



FOR BUSINESS

A STUDENT MARKETING TEAM IS BORN



FORT LEWIS COLLEGE[®]
DURANGO, COLORADO



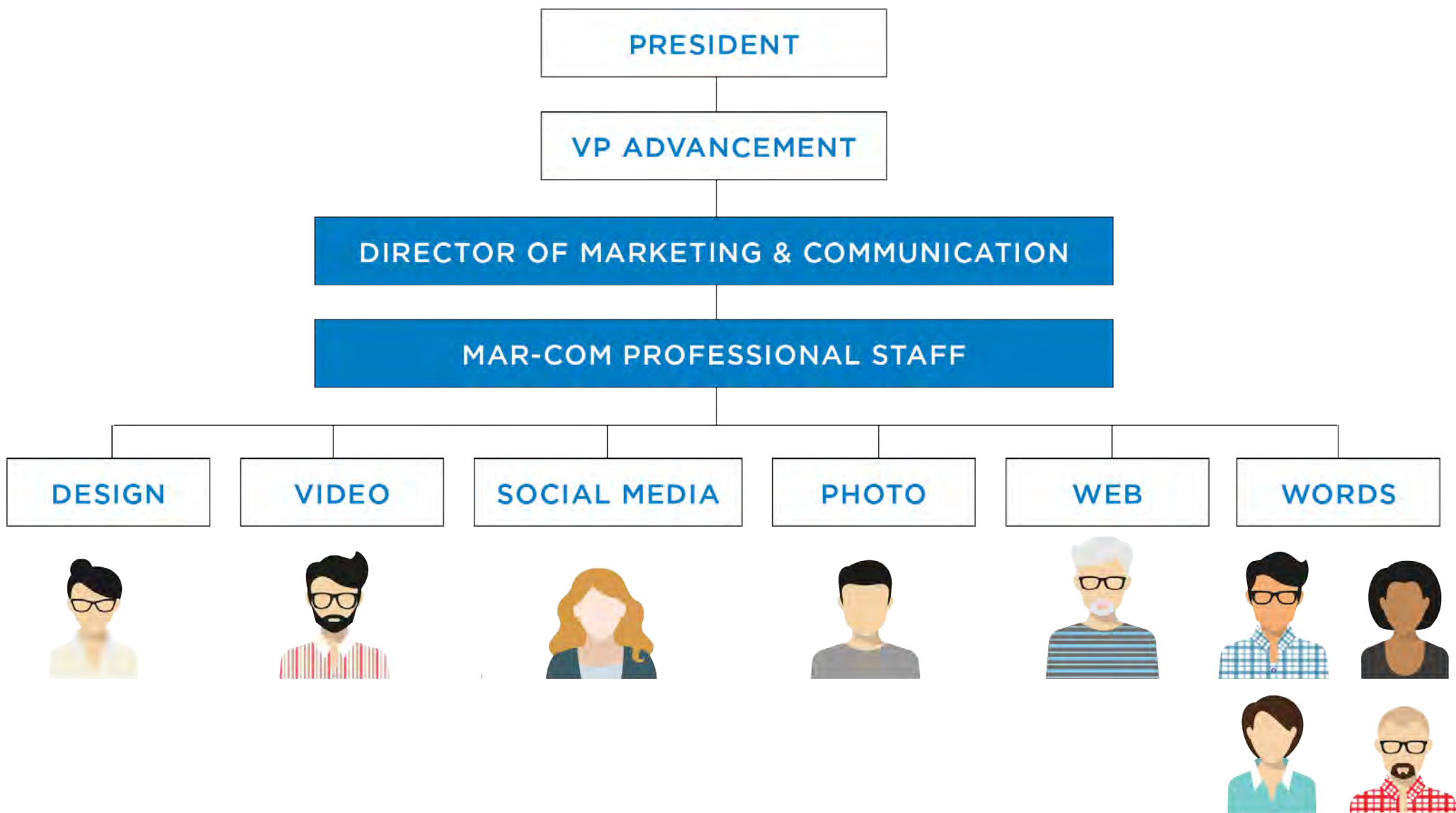
ANNA MCBRAYER

ART DIRECTOR, FORT LEWIS COLLEGE

MAR COMM AT FLC

WHAT WE DO. WHO WE DO IT FOR.





