

# Online 2017-2018 Full-time Program Guide: Communications Plan

Updated: Wednesday, July 20, 2016

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## Overview

This communications plan outlines tools and tactics for promoting the online version of the 2017-2018 Full-time Program Guide. The goal is to get people flipping through it, and clicking on relevant links to drive traffic to the Georgian website.

## Key stakeholders

- Main audience: Prospective students
- Secondary:
  - Key Influencers [e.g., friends and family]
  - Staff and faculty

## Key messages

- The program guide features several students who won our cover contest.
- We're excited to launch eight new programs in September 2017:
  - Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma – Offered by Georgian and Lakehead University (Barrie)
  - Baking and Pastry Arts 2017 (Barrie)
  - Biotechnology – Health (Barrie)
  - Community Development and Social Innovation (Orillia)
  - Food and Nutrition Management (Barrie)
  - Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma – Offered by Georgian and Lakehead University (Orillia)
  - Public Relations - Corporate Communications (Barrie)
  - Social Entrepreneurship in the Non-profit Sector (Orillia)
- Learn more about them, and all our programs, in our new program guide.
- Read about degrees you can get at the Barrie Campus:
  - Honours Bachelor of Business Administration (Automotive Management)
  - Honours Bachelor of Business Administration (Golf Management)
  - Honours Bachelor of Business Administration (Management and Leadership)
  - Honours Bachelor of Interior Design
  - Honours Bachelor of Police Studies
- Learn about housing, athletics, student life, services and more

## Tools and tactics (unpaid, organic)

Description	Audience	Responsibility	Timing
Write communications copy for below			
Feature tiles in The Accelerator (exclusive sneak peek at new programs)	Prospects and influencers	Mikaela Lefaive	Aug. 24
Staff News	Staff	Kristin Taylor	Aug. 25 and Aug. 31
News release	All	Mark Hall	Aug. 31
News story on GeorgianCollege.ca	All	Mikaela Lefaive	Aug. 31
Social media posts (promote?)	All	Erik Snow	Sept. 1 to 7
Emails from recruiters	Teachers	Jessica Lovett	Sept. 1
Inclusion in the The Loop	Alumni	Melissa Smith	Sept. (date TBD)
Inclusion in GeorgianView	Alumni	Melissa Smith	Nov. (date TBD)

## THE ACCELERATOR

### Exclusive sneak peek: Georgian launching several new programs in 2017

We're offering newsletter subscribers an advance look at our brand new programs for 2017-2018, including two degree-diplomas with Lakehead University. Learn about them in our new program guide!

- Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma (Lakehead)
- Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma (Lakehead)
- Baking and Pastry Arts
- Biotechnology – Health
- Community Development and Social Innovation
- Food and Nutrition Management
- Public Relations - Corporate Communications
- Social Entrepreneurship in the Non-profit Sector

Button: EXPLORE NEW OPTIONS

### New Full-Time Program Guide available now

Georgian's 2017-2018 Full-Time Program Guide is now available in print and online. Flip through it to access information about all full-time programs (new and existing) as well as housing, athletics, services, financial aid and more.

Button: TAKE A LOOK

## STAFF NEWS

### Full-time Program Guides now available

The 2017-2018 Full-Time Program Guide has been printed and delivered. Copies are now available at all seven Georgian Campuses.

The guide can also be viewed as a flipbook and PDF on Georgian's Publications webpage. [LINK](#)

### New full-time guide features several new programs

Just a reminder that the new full-time program guide can be viewed on Georgian's new [Publications web page](#), with hard copies available at every campus.

The guide includes information about several new full-time programs starting in September 2017:

- Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma (Lakehead)
- Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma (Lakehead)
- Baking and Pastry Arts
- Biotechnology – Health
- Community Development and Social Innovation
- Food and Nutrition Management
- Public Relations - Corporate Communications
- Social Entrepreneurship in the Non-profit Sector

## NEWS STORY AND RELEASE

### Georgian launching several new programs in 2017

Georgian's new [Full-Time Program Guide](#) is printed and published. Several copies are being circulated to all seven Georgian campuses as well as your local community centres and libraries. In the guide, you can learn about all full-time programs – as well as housing, student life, athletics, services and more.

