

Passport to Programming

External Relations and Communications at Miami University Regionals

Prior to the Passport:
\$5,843.96
to promote seven events.



Marketing in the Passport:
\$241.14
marketing per event.



Passport Cost Savings:
\$39,213.24
for over sixty-six events

Before the Passport to Programming, postcards and postage for seven events with segmented audiences was a total of **\$5843.96**.

The old print marketing plan would equal out to \$835.28 per event for postcards and postage. $\$5846.96 \div 7 = \835.28

Spring 2019 Passport printing and postage that showcased 24 events cost a total of \$7,768.13. It combined 10 mailing lists for an audience of 6,885. 7,500 total ordered.

Fall 2020 Passport printing and postage that showcased 42 events were a total of \$10,127. It combined 10 mailing lists for an audience of 7,242. 8,750 total ordered. 250 prints were rush ordered, when we ran out, for \$846.

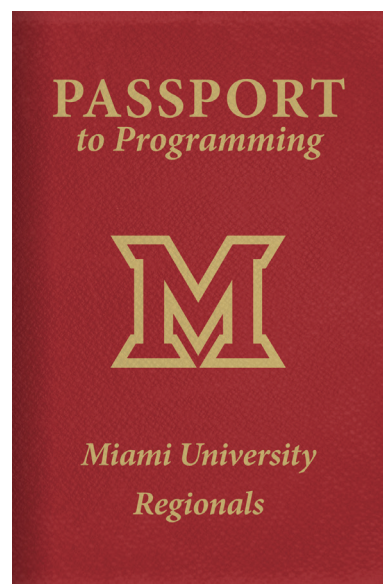
Utilizing the Passport to Programming as a marketing tool equals out to \$241.14 per event. $\$17,895.13 \div 66 = \241.14

Savings of \$594.14 per event. $\$835.28 - \$241.14 = \$594.14$

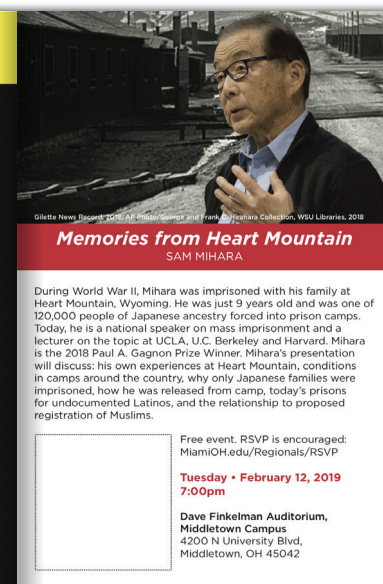
Multiply \$594.14 by 66 events, a savings of \$39,213.24!

Passport to Programming History Spring 2019 Season

External Relations and Communications at Miami University Regionals



Date	Event	Cost	RSVP	Location
FEB 12	Memories from Heart Mountain	Free	RSVP	MUM
FEB 13	Learn II At Lunch: Largest Tropical Trees	Free		MUH
FEB 21	Verity: The Age of Steel	Free		MUM
FEB 21	Regional Exploration Day	Free	RSVP	MUH
FEB 23	Artist Series: Over the Rhine	\$28 - \$30		MUH
FEB 23	Regional Exploration Day	Free	RSVP	MUM
MAR 2	Artist Series: Leftover Salmon	\$30 - \$32		MUM
MAR 12	Casper Series: Michael McFaul	Free	RSVP	MUM
MAR 13	Learn II At Lunch: Growing Succulents	Free		MUH
MAR 13	Granda Warren! No Prude	Free		MUH*
MAR 19	From War to Wisdom Screening	Free		MUM
MAR 26	Verity: The Mannered Life	Free		MUM
MAR 30	Artist Series: The Subudies	\$26 - \$28		MUM
APR 2	Kevin Powers	Free	RSVP	MUH
APR 4	Appalachian Studies: Mudlick Four	Free	RSVP	MUH
APR 10	Learn II At Lunch: Seed Starting	Free		MUH
APR 10	Colligan Series: Edmund Morris Lecture	Free	RSVP	MUH
APR 13	Artist Series: Ruth Moody Band	\$26 - \$28		MUH
APR 23	Verity: Intro to the Chinese Language	Free		MUM
MAY 4	RiverCon #MayTheRiverBeWithYou	Free		MUM*
MAY 9	Regional Exploration Day	Free	RSVP	MUH
MAY 14	Verity: Square Foot & Pallet Gardening	Free		MUM
MAY 31	Regional Exploration Day	Free	RSVP	MUM
JUN 4	Verity: American Rolling Mill Company	Free		MUM



