDUCATION AND LEARNING TECHNOLOGIES

THE CHALLENGE In 2007, Memorial University needed to generate awareness of its Distance Education program (DELTS) and ultimately, increase student enrolment.

THE STRATEGY We identified two key markets – Newfoundland and Ontario – and developed the single-minded message “Complete your degree wherever you are.”

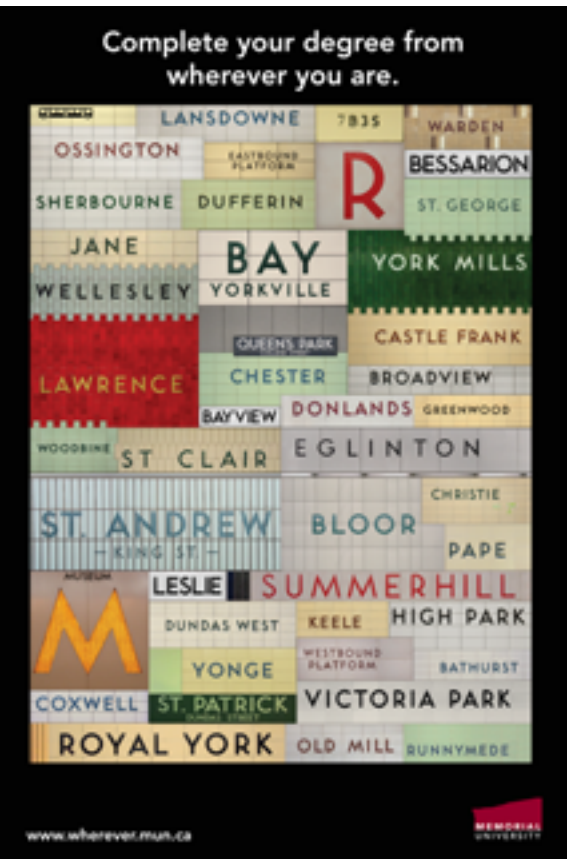
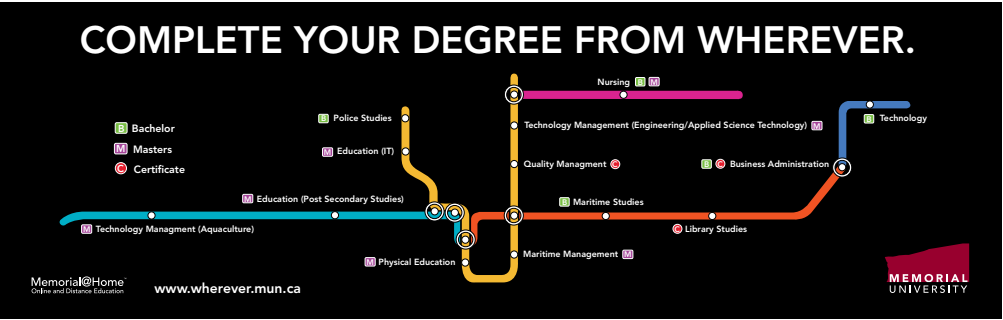
Building on existing brand awareness, the strategy for the Newfoundland market mixed traditional media and promotional activity. The campaign rolled out with radio, print, online, direct mail, point-of-purchase advertising and street-level marketing at various festivals across both provinces. All communication encouraged online inquiries for further information.

For the Ontario market, we realized we needed a brand-building approach to increase Memorial’s top-of-mind awareness as a first-rate distance education provider. In addition to street-level marketing, transit and print advertising were used to reinforce the idea that Memorial students can work on their degrees from anywhere. Due to recruitment and media obligations and opportunities, all tactics were developed and in market within three weeks. Talk about efficient.

THE RESULTS Success of DELTS distance recruitment efforts can be measured both by the double digit growth of distance registrations and over 26 marketing awards/acknowledgements (international, national and provincial) received by the team since 2008. Distance education registrations are steadily growing and currently account for 14.49 per cent of Memorial’s overall registrations (undergraduate and graduate registration for 2010/11 academic year). Distance has experienced an overall growth of 23.9 per cent since 2006 (17.4 per cent undergraduate and 87 per cent graduate).

Outdoor

Memorial University DELT - Interior Transit Poster- Toronto



Memorial University DELT - Sidewall poster

Print

Memorial University DELT - The Course of Choice Booklet

