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# 2018 – 2020 INTERNATIONAL FOUNDATIONS PROGRAM (IFP) MARCOM PLAN



**UNIVERSITY OF  
CALGARY**



## **UCALGARY'S VISION**

The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In this spirited, high-quality learning environment, students will thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. By 2022, we will be recognized as one of Canada's top five research universities, fully engaging the communities we both serve and lead.

## **IFP'S VISION**

Under the University of Calgary's strategic vision and the Werklund School of Education's goals, IFP seeks to contribute to our global intellectual hub through recruiting, embracing and nurturing international students whose first language is not English and wish to be successful in an academic program.

## **IFP'S MISSION**

Through the creation and delivery of innovative pathways and bridging English language proficiency programs, IFP fosters learning support to ESL students facilitating them seamlessly into UofC's academic degree programs and culture. In this way, IFP contributes to the Universities missions:

- Sharpen focus on research and scholarship;
  - Enrich the quality and breadth of learning;
  - Fully integrate the university with the community.
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# IFP

## SITUATIONAL ANALYSIS

### STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

#### Key Findings

This document is a result of an overall assessment and analysis of the IFP program followed by key messages, tactics, program elements, timelines and budget considerations.

#### STRENGTHS

- **Backed by Experience:** The IFP program has been supporting international ESL students and their academic goals since 2000.
- **Educated Faculty who are International:** Our faculty are research based and highly educated in specialized second language learning. They are 98% international with varied experiences living in other cultures.
- **Hands on Approach:** Our faculty understand the challenges international students face in westernized institutions. The program and the faculty are warm, welcoming, understanding and empathetic.
- **Program Offering:** Depending on your current English language proficiency and your goals we have 2 high-quality programs - Bridging and Pathways.
- **Pathways Program:** Do a UofC undergrad degree while upgrading english language skills at the same time. A unique, customized, parallel program

The IFP courses are adjunct and tailored specifically to each degree helping students understand strategy and acculturation within the context of their particular degree.

- **Customized Placements:** Depending on the students placement testing results they are placed in different tiers for different categories as opposed to an averaged tier for reading, writing, listening and speaking.
- **Online Placement Testing:** All of our initial placement tests are done online with clear, concise, fast results.
- **First Rate Research Institution:** The UofC continually ranks in the top 5 each year as being a highly focused research institution.
- **Flexibility:** The IFP Bridging program has 4 admission dates start times throughout the year.
- **Cost:** Very competitive pricing model for the courses in the local Alberta market

#### WEAKNESSES

- **No Exposure or Visibility:** While IFP has been around since 2000 (by other names), it is largely an unknown program across the UofC at large and externally. Even within the faculty many employees do not know what IFP does.
- **Lacking Cross Institution Engagement:** Important bodies within the UofC who regularly deal with International students also are not clear on what IFP does.
- **No Digital Traffic:** IFP's' program is also unknown to its intended audiences

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- User Journey Issues: Interlinking between admissions and registrar is lacking. IFP information is not clear. Old calendars from 2011 are still indexed in Google adding more confusion.
  - Prospective Student Confusion: From search to landing page is not a good potential student experience. Many links from search go to old EAPP registrar pages. The IFP site does not have any organic search rankings.
  - Social Reach: No social exposure on main UofC social channels
  - Technical: Site is not responsive or device agnostic.
  - Calls to Action: Information architecture on the site does not facilitate a “call to action”. Thus no way to measure efforts.
  - Lead Generation and E-mail Marketing: Lacking a basic lead generator on-site in order to re-market to via e-mail during various phases of action cycle.

#### **OPPORTUNITIES**

- Spikes in International Applications: Canada seeing huge increases of International student applications over the past 5 years.
- China: 34% of Canadian wide international students came from china.
- Enrolment Fees On The Rise: Canada wide, enrolment fees for foreign students has increased approx 5.5% since 2016. Alberta is one of the only provinces to not raise these fees.
- Blank Slate: Having no brand, awareness or exposure is better than having a negative brand image.
- Exciting: There is great opportunity to tell the IFP story in a way that has impact internally first and then externally. In that forge more quality relationships inside the university.
- International Recruitment: There is opportunity for IFP to demonstrate effective, budget conscious digital marketing campaigns that drive international recruitment in innovative ways.
- Increase Enrolment: Drive IFP enrolment numbers up across each of their courses.

