The goal of the Fall 2010 undergraduate recruitment marketing campaign (“Think UWF”) was to increase awareness and interest in UWF as a first choice in higher education for all segments of the UWF market.

It supported the university’s strategic focus of “purposeful enrollment growth” by establishing a better relationship with UWF’s primary market (Escambia/Santa Rosa/Okaloosa/Bay Counties) and expanding its market to include Central Florida (Tallahassee, Panama City, Tampa, Saint Petersburg and Orlando).

The multi-source marketing campaign was to create awareness of and increase interest in four distinct, online graduate programs, including... M.P.H. (Masters in Public Health); Accounting Certificate and M.S. Administration (Acquisition & Contract Management.

The renovated facility reopened Fall Term 2010, along with an updated menu from Chartwells and expanded programming from Student Affairs. The expected outcome is to make a significant improvement to campus life for students, faculty, and staff and to provide technology and software expertise for all departments of Student Affairs.

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