FALL 2019

First year, first publication of the Passport to Programming

The Passport was launched to build a more strategic communication strategy with "frequent flyers" of Miami University Regionals programming. As the number of programs grew, so did the number of touchpoints with donors, alumni, community partners, and the Miami Regionals community. To make these touchpoints value-added for our "frequent flyers," we created a more streamlined approach to our external-facing event communication. This, in turn, allowed us to cross-promote events across ten mailing lists consisting of 6,800 plus contacts. This approach has increased event attendance, built community awareness of our programming, created an opportunity for \$500 on the spot donation, and best of all provided substantial cost-savings for our division.

A Cover

B Inside cover, featuring guest information sheet and "From the Director".

C Event "departure" list and first event page

D Selected spread featuring three events



D

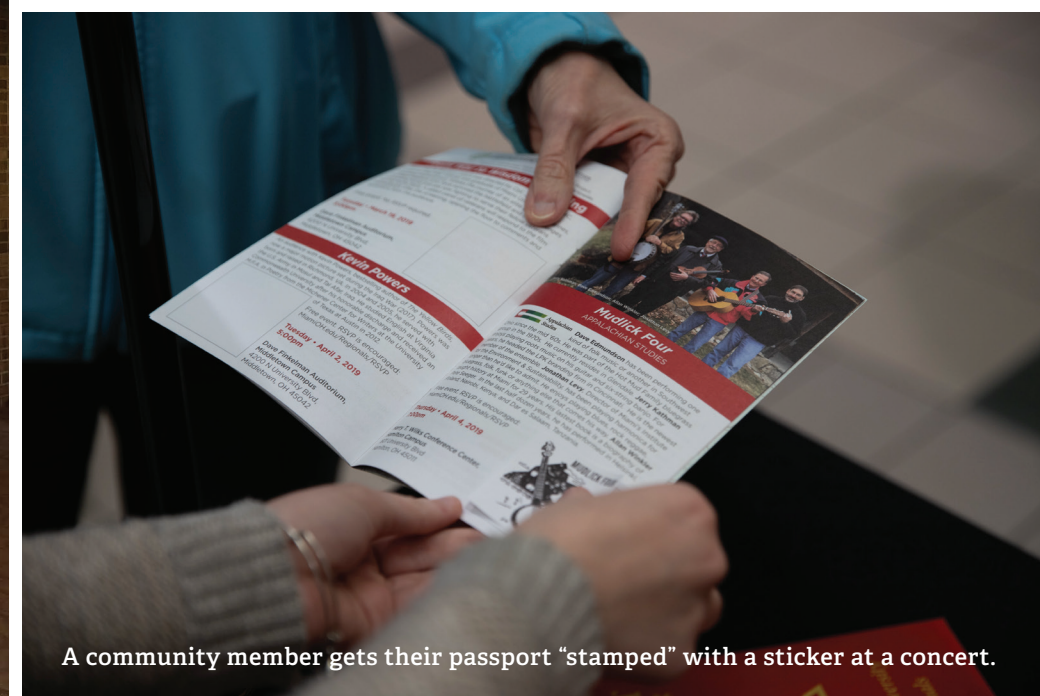
Passport to Programming In-Person Events

External Relations and Communications at Miami University Regionals

Staff and student employees serve as “Flight Attendants” to stamp patron passports at select events. Student Bailey Schunk at a Fall 2019 event.



Various table-top signage for display at Passport events.

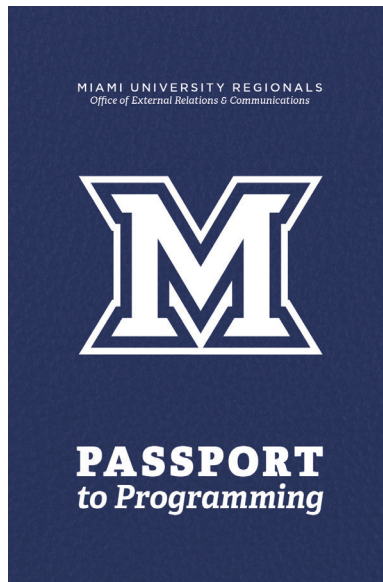


A community member gets their passport “stamped” with a sticker at a concert.