#### **THREATS**

- Bureaucracy: Existing UofC processes and procedures.
- Teamwork: Lack of organizational collaboration across faculties and programs.
- Judgements: An apparent judgement towards ESL students being hard “work”.

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## COMPETITORS

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### **Internal Competitors**

#### Continuing Education

1. ESL Courses. Well branded and well promoted.

### **Local Competitors**

#### University of Alberta

1. 2100 ESL students each year from 64 countries, 70 instructors, 2 tenure track profs in their “English Language School”.
2. 4 courses plus short courses.
3. Costs \$2366 for each of the 3 2 month courses
4. Active recruiting via marketing and communications.
5. Very easy application process with user centric communications.
6. Have an official newsletter.

#### University of Lethbridge

1. EAP program with 3 levels and initial testing.
2. Jan, May, Sept. intake months.
3. Takes 1 year to do 4 of their courses.
4. Cost for one semester is \$3923.69.

#### Mount Royal University

1. Full time english language program with 3 levels and initial placement testing.
2. Foundational English (same as Cont ed), Academic English (same as bridging non-conditional, English for Professionals and Advanced Comms.
3. Costs are \$3360 for 12 weeks

#### Bow Valley College

1. English For Academic Purposes Course - full time
2. 3 intakes per year - Jan, May, Aug.
2. Doing paid advertising.
4. Enrolment fee not obvious

### **International Competing Countries**

#### **Australia**

#### **UK**

The logo for the International Foundations Program (IFP) consists of the letters 'IFP' in a large, white, sans-serif font, centered on a solid black square background.

## OBJECTIVES

## TARGET AUDIENCES

*International students enrich the cross-cultural learning environment, and many of those who stay on launch businesses and create jobs.*

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### IFP'S BUSINESS OBJECTIVES

#### RECRUIT

1. Attract and recruit ESL students to our program that match our requirements.
2. Increase enrolment numbers and applications in each of the 3 programs.
3. Actively promote IFP's program and strengths to targeted audiences locally, nationally and internationally.

#### BUILD REPUTATION/IMAGE

1. Differentiate IFP from local competitors.
2. Demonstrate our value and credibility to the university and Werklund as a research faculty.

#### ENGAGEMENT

1. Engage local communities and groups.
2. Offer and cultivate content for existing students
3. Build research partnerships within the University

#### PRIMARY AUDIENCE - A.1

- Prospective International ESL students ages 18 - 30 who reside outside of Canada (China, South Korea, Saudi Arabia, Nigeria, Japan and Brazil ) whose English proficiency is 5.5 or higher.
- Middle class international parents and agents of prospective ESL students who wish to pursue a degree overseas.
- USERS GOALS: Get an academic degree at a reputable uni. Increase quality of life for themselves and their families. Live in a country that is politically, socially and economically stable.

#### PRIMARY AUDIENCE - A.2

- Prospective local ESL students ages 18 - 30 whose english proficiency is 5.5 or higher.
- Middle class local living immigrant parents and families of prospective ESL students.
- USERS GOALS: increase job opportunities, increase opportunity to earn more money, better quality of life, increased social status, increased aculturation, pursue the Canadian dream as an International.



# AUDIENCES & KEY MESSAGES

## SECONDARY AUDIENCES - B

- UofC faculty members, management and staff.
- Werklund School of Education where IFP resides.
- International groups and programs within the UofC.
- Internal students at IFP and UofC.
- Internal and external research communities.
- USERS GOALS: learn, understand, read, reasearch, participate, enage

## SECONDARY AUDIENCES - C

- Local Calgary community groups such as Immigrant Services Calgary.
- Community associations in NE Calgary.
- Other related communities and centres within Calgary.
- USERS GOALS: seeking resources for communities or clients

