

**STATEMENT OF NEEDS:** The Department of English seeks a strategic partnership with a contractor that will provide strategic marketing services related to student recruitment for the department. Specifically, we seek a comprehensive assessment and analysis of the marketing collateral of the department, and suggestions for developing a comprehensive marketing plan for the coming year(s).

### Background

The English department is very diverse, housing programs in Creative Writing, Film, Folklore, Literature, Linguistics and Writing/Rhetoric. The department's undergraduate BA programs include 14 concentrations and serve around 500 majors. A new program, the BFA in Creative Writing, is Virginia's first and only BFA in this field. Graduate MA programs include Cultural Studies, Literature, Teaching of Writing and Literature, Linguistics and Writing and Rhetoric, and a PhD program in linguistics enroll more than 160 students. The Graduate MFA programs enroll more than 100 students. The department teaches over 12,000 students annually in courses in composition and introductory literature.

For more information, please visit <http://english.gmu.edu/>.

Our challenge is to develop different marketing campaigns for our distinct audiences, with respect to both areas of study and degree program (from BA to PhD). We wish to identify that target demographics for our different areas/programs, so that we can direct advertising to where it is most likely to succeed. We also want to identify the best media/modalities for these different target audiences. Finally, we think we need a narrative(s) in order to have a successful campaign, but there's a more basic question about the extent to which there is value in a single department narrative, versus narratives for each area of study. Our initial thought is that the narratives must be distinct, but there also should be some "family resemblance" that ties each area to the department as a whole. In trying to develop a narrative, we also need to answer what's distinctive about the English department at Mason (and again, there may be different answers for different areas, or we may want to have some common answer(s) as well).

### Required Services

Contractor will conduct a comprehensive assessment and analysis of the department's marketing collateral, including print and the Web. The result of this assessment should detail primary audiences, strengths and weaknesses of materials, and include analytics of the department's website. The assessment will serve as the basis for developing an annual student recruitment marketing campaign for the department.