

Visit Spivey Hall, Discover Clayton State: Build the Clayton State brand through targeted messaging of mutual interest to Spivey Hall's patron and stakeholder network.

Planning Team

Co-leaders: Sam Dixon & Tammy Moore

Members: Kelly Petty, Linda Proctor-Merritt, Melanie Darby, Chase Moore

Implementation Plan

Education and Enrollment Management

- Offer direct link to schedule campus tours with YPC registration
- Identify opportunities for enrollment/recruiting when high school parents and students will be on-site for workshops and camps (including SHCC parents and members)
- Provide YPC opportunities for CSU student ensembles to perform in front of college-minded students

Marketing and Communications

- Incorporate CSU branded messaging of mutual interest into Spivey Hall's social media campaigns (6 unique messages/memes per year)
- Use the hashtag #musicmadereal & @claytonstate when applicable on social media posts

Development

- Aid in the creation of printed materials for three targeted campaigns: Give4Dreams (SHCC Scholarships), Strategic Plan Initiatives, and Capital Campaign
- Provide mailing labels from Choice CRM for these targeted campaigns
- Insert CSU articles of interest in monthly Friends/Donor newsletters