## TOPICS OF INTEREST

AUDIENCE A.1	TOPICS OF INTEREST	
Prospective <b>International ESL students ages 18 - 30</b>	<ul style="list-style-type: none"> <li>• uni rankings</li> <li>• School size</li> <li>• our program offering</li> <li>• features and benefits of our program</li> <li>• is the program right for me</li> <li>• costs</li> <li>• admission requirements</li> <li>• personal stories from students</li> </ul>	<ul style="list-style-type: none"> <li>• options for delivery</li> <li>• timelines</li> <li>• visa requirements and work permits</li> <li>• options post graduation</li> <li>• how to contact</li> <li>• how to apply</li> <li>• living arrangements and support</li> <li>• about the faculty</li> </ul>
Middle class <b>international parents and agents of prospective ESL students who wish to pursue a degree overseas.</b>	<ul style="list-style-type: none"> <li>• uni rankings</li> <li>• School size</li> <li>• our program offering</li> <li>• features and benefits of our program</li> <li>• costs</li> <li>• admission requirements</li> <li>• about the faculty</li> </ul>	<ul style="list-style-type: none"> <li>• options for delivery</li> <li>• timelines</li> <li>• visa requirements and work permits</li> <li>• options post graduation</li> <li>• how to contact</li> <li>• how to apply</li> <li>• living arrangements and support</li> </ul>
AUDIENCE A.2	TOPICS OF INTEREST	
Prospective <b>local ESL students ages 18 - 30</b> whose english proficiency is 5.5 or higher.	<ul style="list-style-type: none"> <li>• our program offering</li> <li>• features and benefits of our program</li> <li>• costs</li> <li>• admission requirements</li> <li>• is the program right for me</li> </ul>	<ul style="list-style-type: none"> <li>• options for delivery</li> <li>• timelines</li> <li>• options post graduation</li> <li>• how to contact</li> <li>• how to apply</li> <li>• about the faculty</li> </ul>
Middle class <b>local living immigrant parents of prospective ESL students.</b>	<ul style="list-style-type: none"> <li>• Scholarships</li> <li>• our program offering</li> <li>• features and benefits of our program</li> <li>• costs</li> <li>• admission requirements</li> </ul>	<ul style="list-style-type: none"> <li>• options for delivery</li> <li>• timelines</li> <li>• options post graduation</li> <li>• how to contact</li> <li>• how to apply</li> <li>• living arrangements and support</li> <li>• about the faculty</li> </ul>



## AUDIENCES & KEY MESSAGES

### IFP'S CONTENT GOALS

1. Increase enrolment in Pathways and Bridging programs by 20% by 2019
2. Significantly increase web traffic through all marketing efforts
3. Generate soft leads and build a marketing database through 3 web forms: A. Connect with an Advisor (Have questions?), B. Pathways - Get Started, C. Bridging - Get Started
4. Differentiate value and build credibility across UCalgary campus.
5. Differentiate IFP from local and national competitors
6. Facilitate current student needs with content.

### TOPICS OF INTEREST

AUDIENCE B	TOPICS OF INTEREST	
<ol style="list-style-type: none"> <li>1. UofC <b>faculty members, management and staff.</b></li> <li>2. <b>Werklund</b> School of Education where IFP resides.</li> <li>3. International groups and programs within the UofC.</li> <li>4. Internal students at IFP and UofC</li> <li>5. Internal and external research communities.</li> </ol>	<ul style="list-style-type: none"> <li>• what we are about</li> <li>• who is involved in the program and who are the instructors</li> <li>• events and news</li> <li>• research articles</li> <li>• what our program offers to ESL students</li> <li>• features and benefits of our program</li> </ul>	<ul style="list-style-type: none"> <li>• how to connect with us</li> <li>• what are we upto</li> </ul>
AUDIENCE C	TOPICS OF INTEREST	
<ol style="list-style-type: none"> <li>1. Local Calgary community groups such as <b>Immigrant Services Calgary.</b></li> <li>2. Community associations in <b>NE Calgary.</b></li> <li>3. Other related communities and centres within Calgary.</li> </ol>	<ul style="list-style-type: none"> <li>• what we are about</li> <li>• program details</li> <li>• what our program offers to ESL students</li> <li>• features and benefits of our program</li> <li>• when the program is offered</li> </ul>	<ul style="list-style-type: none"> <li>• how to connect with us</li> </ul>

# IFP

## AUDIENCES & KEY MESSAGES

Study academic English at the University of Calgary's innovative International Foundations Program and open the door to a whole new world of opportunities for you and your family.

Prepare for academic success

Develop critical and practical skills for university studies or professional careers.

Be Remarkable. Don't settle. Advance your education, get your dream job, have an unforgettable international experience and make lifelong friends.

