

ONLINE FALL PROMOTION – INTERNAL

📌 Fall Online Enrollment 2021	Subitems	🔗 Deadline	Live Dates	Status	Person
Google Ads - Search + Display + Video	🔗	● Jul 8	Jul 8 - Aug 22	Live!	MH
Social Media Ads	🔗	● Jul 8	Jul 8 - Aug 22	Live!	MH +2
Spotify	🔗	● Jul 8	Jul 8 - Aug 22	In Development	👤
Hulu	🔗	● Jul 8	Jul 8 - Aug 22	In Development	👤
Statewide Radio	🔗 1	● Jul 8	Jul 8 - Aug 22	In Development	+2
Statewide Broadcast TV	🔗	● Jul 8	Jul 8 - Aug 22	In Development	+2
Web Banner	🔗	● Jul 8	Jul 8 - Aug 22	In Development	SS CW
Digital Billboards & Digital Publications	🔗	● Jul 8	Jul 8 - Aug 22	Live!	CW
Email	🔗	● Jul 8	Jul 8 - Aug 22	Not Started	MH
INFORMATION AND RESOURCES	🔗				👤
ASSETS NEEDED (open for scripts - und...	🔗 9				👤

Subitems
Video & Radio: It's not too late - start your education any time this fall! (somehow show the relationship between instructor/student digitally - via zoom? Smiling at each other?)
Display ads for google: start your education any time this fall
Video & Radio: Kansas University Students - take our classes and transfer! Save time and money!
Display ads for google: kansas university students transfer save time and money
Video & Radio: Nationwide liberal arts - complete your associate degree online!
Display ads for google: nationwide liberal arts - complete your associate degree online!
Video & Radio: National career technical - check out our online career and technical education programs
Display ads for google: check out our online career and technical education programs
Social Media ad (images+Copy from radio scripts.)
+ Add Subitem

SCRIPTS:

High School Graduates (Kansas)

Attention high school class of 2021! It's not too late to enroll for college! At Barton Community College you can get started online any time! We have sixteen week and eight week sessions starting August twenty third, and four more sessions starting throughout the rest of the semester! Tackle the first two years of college and save time and money at Barton Community College. Visit GoBarton dot com slash online and enroll today!

Current University Students (Kansas)

Want to graduate a little sooner? Take online courses from Barton Community College and transfer SEAMLESSLY to your university! We have sixteen week and eight week sessions starting August twenty third, and four more sessions starting throughout the rest of the semester! Save tons of time and money, and get ahead by taking courses at Barton and transferring the credits. Visit GoBarton dot com slash online and enroll today!

High School Graduates (National)

Earn your associate degree online for less than half the cost of a university at Barton Community College!

We're always enrolling, so you can get started any time! We have sixteen week and eight week sessions starting August twenty third, and four more sessions starting throughout the rest of the semester! Tackle the first two years of college and save time and money at Barton Community College. Visit GoBarton dot com slash online and enroll today!