WHAT WE DO.

RECRUITING MATERIALS, tabling signage, interior and exterior campus signage, remodeling and interior **DECORATING expertise**, INVITATIONS, **donor correspondence**, PR, campus-wide communications, website updates, redesign, LICENSING AND TRADEMARK management, **magazine**, brochures, flyers, T-SHIRTS, **retail window display**, ADMIT PACKETS, confirmation packets, VISIT PACKETS, ANTI MELT pieces, **pop up banners**, KIOSK SKINS, **light post banners**, CALENDAR, **video**, EVENT COVERAGE, social media campaigns, ADVERTISING in print and digital, **posters**, LOGOS AND **INTERNAL BRANDING**...and more!

WHO WE DO IT FOR.

Admission Office

President's Office

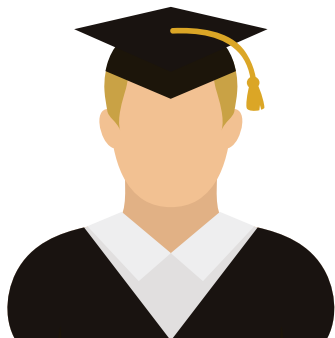
Advancement Office

Academic Departments

Student Services



IT'S A PRIVILEGE
TO EDUCATE



DIRECTOR OF MARKETING & COMMUNICATION

MAR-COM PROFESSIONAL STAFF

DESIGN

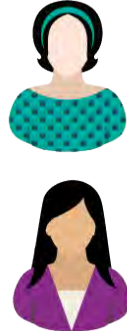
VIDEO

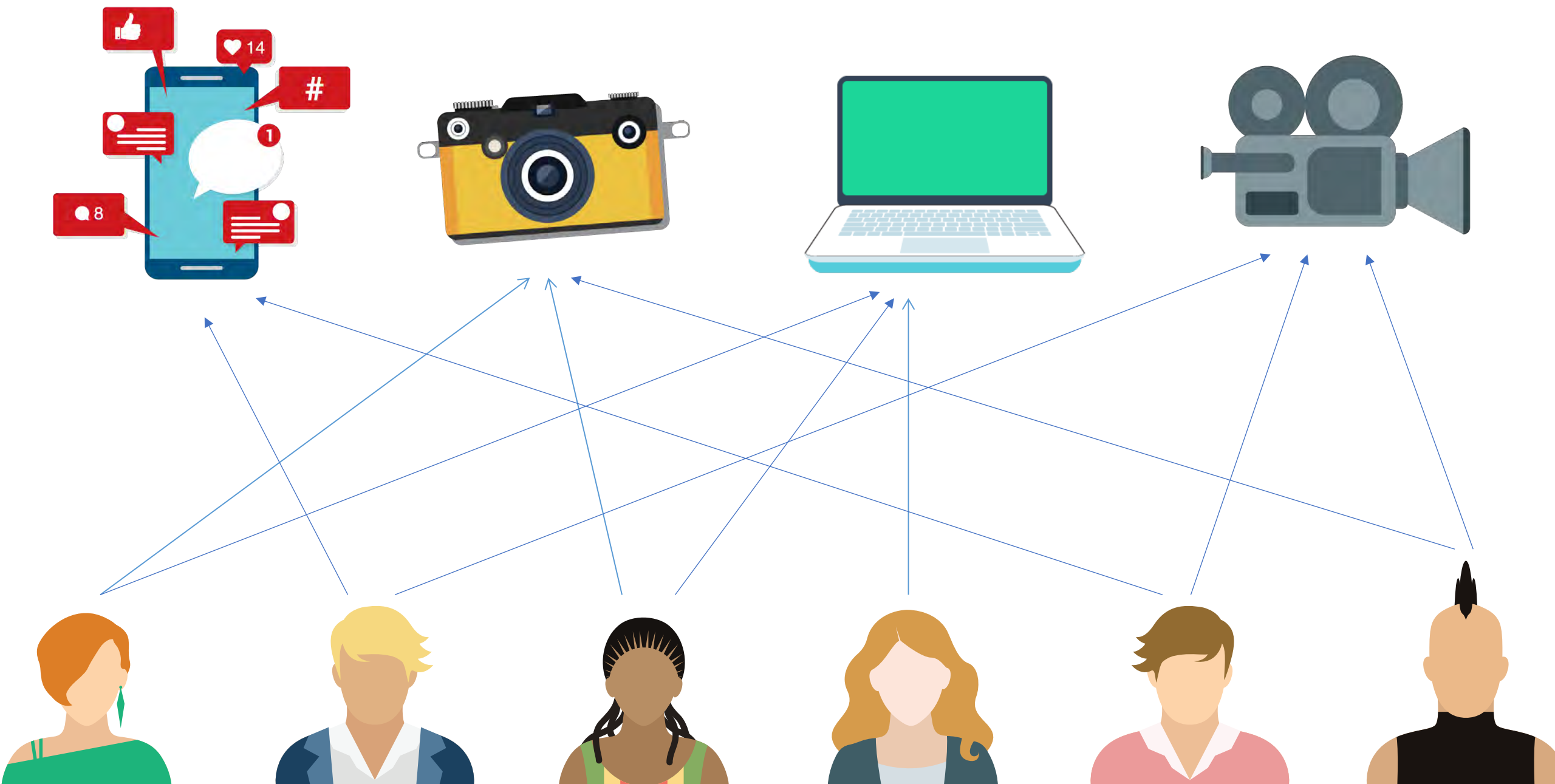
SOCIAL MEDIA

PHOTO

WEB

WORDS





GET READY.