### PRIMARY AUDIENCE - A.1

- Prospective International ESL students ages 18 - 30 who reside outside of Canada (China, South Korea, Saudi Arabia, Nigeria, Japan and Brazil ) whose english proficiency is 5.5 or higher.
- Middle class international parents and agents of prospective ESL students who wish to pursue a degree overseas.
- GOALS: Get an academic degree at a reputable uni. Increase quality of life for themselves and their families. Live in a country that is politically, socially and economically stable.

## MESSAGING

AUDIENCE A.1		
FEATURE	BENEFIT	PROOF POINTS
<ul style="list-style-type: none"> <li>• IFP offers 2 innovative academic English language programs: Pathways and Bridging</li> </ul>	<ul style="list-style-type: none"> <li>• Open doors to doing your university degree at UofC</li> <li>• Develop critical and practical skills for university studies or professional careers.</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• New Pathways Program</li> </ul>	<ul style="list-style-type: none"> <li>• Study academic English while doing your UofC undergraduate degree</li> <li>• Have all the benefits UofC has to offer.</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• Bridging Program</li> </ul>	<ul style="list-style-type: none"> <li>• 5.5 IELTS? Study academic English and prepare to do your UofC degree</li> <li>• Have an unforgettable international experience. Make lifelong friends.</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• Full Faculty Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Take advantage of all the regular benefits a UofC student receives - 5 year work visa, work part-time, scholarship opportunities, research asst options, student c. #youBelong</li> </ul>	<ul style="list-style-type: none"> <li>• UofC is ranked top 200 universities world-wide (Shanghai Ranking, 2017)</li> <li>• UofC wins 2016 award for excellence in internationalization</li> </ul>
<ul style="list-style-type: none"> <li>• Customized Placements</li> </ul>	<ul style="list-style-type: none"> <li>• Save time and money with our tiered placements.</li> </ul>	<ul style="list-style-type: none"> <li>• The UofC has an 11% international student base</li> </ul>
<ul style="list-style-type: none"> <li>• International Research based faculty</li> </ul>	<ul style="list-style-type: none"> <li>• learn academic English from experienced instructors who are research-based, as well as international</li> </ul>	<ul style="list-style-type: none"> <li>• The UofC is #6 in Canada for sponsored research funding</li> </ul>
<ul style="list-style-type: none"> <li>• Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• we offer 3 intake dates</li> <li>• part-time studies available</li> <li>• Blended online courses available</li> </ul>	<ul style="list-style-type: none"> <li>• UofC has at 94.9% undergraduate employment rate</li> </ul>



# IFP

## AUDIENCES & KEY MESSAGES

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Be Remarkable. Don’t settle. Advance your education, get your dream job, have an unforgettable international experience and make lifelong friends.

### PRIMARY AUDIENCE - A.2

- Prospective local ESL students ages 18 - 30 whose english proficiency is 5.5 or higher.
- Middle class local living immigrant parents and families of prospective ESL students.
- GOALS: increase job opportunities, increase opportunity to earn more money, better quality of life, increased social status, increased aculteration, pursue the Canadian dream as an International.

## MESSAGING

AUDIENCE A.2		
FEATURE	BENEFIT	PROOF POINTS
<ul style="list-style-type: none"> <li>• IFP offers 2 innovative academic English language programs: Pathways and Bridging</li> </ul>	<ul style="list-style-type: none"> <li>• Open doors to doing your university degree at UofC</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• New Pathways Program</li> </ul>	<ul style="list-style-type: none"> <li>• Study academic English while doing your UofC undergraduate degree</li> <li>• Have all the benefits UofC has to offer.</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• Bridging Program</li> </ul>	<ul style="list-style-type: none"> <li>• 5.5 IELTS? Study academic English and prepare to do your UofC degree</li> <li>• Have an unforgettable international experience. Make lifelong friends.</li> </ul>	<ul style="list-style-type: none"> <li>• 95% of IFP students gain entrance to the UofC undergraduate programs</li> </ul>
<ul style="list-style-type: none"> <li>• Full Faculty Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Take advantage of all the regular benefits a UofC student receives - 5 year work visa, work part-time, scholarship opportunities, research asst options, student c. #youBelong</li> </ul>	<ul style="list-style-type: none"> <li>• UofC is ranked top 200 universities worldwide (Shanghai Ranking, 2017)</li> <li>• UofC wins 2016 award for excellence in internationalization</li> </ul>
<ul style="list-style-type: none"> <li>• Customized Placements</li> </ul>	<ul style="list-style-type: none"> <li>• Save time and money with our tiered placements.</li> </ul>	<ul style="list-style-type: none"> <li>• The UofC has an 11% international student base</li> </ul>
<ul style="list-style-type: none"> <li>• International Research based faculty</li> </ul>	<ul style="list-style-type: none"> <li>• Learn academic English from experienced instructors who are research-based, as well as international</li> </ul>	<ul style="list-style-type: none"> <li>• The UofC is #6 in Canada for sponsored research funding</li> </ul>
<ul style="list-style-type: none"> <li>• Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• We offer 3 intake dates</li> <li>• Part-time studies available</li> <li>• Blended online courses available</li> </ul>	<ul style="list-style-type: none"> <li>• UofC has at 94.9% undergraduate employment rate</li> </ul>