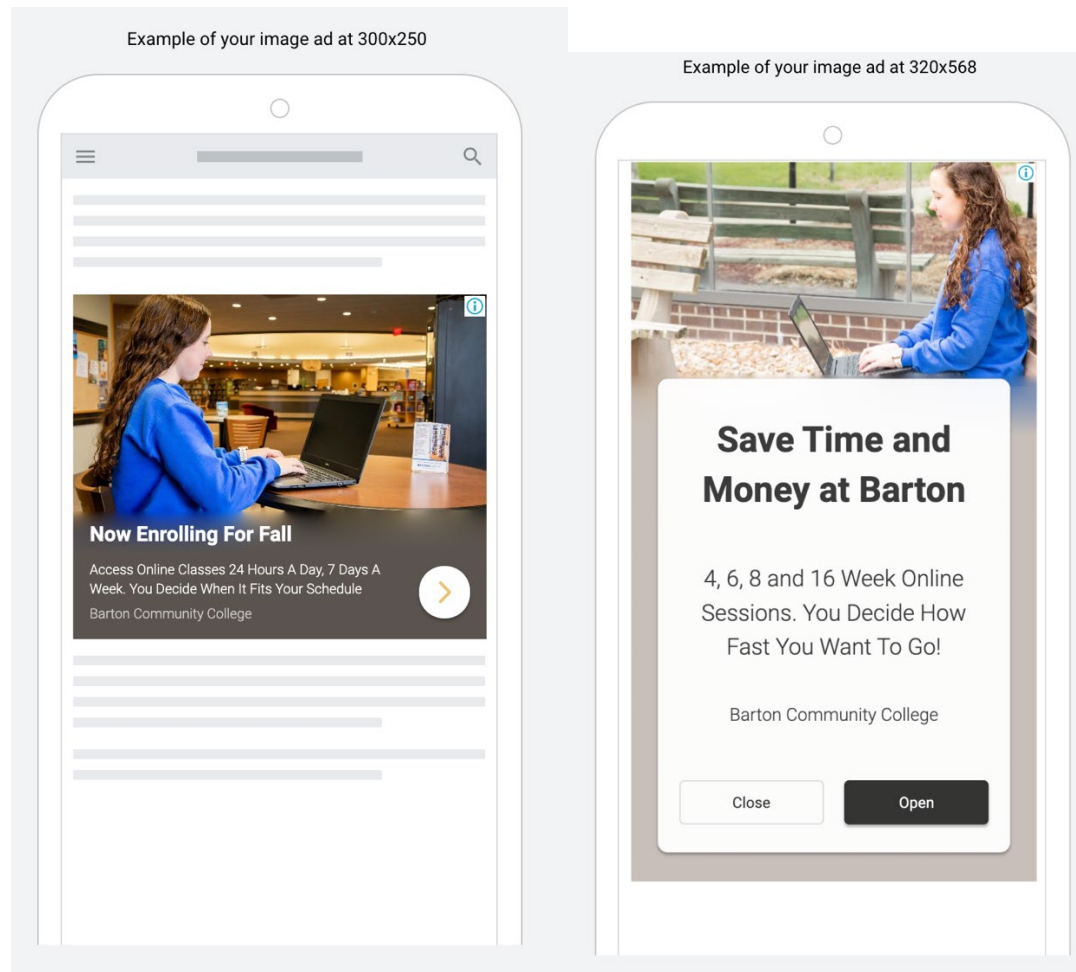
Career Technical (National)

Earn a certificate or degree online in a career and technical education field and start your new career in as little as one year! Barton Community College has several programs that are fully online, and we're always enrolling, so you can get started any time!

We have sixteen week and eight week sessions starting August twenty third, and four more sessions starting throughout the rest of the semester!

Visit GoBarton dot com slash online and start your new adventure at Barton today!

Google Display Ad Samples:



KANSAS PROMISE SCHOLARSHIP PROMOTION

Kansas Promise Scholarship Act	Subitems	Deadline	Live Dates	Status	Person
Google Ads - Video + Display + Search	1	Jul 12	Jul 12 - Sep 24	In Development	MH
Social Media Ads		Jul 12	Jul 12 - Sep 24	Live!	MH
Spotify		Jul 8	Jul 8 - Sep 24	In Development	MH
Statewide Radio		Jul 8	Jul 8 - Sep 24	In Development	MH
Statewide Broadcast TV		Jul 8	Jul 8 - Sep 24	In Development	MH
Digital Billboards and Digital Publications		Jul 12	Jul 12 - Sep 24	In Development	MH
ASSETS NEEDED	3		-		

Subitems
RADIO AD FILE
VIDEO AD FILE + YOUTUBE LINK
Digital Billboards and Digital Publications
+ Add Subitem
+ Add

SCRIPT:

The Kansas Promise Scholarship Act is now in effect!

This state program covers the cost of tuition and fees at Kansas community colleges after other financial aid is applied. Barton has more than THIRTY career and technical programs that qualify. Graduate from one of these programs with little or no debt and start your new career!

Visit Go Barton Dot Com Slash Promise Act to see if you qualify!

