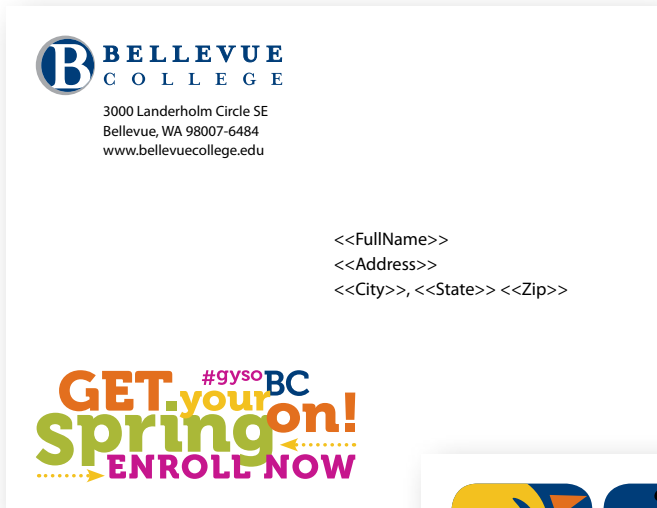


The screenshot shows the top portion of the Bellevue College website. At the top is a dark blue navigation bar with the college logo and name on the left, and links for Register, Online Services, and Canvas on the right. Below this is a secondary menu with links for Home, Classes, Programs of Study, Enrollment (highlighted), Services, Campus Life, and About Us. The main content area features a large, colorful banner with the text "GET your Spring on! ENROLL NOW" and the hashtag "#gysoBC". Below the banner, there are four sections with icons: "Enrolled" (sun and moon), "Applied" (bee), "Not sure" (bird), and "Financing questions?" (flower). Each section includes a brief description and a link. At the bottom of the main content area, there is a link to the "Enrollment calendar". The footer contains contact information, social media links, and various utility links.

Campaign Landing Page:  
www.bellevuecollege.edu/  
getyourspring on



Bellevue College  
Homepage Slider



<<FullName>>  
 <<Address>>  
 <<City>>, <<State>> <<Zip>>



**Postcards:**

Front side common with two variables for reverse side for targeted mailing

Mailing one: sent to current Winter quarter students who had not yet registered for Spring quarter

Mailing two: sent to new students who applied but had not registered for Spring quarter classes



**Table Tents:** side one common with multiple variables for side two; placed in student lounges, coffee shops and cafeteria



**Exerior Banner:** Displayed in four prominent places around campus including above the fountain in the main courtyard



**Lawn Signs:** Front side common with variable reverse side placed around campus in common areas





**Chalk Art:** Temporary chalk art was used to call out the campaign hashtag on walls and sidewalks in common areas around campus



**Quarter Sheet Handouts with Daffodils:** Flowers and handouts were given out by Brutus and staff to students passing through the courtyard along with well wishes for "Good Luck with Finals" during finals week.



**Social Media Posts:** Four student success stories were featured on Instagram, Facebook and Twitter along with posts featuring funny memes and the campaign iconography used throughout the campaign.



**Faculty Email/Website/Social Media Posts:** An email was sent to faculty to solicit feedback for low-enrolled spring courses. Graphics were then created and posted on the BC website and social media platforms to promote these classes.

From: Linda Mondragon  
 Sent: Friday, February 26, 2016 3:26 PM  
 To: Faculty / Fulltime; Faculty / Part Time  
 Subject: Promote Your Spring Course NOW!



## GET YOUR SPRING ON!

Concerned about your enrollment numbers for spring quarter? Want to get the word out to students about your favorite class you teach during spring? **Your BC marketing team is here to help!**

Beginning the week of February 29 and running through March 17, Bellevue College is running a campaign to promote spring enrollment. **We need your energy and input ASAP!**

**We need to know** (reply to this email):

- The course number/item you want to promote
- What singular image/tagline best reflects why this is a great class

First FIVE to respond by Tuesday, March 1 are guaranteed webpage and/or social media presence marketing. Please understand voluminous responses will likely limit how many offerings we can promote because of space.

We look forward to hearing from you. Thank you for all you do for our students.

Thank you,  
Linda



### Get Your Spring On!

#### INTER 145: MIND YOUR LANGUAGE

**The Psychology of Intercultural Communication**  
 Item #5845  
 Become an effective communicator in a multicultural society.

**ENROLL NOW**



Everything you need to know to enroll at BC ... well, almost everything!  
 Spring is a great time on the BC campus and there are so many great classes from which to choose!

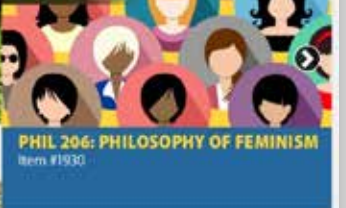
	<b>Enrolled</b> in fall or winter classes and need to sign up for spring? <a href="#">Register here.</a>		<b>Applied</b> for admissions but not yet enrolled? <a href="#">Tell us why.</a>
	<b>Not sure</b> what classes to take? BC can help with that!		<b>Financing questions?</b> Let us help you find the answers.



### Get Your Spring On!

#### PHILOSOPHY

**PHIL 145: EASTERN PHILOSOPHY**  
 Item #1926  
**get zen.**  
**ENROLL NOW**



Everything you need to know to enroll at BC ... well, almost everything!  
 Spring is a great time on the BC campus and there are so many great classes from which to choose!

	<b>Enrolled</b> in fall or winter classes and need to sign up for spring? <a href="#">Register here.</a>		<b>Applied</b> for admissions but not yet enrolled? <a href="#">Tell us why.</a>
	<b>Not sure</b> what classes to take? BC can help with that!		<b>Financing questions?</b> Let us help you find the answers.