# AUDIENCES & KEY MESSAGES

Latest research by IFP faculty.

## SECONDARY AUDIENCES - B

- UofC faculty members, management and staff.
- Werklund School of Education where IFP resides.
- International groups and programs within the UofC.
- Internal students at IFP and UofC.
- Internal and external research communities.
- USERS GOALS: learn, understand, read, reasearch, participate, enage

## MESSAGING

AUDIENCE B		
FEATURE	BENEFIT	PROOF POINTS
<ul style="list-style-type: none"> <li>• IFP offers 2 innovative academic english language programs: Pathways and Bridging</li> </ul>	<ul style="list-style-type: none"> <li>• Pass along information to prospective students</li> </ul>	<ul style="list-style-type: none"> <li>• 90% of students that take our program are successfully admitted into the UofC</li> <li>• IFP has been successfully delivering innovative academic english language programs for ESL students since 2000</li> </ul>
<ul style="list-style-type: none"> <li>• New Pathways Program</li> </ul>	<ul style="list-style-type: none"> <li>• Pass along information to prospective students</li> </ul>	<ul style="list-style-type: none"> <li>• IFP is successfully integrated within several undergraduate programs including business, engineering and science.</li> </ul>
<ul style="list-style-type: none"> <li>• International Research based faculty</li> </ul>	<ul style="list-style-type: none"> <li>• Credibility and better opportunities for research partnerships</li> </ul>	



# AUDIENCES & KEY MESSAGES

IFP has been successfully delivering innovative academic english language programs for ESL students since 2000.

Top 200 universities worldwide (Shanghai Ranking, 2017)

1800 academic staff , 3200 non-academic staff, 5 campuses, 14 faculties, 30,000 active students and 250+ programs.

91% graduate employment rate

11% international students

### SECONDARY AUDIENCES - C

- Local Calgary community groups such as Immigrant Services Calgary.
- Community associations in NE Calgary.
- Other related communities and centres within Calgary.
- USERS GOALS: seeking resources for communities or clients

## MESSAGING

AUDIENCE C		
FEATURE	BENEFIT	PROOF POINTS
<ul style="list-style-type: none"> <li>• IFP offers 2 innovative academic english language programs: Pathways and Bridging</li> </ul>	<ul style="list-style-type: none"> <li>• Pass along information to prospective students</li> </ul>	<ul style="list-style-type: none"> <li>• IFP has been successfully delivering innovative academic english language programs for ESL students since 2000</li> </ul>
<ul style="list-style-type: none"> <li>• Pathways Program</li> </ul>	<ul style="list-style-type: none"> <li>• Pass along information to prospective students</li> </ul>	<ul style="list-style-type: none"> <li>• UofC is ranked top 200 universities worldwide (Shanghai Ranking, 2017)</li> <li>• UofC wins 2016 award for excellence in internationalization</li> </ul>

USER JOURNEY'S			
AUDIENCE	AWARENESS	CONSIDERATION	ACTION
<ul style="list-style-type: none"> <li>• Future Students</li> </ul>	<ul style="list-style-type: none"> <li>• Goal - earn a degree at a reputable university in order to get a job that leads to increased quality of life for self and family (in stable country)</li> <li>• Parents need peace of mind and security. Rely on aid groups, friends, family, gov't &amp; employment agencies for research</li> <li>• Confusion over ESL vs EAP</li> <li>• Confusion over College vs. University</li> <li>• Assumptions that scholarships are available.</li> </ul>	<ul style="list-style-type: none"> <li>• Why Canada rather than UK or Australia</li> <li>• Why UCalgary/IFP rather than competitors</li> <li>• Cost is big consideration for local students. Not so much for students outside Canada.</li> <li>• School reputation, size, ranking are important. City important.</li> <li>• Visa and work permit regulations important when comparing countries.</li> <li>• Local students will visit campus.</li> </ul>	<ul style="list-style-type: none"> <li>• Connect with an advisor.</li> <li>• Ask preliminary questions.</li> <li>• Contact IFP via email/phone after visiting website.</li> <li>• Make determination based on service experience.</li> <li>• Parents of younger students pay for program so make final decision to apply.</li> </ul>