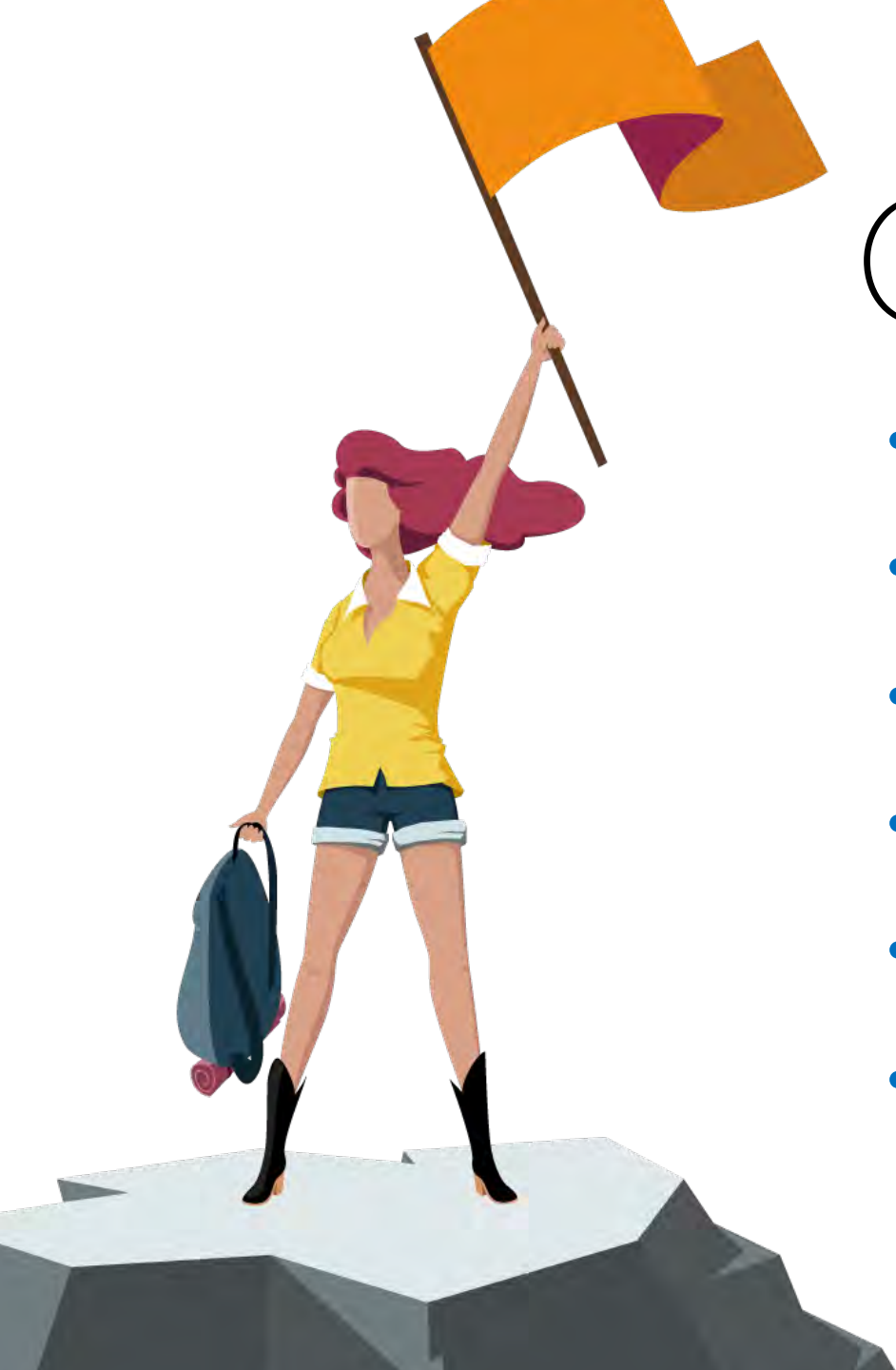


- Determine your largest need.
- Get your VP on board.
- Secure your funding.
- Consider a pilot program.
- Figure out the physical workspace.
- Dial in your project management system.

GET SET.