Passport to Programming History Fall 2019 Season

External Relations and Communications at Miami University Regionals



FALL 2019

End of first year, second publication of the Passport to Programming

Our Passport to Programming, due to its success and visibility, grew from 24 events to 42. External Relations and Communications saw an increase of 400 mailing list members between the Spring 2019 and Fall 2019 publication. Along with this, in-person interactions at booths gained countless of new Passport to Programming “travelers” or booklet holders.

- A** Cover
- B** Refined inside cover, combined welcome letter and “From the Director” into one.
- C** Increased event “departure” list from a singular page into spread
- D** Selected spread featuring a community event and a public lecture



Scales and Tails
WAVE Foundation from the Newport Aquarium

Sharks and alligators and MURALS, oh my!
Join MURALS, Miami University Regionals Alumni and Students, as we host the WAVE Foundation for an educational marine life encounter.
Participants will have an opportunity to both learn about and interact with alligators and sharks straight from the Newport Aquarium.

Free event. RSVP is encouraged:
MiamiOH.edu/Regionals/RSVP

Thursday, October 17
4:00 – 8:00 pm

Miriam G. Knoll Community Center
142 Johnston Hall
Middletown Campus
4200 N. University Blvd.
Middletown, OH 45042

Sarah Vowell
Michael J. Colligan Lecture Series

In this onstage conversation, best-selling author Sarah Vowell will discuss connections between the American past and present. The author of seven nonfiction books, including *Lafayette in the Somewhat United States* and *Assassination Vacation*, she has written with humor, insight and a sense of place about American history from the Puritan founding of Massachusetts through all our major wars from the Revolutionary War to the present, as well as the country's music, movies, literature, current events and folk heroes. She was a contributing editor for public radio's *This American Life* for twelve years; the founding president of literacy nonprofit 826NYC, a regular on *The Daily Show with Jon Stewart*, the voice of teen superhero Violet Parr in Pixar's *The Incredibles* and *Incredibles 2* and is currently a contributing opinion writer for the *New York Times*.

Free event. RSVP is encouraged:
MiamiOH.edu/Regionals/RSVP

Monday, October 21
7:00pm

Parrish Auditorium
Hamilton Campus
1601 University Blvd.
Hamilton, OH 45011

Passport to Programming Email Marketing

External Relations and Communications at Miami University Regionals



Sign up for our exclusive frequent flyer program

All aboard for the third edition of the Passport to Programming! I hope you have enjoyed your journey over the past year, and if you are a new traveler, welcome!

You will find a rich array of programs for your enjoyment this spring. Hold on to your passport and make sure to get it stamped. If you have five stamps or more, you will be entered into a drawing for a \$100 Delta Airlines Giftcard. You will also be rewarded with special offers and incentives, only available to Passport holders!

Don't forget to turn in your Passport on your last adventure to be entered into the prize drawing. You can also mail it to the Office of Public Programming, Attn. Kelly Hayes, Miami University Regionals, 1601 University Blvd., Hamilton, OH 45011.

Thank you for supporting public programming at Miami Regionals!

Ellen Paxton
Senior Director, External Relations & Communications

More Adventures Await

<p>Middletown Campus Althetic Hall of Fame</p> <p>January 18 • 5 p.m. Johnston Hall 142 Miriam G. Knoll Community Center</p>	<p>Open House at the TEC Lab Makerspace</p> <p>February 4 • 11 a.m. - 1 p.m. Gardner-Harvey Library</p>	<p>Down Home, Downtown</p> <p>Berachah Valley • February 6</p>
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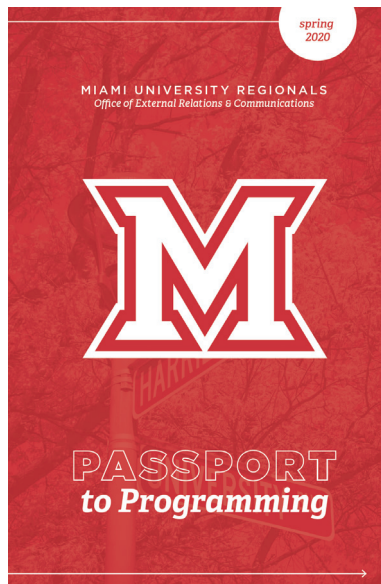
Average Open Rate
33.6%

