

Post-MCU Approval New Program Marketing, Recruitment and PR Checklist

Program name	
Credential	
Academic School	
Dean and/or Associate Dean	

The Marketing and Recruitment checklist should be done simultaneously with the Post-MCU Approval checklist. For this checklist, 'program launch' is the date the program is announced to the public and applicants can apply. 'Program start' is the first intake of the program.

Checklist	Responsible area(s)	Start date	Comments
Complete Program Launch – Marketing & PR Brief	<ul style="list-style-type: none"> • Associate Dean • Program Coordinator • Marketing and Recruitment teams Consultation with: <ul style="list-style-type: none"> • International team • Admissions • Pathways • Centre for Experiential Learning • PR team 	After post-ministry (MCU) approval stakeholder meeting	

Checklist	Responsible area(s)	Start date	Comments
<p>Develop Program Launch Marketing Plan</p>	<ul style="list-style-type: none"> Director Marketing & Creative Services 	<p>After completion of the Program Launch Brief</p> <p>3-6 months before program launch</p>	
<p>Begin early lead generation Add to 'New programs at Mohawk College' webpage, and/or other relevant pages</p>	<ul style="list-style-type: none"> Marketing team 	<p>After program is approved for external promotion</p>	
<p>Develop Program webpage content</p>	<ul style="list-style-type: none"> Marketing team 	<p>After completion of the Program Launch Brief</p> <p>3-6 months before program launch</p>	

Checklist	Responsible area(s)	Start date	Comments
Add program to Custom Viewbook	<ul style="list-style-type: none"> Marketing team 	~1 month prior to program launch	
Add program to Career Tools (Career Coach and Career Match)	<ul style="list-style-type: none"> Marketing team Recruitment team 	~1 month prior to program launch	
Develop digital content As per approved marketing plan e.g., blog stories, white paper	<ul style="list-style-type: none"> Marketing team PR team 	3-6 months prior to program launch	
Develop social media content As per approved marketing plan, e.g., organic posts, advertising	<ul style="list-style-type: none"> Marketing team 	~1 month prior to program launch	
Develop program video As per approved marketing plan, develop promotional video for use in website and social media	<ul style="list-style-type: none"> Marketing team Videographer - TBD 	3-6 months prior to program launch	

Checklist	Responsible area(s)	Start date	Comments
<p>Create program collateral As per approved marketing plan, develop program collateral as needed (e.g., flyer, brochure, banner)</p>	<ul style="list-style-type: none"> • Program Coordinator • Marketing and Recruitment teams 	3-6 months prior to program launch	
<p>Recruitment events Schedule recruitment events (webinars, social media lives)</p>	<ul style="list-style-type: none"> • Program Coordinator • Recruitment team 	Consult with Recruitment team	
<p>Develop email journey plan for leads</p>	<ul style="list-style-type: none"> • Marketing team 	~2-3 months prior to program launch	
<p>Alumni marketing plan Identify pathway programs for email mailing lists</p>	<ul style="list-style-type: none"> • Marketing team • Program Coordinator 	~2-3 months prior to program launch	

Checklist	Responsible area(s)	Start date	Comments
<p>Planning for official launch event, if applicable</p>	<ul style="list-style-type: none"> • Special Events Team 		
<p>Program launch day</p>	<ul style="list-style-type: none"> • Web team • Marketing team • Other - TBD 		
<p>Status meetings, from post-launch to program start</p> <p>To review activities, assess performance, identify issues and opportunities leading up to program start</p>	<ul style="list-style-type: none"> • Marketing team 		
<p>Post-start review</p> <p>Postmortem scheduled to assess launch success, future</p>	<ul style="list-style-type: none"> • Marketing team 		