SUNY Learning Network
Service Level Agreement
Marketing Services

Scope

SUNY Learning Network (SLN) Marketing Services provides exposure for participating campuses’ online programs through web outreach and various marketing efforts. The service is multi-channeled (web, e-mail, and print) to strategically focus on potential online students. Campuses will benefit from co-operative marketing approaches ensuring online exposure at a minimal expense.

Statement of Services

The three primary points of services provided to a participating campus are:

1. SUNY-Wide Resources
2. Standard Marketing Service
3. Premium Marketing Service

Marketing Services

1. SUNY-Wide Resources
   Open to all members of the SUNY Community

   SLN Course Catalog, Degree & Contact Listings Pages

   • All SUNY campuses may opt for inclusion in the SLN catalog of online courses to showcase campus degrees listings.
     
     o The SLN course catalog provides students access to a comprehensive listing of online courses available at SUNY Institutions, effectively making SLN’s catalog and degree listing pages a one-stop area for online learning at SUNY.

2. Standard Marketing Service

   SLN Web Presence

   • Campus profile pages:
     
     o Individual campus information page – Description of campus offerings and program with links to campus pages and listings.
Ongoing lead generation:
- Information Capture & Delivery Process – Campus profile pages will allow prospective students to submit a request for information which will be forwarded to the campuses for follow-up.
- Promotional spotlights within the SLN website and Course Catalog – Rotating editorials and web content promoting affiliated campuses.

Advertising
- Print and online media efforts that promote and support online learning at SUNY institutions, including:
  - SLN Brochures
    - Printing and distribution (e.g., Libraries, BOCES, State Agencies)
  - Print Ads (e.g., US News & World Report)
  - Targeted web campaigns (e.g., GetEducated.com)
  - Pay-Per-Click (PPC) campaigns
    - Targeted placement on major search engines (e.g., Google, Yahoo, MSN)

Outreach Efforts
- Prospective student e-mails with:
  - Course & degree listing announcements
  - Information Capture & Delivery Process – Requests for information will be funneled to prospective campuses for action.
- Participation and support through a partnership with the SUNY Provost’s Office of Enrollment Management:
  - SUNY college fairs
  - Inclusion in SUNY outreach efforts

Edventures
- Marketing research and institution-directed survey results on online education for higher education, including round tables on marketing and education-related subjects
  - Access to published research and reports
  - Roundtable participation

3. Premium Marketing Services

The following services are available and may be provided to a campus via a custom quote:
- E-Mail Outreach:
- Co-branded, campus specific e-mail campaigns (program or courses)
- Branded Web Campaigns
  - Targeted Web Efforts (Demographic or content-based strategic advertising campaigns)
  - Campus branded search engine pay-per-click campaigns
- Print to order co-branded marketing materials (brochure, postcards, posters and mailers)