

*Regional Campuses*

**MARCOM**

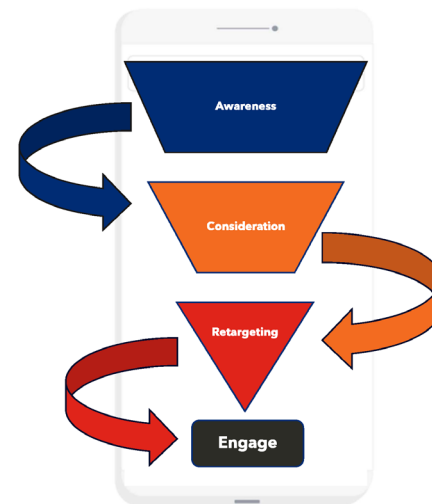
**UPDATES**

**SPRING 2024**

# DIGITAL ADS/SEO

The Regional Campus MARCOM Team joined Kent University Communications and Marketing (UCM) in contract with Fahlgren Mortine, an integrated communications agency to execute a full funnel strategy.

- » Surround the audience at multiple stages of the consideration journey for a multi-touch approach.
- » Awareness via audio, native and social – geo-targeted prospecting, capturing a relevant audience and introducing them to the regional campus(es).
- » Consideration via search – those demonstrating interest through what they're searching on Google.
- » Retargeting via native and social – staying in front of those who have been to the website and shown an interest, enticing them to come back and take further action.



**sxm**  
MEDIA



**Transfer Campaign**  
December 2023 - January 2024

**Fall 2024 Campaign (Below)**  
February - August 2024

		2024																																						
		January					February					March					April					May					June				July					August				
		1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26				
Messaging							Affordability & Scholarship Deadlines																	There's still time.																
											Apply																													
Audio (Pandora)																																								
Native (Bidtellect)																																								
Meta																																								
SnapChat																																								
Google Paid Search																																								



# CONTENT, CREATIVE & SOCIAL MEDIA



Kent / College Of Applied & Technical Studies  
Engineering Professor Wins Farris Family Award For Pursuing Research Into Clean Energy Fuels

## ENGINEERING PROFESSOR WINS FARRIS FAMILY AWARD FOR PURSUING RESEARCH INTO CLEAN ENERGY FUELS



Dhruba Panthi, Ph.D., assistant professor of Engineering Technology at Kent State University at Tuscarawas, is this year's winner of the Farris Family Innovation Award, which supports the research of tenure-track faculty members who have not yet reached tenure.

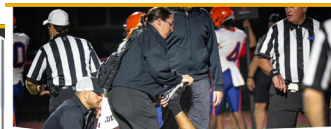


Kent / Kent State Stark  
Math Camp For High Schoolers Seeks To Ready Future College Students For STEM Jobs In Ohio

## MATH CAMP FOR HIGH SCHOOLERS SEEKS TO READY FUTURE COLLEGE STUDENTS FOR STEM JOBS IN OHIO



The \$20 billion Intel semiconductor plant being built outside of Columbus, Ohio, the new quantum computer being installed at the Cleveland Clinic, and a new generation of astronauts being trained at the NASA Glenn Research Center in Cleveland – these are just three reasons that quickly come to Associate Professor Bathi Kasturiraj's mind when he



Kent / Health Degrees  
Accelerated PTA Program For Athletic Trainers Gives Graduate Flexibility And Career Advancement

## ACCELERATED PTA PROGRAM FOR ATHLETIC TRAINERS GIVES GRADUATE FLEXIBILITY AND CAREER ADVANCEMENT



Learn more about the PTA program for BOC-certified Athletic Trainers »



The passion that led to success and a great job as a certified athletic trainer hadn't left Caitlin Sharman, but she reached a point in her professional career where she sought to enhance her existing skill set



Kent / Kent State Ashtabula  
Relationship With Local IT Company A Win-Win

## RELATIONSHIP WITH LOCAL IT COMPANY A WIN-WIN

Kent State Ashtabula's partnership with ID Networks helps connect students to their future careers

2024 Business Journal Growth Report  
February 2024



Browns Playoff Tab  
News Herald  
January 2024

Kent State Regional Campuses  
Nov 14, 2023  
Congratulations to the Golden Eagles women's volleyball team!! Well done!