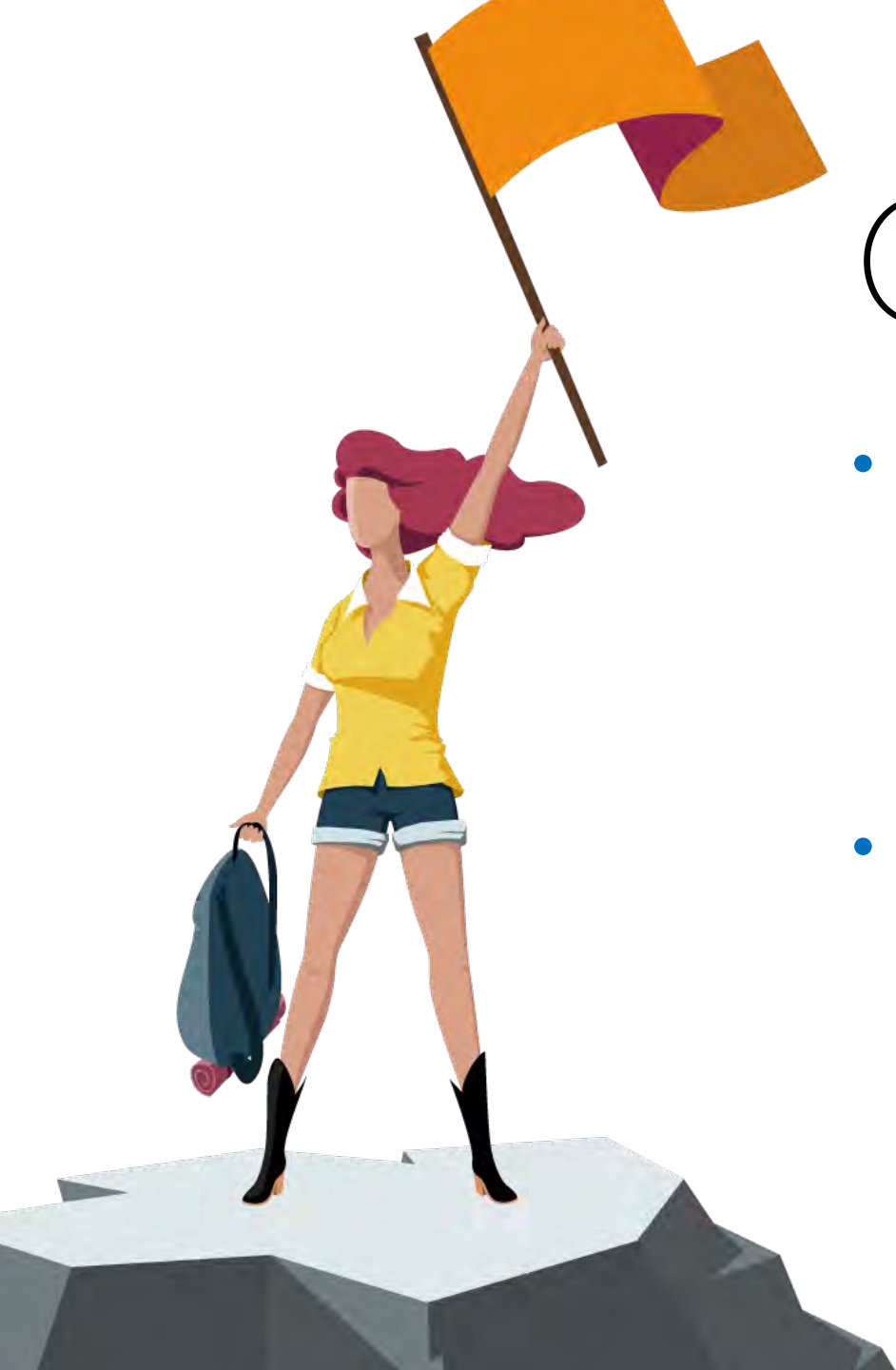
- Work with your HR.
- Develop a job description.
- Develop your interview questions.
- Set up the physical workspace.
- Acquire licensing seats.
- Develop a brand guide and handbook.





