Bridge to Career Phase I and II Marketing Plan (draft)

***Bridge to Career: “Building fluency in areas adjacent to your academic study***

***that provide skills to meet the needs of your desired workplace.”***

Explaining Bridge to Career:

*Student* language:

**“University of YOU”** - Students can curate their own experience, and define their own coursework path to gain skill fluencies that meet their career pathway needs.

*University-wide Stakeholder* language:

“**Applied learnings** which are **widely accessible to students outside of their specific area of study**, centered around **skills delivery**, and oriented toward **developing career pathways**.”

*Community and Workplace Stakeholder* language:

“Providing an educated **workforce that possesses the skills to** **meet emerging workplace needs**”

Offerings:

**Marketing Phase I** – Student engagement and enrollment: