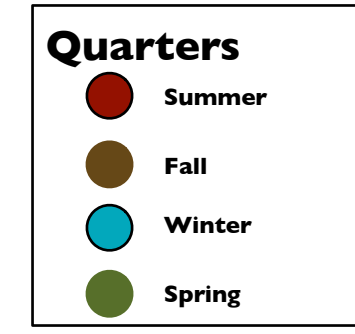


Plan Overview

1. Modify the Timing if Registration starts earlier than the plan elements
2. Distribution of Marketing Dollars is Approximate
3. Fall Dollars are split across two fiscal years
4. Plan should be re-created every November for the next 18 months
5. Any audience not available at a college should be dropped

interact

NOTES:



Winter 2021 - Fall 2022
CREDIT PLAN

****Please Note:** The sections above are left blank intentionally as the colleges should have these audiences captured in their individual marketing plans. The following audiences would be specific to the individual colleges: Current Student, University Student, Applied Not Registered, Inquiry Not Applied, Feeder Programs. During these phases, colleges should use their CRMs, other databases and local lists to retain and recover students and convert applicants into enrollments.