GO FOR IT.

- Introduce the SMT to each other.
- Encourage goal setting.
- Articulate the expectations.
- Set up scheduling.
- Prepare them for constructive feedback.
- Finalize paperwork and answer questions.



GO FOR IT.

- Express the value of their work and commitment on behalf of the institution.
- Express the value of their work and commitment on behalf of their own professional development.



Plans next year,
Mississippi State University,
Masters of Educational
Leadership

April Yazza

Communication Design
CLASS OF 2019



#FLCClassof2019

Emma Jones
Communication Design
CLASS OF 2019

Adjoa Hursey
Communication Design
CLASS OF 2019

GRAD

#OMG! I Did It

#WeDidIt



#FLCClassof2019

Alex Fuller
Marketing
CLASS OF 2019

#FLCClassof2019





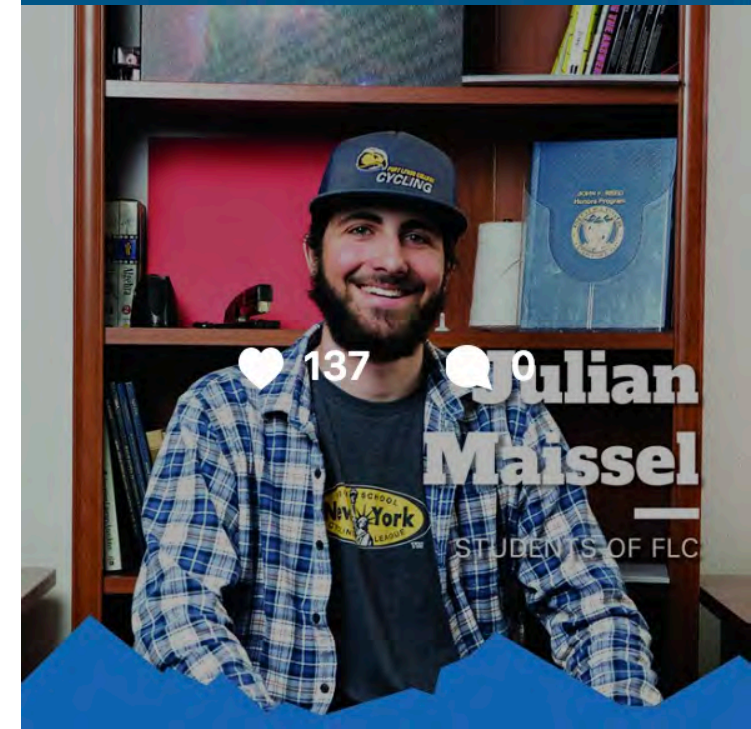
furtlewiscollege • Following



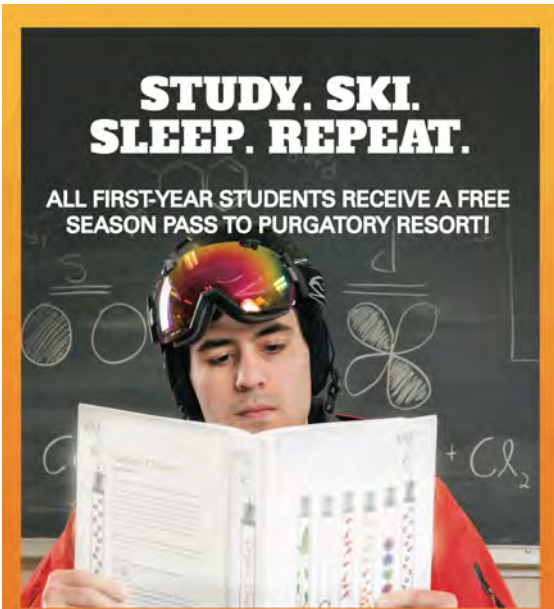
furtlewiscollege Let's Talk About It - June

Our monthly live stream where our students interview president Tom Stritikus and discuss the questions you all asked through social media. This month we had a special takeover edition with new Athletics Director, Brandon Leimbach!

13w



THE PAYOFF



Fort Lewis College
STAND UP. STAND OUT. NEVER STAND STILL.





ENGLISH

www.fortlewis.edu/english

THE FLC DIFFERENCE

- Literature of the Southwest, Native American literature, literature of the environment, and traditional literature