Webpage Total Views
4,272

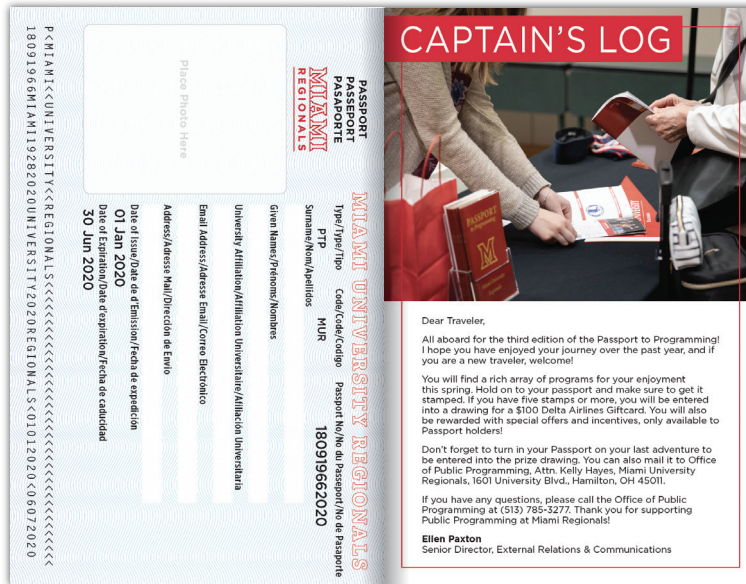


Passport to Programming History Spring 2020 Season

External Relations and Communications at Miami University Regionals



A Cover

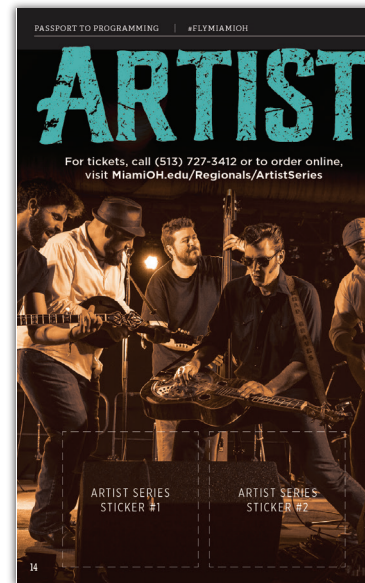


B Finalized inside cover, Captain's Log letter.

C Redesigned event "departure" list spread

D Spread featuring two events/series for one of our off-campus venues.

E Artist Series spread featuring their sub-brand and colorful imagery.



Passport to Programming Community Reception

External Relations and Communications at Miami University Regionals

Tweet from the Franklin Chamber of Commerce

Spring 2020



Franklin Chamber @chamber45005 · 19h

Chamber member Miami University Regionals offers a wonderful array of events, concerts, and presentations throughout the year! Learn more about the spring offerings at the link below. miamioh.edu/regionals/arts...



“Passport to Programming has made my life as Dean much easier! In one concise place, I see all of the events of Miami's regional campuses. [It] has been wildly popular in our community, has increased participation in community events, and has saved our campus money. It is a win+win+win.”

Cathy Bishop-Clark

Dean and Associate Provost, Miami University Regionals

Assist. Program Director for the Assessment, Gifted, and ESL Program at Hamilton City Schools

facebook

Like Comment

Corbin Moore
14 mins ·

I just saw the movie. Looking forward to the lecture. Hope to see my fellow history nerds there.



Like Comment Send

July 17, 2019

Sheila,

I wish to thank you for the Skyline luggage I was awarded for participating in the Miami Passport Programming series. The luggage was used in July for our family fishing trip to Canada. The 4 piece set is very light weight and easy to maneuver. We look forward to your programs for the coming year.

Sincerely,
Susan K. Benty

Our first Passport prize winner, Susan, wrote a thank you note to us!