



Sonoma State University Field Stations and Nature Preserves

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What was your most powerful
learning experience?





Benefits of non-traditional learning

- Increased academic performance
- Develops critical thinking skills
- Higher graduation rates
- Real world application
- Greater rapport between teacher and student



“SSU’s outdoor classrooms”

Customers

- The public?
- Researchers?
- Students?
- Administrators?
- Professors?
 - They make the purchasing decision
 - They need a place to teach
 - They make curriculum decisions



Competitors

- Green Music Center
- Environmental Center
- Native Plant Garden and other locations on campus
- Traditional classroom



Why buy our product?

- All the benefits alternative learning provides
- Increased graduation and retention rates
- Higher student survey results
- Respect as a good professor on campus
- Success applicable to tenure promotions



Short Term Objective

- Branded as a unique and valuable SSU asset that enriches learning experience
- Increase inquiries in FSNP for use in class curriculums
- Increase overall campus awareness of FSNP brand especially among SSU Administrators

Long Term Objectives

- Awareness of FSNP is common knowledge
- Increased usage results in increased funding
- Inspirational learning experiences increase alumni donations

Strategies

- Update current website and collateral with new logo and slogan
- Email blasts to all SSU professors and administrators
- Face to face with new professors
- Create a branded brochure
- Create/maintain internet resources

Campaign Metrics

- Increased inquiries to use Preserves
- Increased “likes” and comments on Facebook
- Increased awareness with informal surveys





“SSU’s outdoor classrooms”

References

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