Georgian is launching several new full-time programs in 2017, including two degree-diplomas in partnership with Lakehead University.

- **Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma:** Offered by both Georgian and Lakehead, this four-year degree-diploma starts September 2017 at Georgian's Barrie Campus. It provides graduates with a solid foundation across all areas of electrical engineering.
- **Baking and Pastry Arts:** This one-year certificate starts September 2017 at the Barrie Campus. A second cohort will begin January 2018. Through hands-on training, students study traditional and contemporary baking methods.
- **Biotechnology – Health:** This two-year diploma starts September 2017 at the Barrie Campus. Students prepare for careers as lab technicians in a biomedical field.
- **Community Development and Social Innovation:** This two-year diploma includes two field placements and starts in September 2017 at the Orillia Campus. Students learn to take an interdisciplinary, systems approach to making transformative changes to our communities.
- **Food and Nutrition Management:** This one-year graduate certificate includes two field placements and starts September 2017 at the Barrie Campus. It prepares graduates of diploma or degree programs to manage a food service department while adhering to professional standards, quality management programs, nutritional and healthy living principles and more.
- **Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma –** Offered by both Georgian and Lakehead, this four-year degree-diploma starts September 2017 at Lakehead's Orillia Campus. Graduates gain a theoretical and applied framework as well as practical skills and scientific knowledge to understand and monitor complex environmental systems.
- **Public Relations - Corporate Communications:** This one-year graduate certificate includes one work placement and starts September 2017 at the Barrie Campus. It prepares graduates of diploma or degree programs to create awareness and manage conversations with stakeholders of corporate organizations.
- **Social Entrepreneurship in the Non-profit Sector:** This one-year graduate certificate offers two practical experience placements and starts September 2017 at the Orillia Campus. Graduates of diploma or degree programs will gain a social entrepreneurship mindset to drive non-profits to revolutionize supports and services in our communities.

Information about degrees at Georgian is also included in the guide. In 2016, several Georgian degrees were designated “honours,” following a decision by the Ontario Ministry of Advanced Education and Skills Development.

- Honours Bachelor of Business Administration (Automotive Management)
- Honours Bachelor of Business Administration (Golf Management)
- Honours Bachelor of Business Administration (Management and Leadership)
- Honours Bachelor of Interior Design
- Honours Bachelor of Police Studies

View the Full-Time Program Guide at [GeorgianCollege.ca/publications](http://GeorgianCollege.ca/publications) [LINK](#)

## SOCIAL MEDIA (

### Twitter

- Eight new full-time programs are starting in 2017. Learn about them in Georgian’s 2017-2018 Program Guide. [LINK](#)
- Georgian’s 2017-2018 Full-time Program Guide is published, and it’s beautiful! Check it out here: [LINK](#)
- Check out our new #GeorgianCelebs! These students won our program guide cover contest. [LINK](#)

### Facebook

- Georgian is launching eight exciting full-time programs in 2017:
  - Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma (Lakehead)
  - Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma (Lakehead)
  - Baking and Pastry Arts
  - Biotechnology – Health
  - Community Development and Social Innovation
  - Food and Nutrition Management
  - Public Relations - Corporate Communications
  - Social Entrepreneurship in the Non-profit Sector

Learn about them – and all other full-time programs – in Georgian’s 2017-2018 Full-time Program Guide. [LINK](#)

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### Instagram

- Georgian’s new Full-Time Program Guide, featuring several students on the cover, is now available in print and online. Flip through the guide to learn about full-time programs – including several new ones! #GeorgianCelebs

### LinkedIn

Looking for a new career direction? Georgian is launching several full-time programs in 2017:

- Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma (Lakehead)
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- Community Development and Social Innovation
- Food and Nutrition Management
- Public Relations - Corporate Communications
- Social Entrepreneurship in the Non-profit Sector

Learn about all full-time programs – and Georgian’s many one-year graduate certificates – in the 2017-2018 Full-time Program Guide. [LINK](#)

## GUIDANCE COUNSELLOR EMAIL FROM RECRUITERS

### Subject: Georgian's new full-time program guide

Hi \_\_\_\_\_,

We're excited to announce that Georgian is offering several new programs in 2017, including two degree-diplomas with Lakehead University:

- Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma – Offered by Georgian and Lakehead University (Barrie)
- Baking and Pastry Arts (Barrie)
- Biotechnology – Health (Barrie)
- Community Development and Social Innovation (Orillia)
- Food and Nutrition Management (Barrie)
- Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma – Offered by Georgian and Lakehead University (Orillia)
- Public Relations - Corporate Communications (Barrie)
- Social Entrepreneurship in the Non-profit Sector (Orillia)

Learn about all full-time programs – as well as housing, student life, athletics, services and more – in Georgian's 2017-2018 Full-time Program Guide. Access a PDF version of the guide on [Georgian's publications webpage](#).

