

North Dakota University System Office

Prepared by the North Dakota Legislative Council staff

July 2010



Two-year college marketing and awareness - The Legislative Assembly provided an \$800,000 appropriation for increasing the awareness of two-year colleges and related occupations.

The North Dakota University System developed a marketing and awareness program for two-year colleges and related occupations. The program includes the use of media campaigns that contain television, radio, print, and social networking website advertisements. The following is a list of months selected for media campaigns as part of the program:

- February-March 2010.
- April 2010.
- November-December 2010.
- February-March 2011.

The program advertisements direct interested persons to a website that uses traceable uniform resource locators to determine the type of advertising medium viewed by the user. The following table details program website visits generated by each advertising medium from February 22, 2010, through June 30, 2010:

Advertising Medium	Website Visits Generated
Television	1,966
Radio	258
Print	638
Social networking websites (Facebook)	3,410
Total	6,272