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Eugene Printmakers: Content Marketing Strategy

Category: Pop-Up Events

Event: Print Day in May (PDinM), Pop-up event in conjunction with the International Print Day in May to promote awareness of Eugene Printmakers.

Date: Saturday, May 7, 2016

Where: Willamette Valley Music Festival 2016

WVMF is a community based, free event that focuses on music and arts. This student funded and coordinated festival transforms the heart of campus into a creative space, and becomes a focal gathering point for both students and the surrounding community, providing a space for individuals to come together as a group and celebrate the creative talent that Eugene and the Northwest has to offer.

Who: University of Oregon Cultural Forum

"The Cultural Forum is a program of the University of Oregon, presenting a broad selection of music, performing arts, film, contemporary issues, and the visual arts. Cultural Forum events are conceived of, initiated, negotiated, booked, promoted and carried out by student coordinators with the support of dedicated staff members. Programs reflect a wide range of diversity and artistic expression in the entertainment, art and political worlds."

- For more information: <http://culture.uoregon.edu/>

Goal: Establish a presence at the University of Oregon, Eugene, and the greater community. Foster community engagement with Eugene Printmakers by providing community members with the opportunity to learn more about EP's mission, upcoming events, workshops, and memberships.

Marketing Strategy: Content Marketing

Content marketing is a strategic marketing strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. It is the art of communicating with the audience by delivering information that informs the audience. The

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essence of this strategy is the belief that sharing consistent, ongoing valuable information will build community awareness.

Target Audience: The greater Eugene community, specifically, Willamette Valley Music Festival 2016 attendees.

Implementation: Reserve a space at the Willamette Valley Music Festival where EP is producing content that communicates EP's mission, goals, interests and values to festival attendees.

Person(s) to Contact:

- The UO Cultural Forum: Willamette Valley Music Festival Coordinators (wvmf@uoregon.edu)
 - Student coordinators: Molly and Callie (wvmf@uoregon.edu)
- The UO Cultural Forum: Office Coordinator, Rafael Arroyo (arroyo@uoregon.edu)

Content:

- EP Stickers
 - include a limited edition design for the festival
- T-shirts with logo of EP and WVMF
- Create prints with EP Contact Info on the back

Evaluation: Keep track of how many people stop and engage with EP, how many people signed up to receive more information via email, how many people liked EP's Facebook page, posted to Instagram etc...

Ideas for Future Collaboration:

- Museum of Natural and Cultural History coordinates No-School Day Programs (K-12), Summer Camp (K-12), and Little Wonders (Pre-K).
 - Contact Person: Robyn Anderson, Education Coordinator (robbyna@uoregon.edu)
- Jordan Schnitzer Museum of Art coordinates Spring Break Art Camp, After school classes, and classes for visitors with disabilities
 - Contact Person: Arthurina Fears (afears@uoregon.edu)

Eugene Printmakers: Direct Marketing

Category: Educational Outreach

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Goal: Establish partnership(s) with local schools and programs to become a supplemental curriculum in printing/ visual arts.

Timeline: Rolling Timeline

Beginning communications should begin as soon as possible. Final contact and program finalization in the fall according to school preferences.

Marketing Strategy: Direct Marketing

Direct Marketing is a form of advertising in which physical marketing materials are provided to consumers in order to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television or over the radio.

Implementation: Create consistent collateral (letterhead, business cards, brochures, etc.) for communication purposes. Completing research on schools and programs that would be intended partners. Contacting schools directly with materials (proposals, sample of work) to gain interest in educational program. Develop curriculum in tandem with school that has been selected. Maintain communication with school and community partners. Follow up communication is incredibly important to maintain connections and establish partnerships.

Direct contact:

- Letter of Interest
- Follow up phone calls/ emails
- Proposal of lesson/ curriculum

Person(s) to Contact:

Eugene

- Lane Arts Council: Arts Education Program Manager- Lauren Suveges
(lauren@lanearts.org)
- Arts & Technology Academy: Principal-Jeffrey Johnson (johnson_je@4j.lane.edu)
- Cesar Chavez Elementary: Principal- Denisa Taylor
(taylor_d@4j.lane.edu)
- The Village School: (village@4j.lane.edu) or
Executive Director- Andy Peara (apeara@eugenevillageschool.org)
- River Road Elementary: Principal- Joel Lavin
(lavin@4j.lane.edu)

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Springfield

- Emerald Art Center: Contact- p 541.726.8595 w <http://emeraldartcenter.org>
- A3: School Director: Michael Fisher
(mike.fisher@springfield.k12.or.us)
- Centennial Elementary: Principal- Dan Sterling
(dan.sterling@springfield.k12.or.us)

Target Audience: Afterschool programs, teachers, schools, school administrators

Evaluation: Number of connections made. Awareness of responses made (yes/no, meeting, etc.)