If you need hard copies of the guide, don't hesitate to contact me directly.

Sincerely, SIGNATURE

## THE LOOP

### Flip through Georgian's new Full-time Program Guide [tile]

## GEORGIANVIEW

### Georgian launching several new programs in 2017

Georgian is launching several new programs in 2017, including two degree-diplomas with Lakehead University.

- **Bachelor of Engineering (Electrical) Degree with Electrical Engineering Technology Advanced Diploma:** Offered by both Georgian and Lakehead, this four-year degree-diploma starts September 2017 at Georgian's Barrie Campus. It provides graduates with a solid foundation across all areas of electrical engineering.
- **Baking and Pastry Arts:** This one-year certificate starts September 2017 at the Barrie Campus. A second cohort will begin January 2018. Through hands-on training, students study traditional and contemporary baking methods.
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- **Community Development and Social Innovation:** This two-year diploma includes two field placements and starts in September 2017 at the Orillia Campus. Students learn to take an interdisciplinary, systems approach to making transformative changes to our communities.
- **Food and Nutrition Management:** This one-year graduate certificate includes two field placements and starts September 2017 at the Barrie Campus. It prepares graduates of diploma or degree programs to manage a food service department while adhering to professional standards, quality management programs, nutritional and healthy living principles and more.

- **Honours Bachelor of Arts and Science - Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma** – Offered by both Georgian and Lakehead, this four-year degree-diploma starts September 2017 at Lakehead’s Orillia Campus. Graduates gain a theoretical and applied framework as well as practical skills and scientific knowledge to understand and monitor complex environmental systems.
- **Public Relations - Corporate Communications:** This one-year graduate certificate includes one work placement and starts September 2017 at the Barrie Campus. It prepares graduates of diploma or degree programs to create awareness and manage conversations with stakeholders of corporate organizations.
- **Social Entrepreneurship in the Non-profit Sector:** This one-year graduate certificate offers two practical experience placements and starts September 2017 at the Orillia Campus. Graduates of diploma or degree programs will gain a social entrepreneurship mindset to drive non-profits to revolutionize supports and services in our communities.

You can read more about these programs – and all other full-time offerings in the new 2017-2018 Full-Time Program Guide at [GeorgianCollege.ca/publications](http://GeorgianCollege.ca/publications).

## Several Georgian degrees are now honours programs

In 2016, several of Georgian’s degrees were designated “honours”, following a decision by the Ontario Ministry of Advanced Education and Skills Development.

- Honours Bachelor of Arts and Science – Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma
- Honours Bachelor of Business Administration (Automotive Management)
- Honours Bachelor of Business Administration (Golf Management)
- Honours Bachelor of Business Administration (Management and Leadership)
- Honours Bachelor of Interior Design
- Honours Bachelor of Police Studies

One of those programs, the Honours Bachelor of Arts and Science – Environmental Sustainability (Specialization in Ecosystem Management) Degree with Environmental Technician Diploma, will be offered in partnership with Lakehead University in Orillia. Students will obtain both a degree and a diploma in four years.

“Georgian’s degrees were rigorously assessed against the standards for honours bachelor’s degrees. The Ministry’s consent to use the title ‘honours’ reflects that these quality standards are met,” said MaryLynn West-Moynes, President and CEO of Georgian.

“Georgian’s honours bachelor’s degrees combine the historical strengths of colleges in delivering professional curriculum that prepares employment-ready students with the innovative, problem-solving, critical thinking rigour of degree studies,” she noted. “The ability of our students to use ‘honours’ as part of their credentials puts them in a strong position to apply for graduate studies, and on equal footing in the workplace with graduates of other four-year degrees in Ontario.”