Kent State University at Tuscarawas  
Nov 12, 2023  
A team and a season to be proud of! The Golden Eagles women's volleyball team came close to unseating last year's champs during the... See more



Kent State Regional Campuses  
Nov 8, 2023  
November is #NationalAdoptionMonth! If you have ever thought about adoption, it's a great time to take the next step. Visit our friends at Friends of Children Ser... See more



Kent State Regional Campuses  
5d  
Begin your pathway to a semiconductor career! Join the FREE Semiconductor Devices and Cleanroom Safety program running from Feb. 19 to May 17, 2024... See more



## KSU TRUMBULL TO PREPARE STUDENTS FOR HIGH-TECH MANUFACTURING JOBS Business Journal, November 3, 2023



Pictured at top: Gathered in the lab are Paul Dykshorn, director of engineering technology at KSU at Tuscarawas, students Dominic Bauer and Jackson Purnaz, Viki Fragou and Patti Neighbor, participants in Kent's Summer Institute, and Flavia Inbanathan, KSU at Trumbull assistant professor of electrical engineering technology.

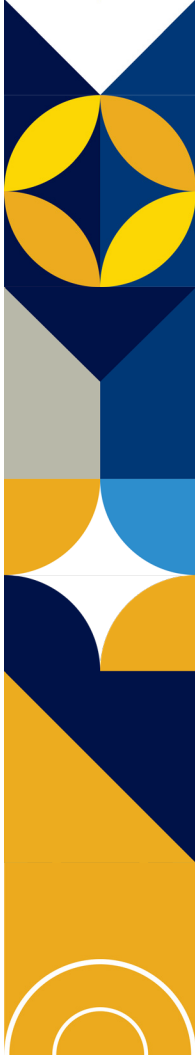
Through a partnership with Intel, Kent State University is working to prepare the workforce for the jobs that companies will bring to the region and other positions in electrical and electronic engineering.

KSU at Trumbull in Champion is offering an associate of applied science degree in electrical/electronic engineering technology. It's also offered at KSU at Tuscarawas.

"During the pandemic or pre-pandemic, the chip shortage began to happen because we are manufacturing everything outside of the country and we are depending on other countries," says Flavia Inbanathan, assistant professor in electrical engineering technology at KSU at Trumbull.

Now Intel is building its manufacturing complex outside of Columbus and will need workers with diverse skills in advanced manufacturing...





# WEB

The RC Marcom webteam is working on centralizing RC/CATS programs, as identified by Associate Dean Susan Emens and academic program coordinators, on the CATS website, with companion pages at the respective regional campuses (campuses with shared programs). This includes moving most, if not all, accreditation requirements to the CATS main program page, and also allows for targeted marketing efforts to land on one site. The companion regional campuses pages will focus on API (catalog feed) and local contacts.

## PROGRAMS CURRENTLY IN PROGRESS

- » Associate Degree in Nursing (Ashtabula, East Liverpool, Tuscarawas and Twinsburg Academic Center)
- » Occupational Therapy (Ashtabula and East Liverpool)
- » Radiology (Ashtabula and Salem)

## FUTURE PROGRAMS

- » BSW
- » BTAS
- » Business Management
- » Electronical/Electronics Engineering/EERT

# ONGOING PROJECTS

- » Preparing marketing materials to promote Associate of Technical Studies to students in identified programs at Choffin Career & Technical Center.
- » Developing processes for centralized intake requests and marketing materials distribution using TeamDynamix.
- » Working with UCM and Kent Campus Admissions on a recruitment video focused on CATS and its academic programs.
- » Creating static and customizable documents, flyers and materials for regional campuses, including viewbooks and table-top banners
- » Continuing to meet daily and weekly needs at the local and regional level.



### RADIOLOGY AT KENT STATE

Whether you are just starting your journey to becoming a technologist or would like to expand your current career, Kent State offers the radiology degree that's right for you.

Today's advanced medical imaging technology allows imaging professionals to provide better care and improve patients' lives with more accurate diagnoses. Kent State's Radiology Program, offered through the [College of Applied and Technical Studies](#) at the Ashtabula and Salem campuses, was designed to train those professionals needed in a growing healthcare industry through associate and bachelor's degree programs and professional certificates. With the advantages and resources of Northeast Ohio's largest public university, you'll also receive the benefits of the personal connections and attention through small class sizes at a Regional Campus. Plus students obtain real life experiences through a large network of clinical sites across Northeast Ohio and Western Pennsylvania with internships at urban and rural hospitals, ambulatory imaging centers and private clinics.

Interested in learning more? Click on a degree program to get started.

[+ Radiology Associate Degrees](#)

[+ Radiology Bachelor's Degrees](#)

[+ Radiology Certificates](#)



### ACCREDITATION

Accreditation of the radiologic technology and radiation therapy programs are provided by the Joint Review Committee on Education in Radiologic Technology ([JRCERT](#)) and the Ohio Department of Health ([ODH](#)).