# IFP

## KEY MESSAGES

### COMPETITIVE ADVANTAGE MESSAGES

**Key Communications** - Needs to be at Grade 5-6 reading level.

BENEFIT > FEATURE > PROOF

Pre-University English Programs  
English for University

Prepare for academic success  
Be Remarkable. Don't settle.  
Advance your education, get your  
dream job, have an unforgettable  
international experience and make  
lifelong friends.

Academic english skills to help you  
get you where you want to go.

### KEY IFP MESSAGES - Overview

- **Don't Settle. Be Remarkable.** Study academic English while doing your degree at the UofC. Incite emotion and inspiration.
- Study Academic English and open the doors to unlimited job opportunities and earning potential in Canada. **Don't Settle. Be Remarkable**
- Prepare to get a degree at UofC with our academic English program. **Don't Settle. Be Remarkable**
- 5.5 or higher? Gain entrance into the University of Calgary, which has 1800 Academic staff, 30,000 students and 5 campuses. **Don't Settle. Be Remarkable**

### WHY IFP?

1. 90% of students that take our program are successfully admitted into the UofC. The IFP program has been supporting international ESL students and their academic goals since 2000.
2. Highly educated, research based, international Faculty specialized in second language learning.
3. Have an unforgettable international experience.
4. Make lifelong friends.
5. Develop critical and practical skills for university studies or professional careers.
6. Experience Calgary the 4th largest city in Canada with 40 international consulate offices and one of Canada's most ethnically diverse cities
7. Receive customized support tailored to your degree interests.
8. Customized placements.
9. Flexibility with 4 admission start times throughout the year.



# IFP

## KEY MESSAGES

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### HOW IFP?

- Get started now -> Begin your successful journey here [short Interest form]

### KEY UofC MESSAGES for these audiences - Ranking, Size, International

- Top 200 universities worldwide (Shanghai Ranking, 2017)
- 1800 academic staff , 3200 non-academic staff, 5 campuses, 14 faculties, 30,000 active students and 250+ programs.
- 91% graduate employment rate
- 11% international students
- Calgary is the 4th largest city in Canada with 40 international consulate offices and one of Canada's most ethnically diverse cities.

**Key Communications** - Needs to be at Grade 5-6 reading level.

BENEFIT > FEATURE > PROOF

Pre-University English Programs  
English for University

Prepare for academic success  
Be Remarkable. Don't settle. Advance your education, get your dream job, have an unforgettable international experience and make lifelong friends.

Academic english skills to help you get you where you want to go.

# IFP

## PROGRAM ELEMENTS

TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

### PROGRAM ELEMENTS

#### **IFP Website**

TIMING: Feb-Apr

AUDIENCE: All

CHANNEL: Digital

OBJECTIVE: Capture interest, excitement, emotion and drive action (conversions, KPI).

COST: \$0

Action items for “mobile first” re-design include:

- A. Wireframes
- B. From wireframes to creative
- C. Implement content strategy and information architecture using content audit. No pdf content allowed. Content must be at a Grade 5-6 level.
- D. Code the creative in 6 languages. Code a prototype (Jenn) that can easily be transported into the new UofC templates.
- E. Integrate forms as per the creative
- F. Organize lead generator
- F. Set up analytics for conversions

#### **IFP Website Maintenance**

TIMING: Ongoing

AUDIENCE: All

CHANNEL: Digital

COST: \$0

Action items include:

- A. Update dynamic sections of the site including: News, “What is Happening at IFP”, timelines for applications, recently published research by faculty

#### **UofC Cross Channel Website Display Boxes**

TIMING: Post redesign of IFP site

AUDIENCES: A, B

COST: \$0

Action items include:

- A. Connect with business, engineering, science, Cont. ED and UCI to find out if they would be willing to put an IFP campaign box on their site linking to us. Bigbox 350px x 250px.
- B. Create a series of banner communication ads in different sizes that can be utilized in a variety of UofC digital spaces. As well as can be used in external digital spaces such as Immigration services Calgary.



IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

### **Google Analytics**

TIMING: Post redesign & on-going

AUDIENCE: All

CHANNEL: Digital

COST: \$0

Action items include:

- A. Run monthly reports on the performance of the site using data studio
- B. Conversion and KPI reports.
- C. Conversions will be considered actionable items: downloaded the view book, watched the IFP success stories video, filled out a form.

### **Create and write “success stories” of IFP supporting the “Be Remarkable Campaign”**

TIMING: Mar 2018

AUDIENCE: A

CHANNEL: Digital/Print/Social

ASSET TYPE: Content & Images

OBJECTIVE: Incite action through emotion and inspiration. Help to undo the misconception that all English language courses offer the same appeal.

COST: \$0

Action items include:

- A. Reach out to past students who have been through IFP or EAPP and get consent.
- B. Build interview and story scripts.
- C. Write stories for publication in and on various channels

### **Create and script “Branding/promo video” Why IFP.**

TIMING: Apr-May 2018

AUDIENCE: A.2

CHANNEL: Digital/Social/Web

ASSET TYPE: Video

OBJECTIVE: Incite action through emotion and inspiration. Help to undo the misconception that all English language courses offer the same appeal.

VENDOR: Pyramid Productions

COST: \$?

Action items include:

- A. Get quote from Pyramid Productions for 3 videos - 6s, 15s & 30s in multiple formats. Portrait for Instagram stories and snapchat.
- B. Construct mood and story boards integrated with the big messages



IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

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### **Build a “How it Works” visual animated video on the paths a student takes in IFP and from IFP.**

TIMING: May 2018

AUDIENCE: A1 & A.2

CHANNEL: Digital/Social/Web

ASSET TYPE: Animation Video

OBJECTIVE: Visually show the path to success without words

Production COSTS: \$0

Action items for re-design include:

- A. Flesh out the idea in illustrator (Jenn)
- B. Build in Flash/Html5/MP4 (Jenn)

### **IFP info graphic**

TIMING: Ongoing

AUDIENCE: B & C

CHANNEL: Digital/Print

Production COSTS: \$0 | Print Costs: ?

Action items include:

- A. Pull together high-level information on IFP’s program, audiences and numbers and opportunities to display in an info graphic to be used to tell the IFP story to interested internal and external stakeholders.
- B. Creates the info graphic (Jenn).

### **Community Outreach Program cards, Posters**

TIMING: Apr

AUDIENCE: A.2 & C

CHANNEL: Print

DISTRIBUTION:

OBJECTIVE: Recruit, Awareness. Make it easy for prospective students, family or friends to connect with our program.

Production COST: \$0 | Print COSTS \$?

Action items include:

- A. Used to disseminate ad build program awareness at local community agencies with advisors who deal directly with ESL students and present them with their options.
- B. Posters for strategic locations designed to drive traffic directly to IFP’s site.
- C. Create the items (Jenn). Integrate with other collateral.





IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

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### **Program Brochure Update**

TIMING: June

AUDIENCE: A

CHANNEL: Digital/Print

Production COST: \$0 | Print Costs \$?

Action items include:

- A. Update existing program brochure to reflect new communication strategy and audiences.

### **Update staff photos**

TIMING: Mar 2018

AUDIENCE: All

CHANNEL: Digital

ASSET TYPE: Images

Production COST: \$0

Action items include:

- A. Need new staff photos

### **Link Building**

TIMING: Feb - May 2020

AUDIENCE: All

CHANNEL: Web

ASSET TYPE: Digital Marketing

OBJECTIVE: Build SEO and digital awareness and traffic

COST: \$0

Action items include:

- A. Look for opportunities online to promote our URL - directories, agencies, community associations.



IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

### **Email Marketing Roll Out.**

TIMING: Summer 2018

AUDIENCE: A1 & A.2

CHANNEL: Email

ASSET TYPE: Templates & Content

Production COSTS: \$0

Action items for re-design include:

- A. Create email templates based off of UofC brand standards templates
- B. Flesh out the contents
- C. Get on-board with Marceto and get permissions to access

### **Virtual Expos & Fairs**

TIMING: TBA

AUDIENCE: A.1

CHANNEL: Web

ASSET TYPE: Digital Collateral for the expo (video, view book)

OBJECTIVE: Reach and recruit international students in other countries.

