

the *marketing* minute

January 2010



New Year. New Content.

Does your area of the Web site need updating? Have there been changes in your program or department? With the dawning of a decade, we will be relying more than ever on our Web site to communicate with our current students, prospective students and the community. Take a moment to review any pages that have information that pertains to your area. If you have rights to change content on your pages, please make the necessary changes. If you have not yet acquired access to your pages through the content manager, and have changes or would like information on how to do this, please contact Shelley Greene at extension 758 or swgreene@randolph.edu.



Marketing Tip

Money, Money, Money!

Have you applied for a grant or plan on doing so in the near future? Don't forget marketing. With the state of the economy, now more than ever it is important to include marketing requests in your grants. What better way to make sure that your needs get met and that your program, idea or department receives the marketing it needs.



We're On A Roll

Keep your ears open for RCC's new radio spots on Rock 92 and 107.5 KZL. Commercials will run on both stations the first seven days of each month for the year.

