

Promoting EPCE Education Programs: Tips, Templates, and Best Practices



While there is a laundry list of potential marketing activities available for EPCE Members to utilize, there are a few tried and true tactics that require minimal effort to deliver maximum impact. For more ideas or custom resources EPCE can create for you, please contact Bridgett Strickler, Vice President of Coalition Strategy at CAEL. Email: Bstrickler@cael.org.

Increase Awareness of EPCE Educational Opportunities

- Share news about EPCE's online education and training options with your employees in an upcoming newsletter, company intranet, digital screens, or other employee communication channels.
 - EPCE provides stock copy and can provide custom copy as needed.
- Connect with other relevant departments to help make dissemination of information quick and easy for you. This could include HR, communications, specific training departments, etc.

PRO TIP

Employees are each on their own schedule when it comes to pursuing further education to advance their career, so frequent and consistent communication is key.

Leverage Promotional Materials Provide by EPCE

- EPCE provides templates and promotional messaging that align with key dates on an academic calendar

PROMOTIONAL WINDOW	SCHOOL SEMESTER
OCTOBER - DECEMBER	SPRING
MARCH - MAY	SUMMER
JUNE - AUGUST	FALL

PRO TIP

Use your custom link to the EPCE website (www.epceonline.org/YOURCOMPANY) in all your communication. EPCE tracks this information and provides reports on the effectiveness of your communication efforts back to you.

Place EPCE Collateral in Strategic Locations

- EPCE can provide electronic copies (digital screens, posters, flyers) to be placed in areas such as announcement boards, employee breakrooms and cafeterias, training centers, field offices, etc.
- EPCE can provide information and collateral to be displayed at internal company career fairs, training workshops, etc.

PRO TIP

EPCE can provide guidance on successful strategies other members have implemented and provide customized solutions for each member's individual needs.

Examples of EPCE Promotional Materials Available

Below are just a few examples of the variety of marketing resources EPCE can provide:

Program-specific Flyers

(can provide electronic and hard copies)



Digital Screens

(can provide in format/file type needed)



Enrollment Promotions

(provided in alignment with academic semesters)



PRO TIP

Need something different?

EPCE can create custom content based on your company's needs: co-branded promotions, copy for company intranet, flyers for in-house career fairs, etc.

Best Practice: Establish Consistent Communication

It's important to establish a strong foundation of communication as employees are on their own schedule when it comes to pursuing further education to improve their job performance or advance their career.

Below are some best practices for establishing consistent communication with your employees. As always, EPCE support staff is here to help.

GOAL: Connect with your Communications and/or HR Department

Task:

- Coordinate with your Communications and/or HR department to help you disseminate information to employees across your organization.
- Include your custom link to the EPCE website (www.epceonline.org/YOURCOMPANY).

How EPCE can help:

- EPCE provides templates and promotional messaging to make it quick and easy.

GOAL: Add EPCE Information to your Company Intranet

Task:

- Add information about EPCE and your custom link to the EPCE website on your company's intranet for employees to easily find the information they need.

How EPCE can help:

- EPCE provides templates/copy for you to utilize and can share examples of what other members have done.

GOAL: Disseminate Regular EPCE Promotional Communications

Task:

- Implement a schedule of frequent and consistent communication for maximum impact.
- NOTE: Data shows employees consider returning to school for some time before actually moving forward with it; which is why ongoing communication is key**

How EPCE can help:

- EPCE provides templates with promotional messaging in alignment with academic calendars.
- EPCE staff can also customize messaging to meet your company's needs.

GOAL: Display and Distribute EPCE Materials

Task:

- Distribute and display hardcopy or electronic (ie digital screens) in various areas of the organization.
- Examples of locations include: individual plants, cafeterias, breakrooms, training centers, field offices, etc.

How EPCE can help:

- EPCE provides electronic versions of promotional materials and can create custom versions for your company as needed.