COSTS: \$?

Action items include:

- A. Gather digital collateral to display at the expo.
- B. Arrange who will attend and logistics

### **UToday Article(s)**

TIMING: TBA

AUDIENCE: B

CHANNEL: Digital

COST: \$0

Action items include:

- A. Featured article on the IFP Program in UToday. Stories about successful students and their journeys
- B. Posters for strategic locations designed to drive traffic directly to IFP's site.



IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

### **Community Outreach Newspapers**

TIMING: June and onward

AUDIENCE: A.1 & A.2

CHANNEL: Print

OBJECTIVE: Awareness, drive audience to website

Production COST: \$0 | Print Costs \$?

Action items include:

- A. Awareness campaign in N.E. Calgary community newspapers. Huge ESL demographic.

### **Paid Video & Banner Ad Campaign (PPC)**

TIMING: June - onward

AUDIENCE: A.2

CHANNEL: Google/Facebook/Instagram

ASSET TYPE: Ads/Video

OBJECTIVE: Differentiate from Cont... Ed, Bow Valley, SAIT | Awareness, Recruit, Conversions.

Production COST: \$0 | Monthly 1000\$

Action items include:

- A. Out-comes-based, emotional piece intended to excite and inspire potential students to apply to our program. Differentiating it from non-academic English classes whereby you can get a diploma and continue to earn minimum wage.
- B. Build awareness and promote IFP's big idea through paid ads

### **WeChat Banner Ad Campaign**

TIMING: Feb - Aug 2020

AUDIENCE: A.1 Chinese

CHANNEL: Web

ASSET TYPE: Digital Marketing

OBJECTIVE: Digitally reach Chinese audience with Chinese Ads in China.

COST: \$?

Action items include:

- A. WeChat is China's most popular social network.
- B. Banner ad's on WeChat is the most cost effective way to do a paid digital campaign.
- C. Set up business account with WeChat
- D. Convert existing Be Remarkable campaign into Chinese



IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

### **Campus/City Wide Interactive Poster Campaign**

TIMING: Post Site Re-Design

AUDIENCE: All

CHANNEL: Print/web

ASSET TYPE: Poster

OBJECTIVE: Using a Calgary City Scape patterned with QR Codes on a poster (integrated with the Be Remarkable Messaging) we can reach people (and their networks) and drive traffic to our program and conversions to our “connect with an advisor” lead generator.

Production COSTS: \$0 | Print COSTS: \$?

Action items for re-design include:

- A. Site needs to be set up to receive form fills and all content multilingual. Looking to drive interest and action through the site. Site must be mobile friendly.
- B. Poster creation and distribution
- C. This campaign could be extended to targeted communities in Calgary in the form of displays. QR codes are VERY popular in china and with the Chinese. They are being used in a variety of forms. Ease ability with seeing them and scanning with your phone makes for a seamless experience.

### **Event - 3 part speaker series - *How students develop and adapt their approaches towards their studies to become more successful learners.***

TIMING: TBA

AUDIENCE: C, students, faculty, instructors, Werklund

CHANNEL: Live

ASSET TYPE: Event

OBJECTIVE: Knowledge mobility, IFP awareness & Credibility, Offering value.

COSTS: \$0

Action items include:

- A. Organize and promote the event



# IFP

## PROGRAM ELEMENTS

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TIMELINE  
AUDIENCE  
CHANNEL  
OBJECTIVE  
ASSET TYPE  
COST

1. Website Re-Design
2. Web Maintenance
3. Cross Channel Web Marketing
4. Metrics, Reports and Analytics
5. IFP Success Stories
6. Why IFP Branding, Promo Video
7. How It Works Visual Animation
8. Info Graphic
9. Community Outreach Cards & Posters
10. Program Brochure Update
11. Staff Photo Updates
12. SEO and link building
13. Email Communications Implementation
14. Virtual Expo
15. UToday Articles
16. North East Community Newspaper Ads
17. Paid Video & Banner Ad Campaign
18. Paid WeChat Banner Ad Campaign (China)
19. Campus Wide Interactive Poster Campaign
20. Speaker Series Event

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