- Print, visual, and digital text creation and interpretation
- KDUR campus & community radio station, Images literary magazine, and The Independent news publication
- Partnership with Rocky Mountain PBS
- Ballantine Media Center with Digital Media Lab and Multimedia Studio

DEGREE OPTIONS

MAJORS

- General English
- Journalism & Multimedia Studies
- Writing

MINORS

- General English
- Journalism & Multimedia Studies
- Writing



FORT LEWIS COLLEGE
Durango, Colorado



POWERED BY PLACE



FORT LEWIS COLLEGE
DURANGO, COLORADO

FIRST-YEAR ADMISSION & ENTRY




FIRST-YEAR APPLICANTS

- ✓ OFFICIAL HIGH-SCHOOL TRANSCRIPT(S)
- ✓ OFFICIAL ACT/SAT SCORES

MIDDLE 50%
GPA 3.04 - 3.79
ACT 19 - 24
SAT 1000 - 1180

APPLICATION FEE WAIVED FOR VISITOR!

FIRST-YEAR SCHOLARSHIPS & AID



MERIT SCHOLARSHIPS

ACT/GPA	2019	2018	2017	2016	2015
37-38 / 4.0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
36-37 / 3.8	\$500	\$500	\$500	\$500	\$500
35-36 / 3.6	\$250	\$250	\$250	\$250	\$250
34-35 / 3.4	\$125	\$125	\$125	\$125	\$125
33-34 / 3.2	\$62	\$62	\$62	\$62	\$62
32-33 / 3.0	\$31	\$31	\$31	\$31	\$31
31-32 / 2.8	\$16	\$16	\$16	\$16	\$16
30-31 / 2.6	\$8	\$8	\$8	\$8	\$8
29-30 / 2.4	\$4	\$4	\$4	\$4	\$4
28-29 / 2.2	\$2	\$2	\$2	\$2	\$2
27-28 / 2.0	\$1	\$1	\$1	\$1	\$1
26-27 / 1.8	\$0	\$0	\$0	\$0	\$0
25-26 / 1.6	\$0	\$0	\$0	\$0	\$0
24-25 / 1.4	\$0	\$0	\$0	\$0	\$0
23-24 / 1.2	\$0	\$0	\$0	\$0	\$0
22-23 / 1.0	\$0	\$0	\$0	\$0	\$0
21-22 / 0.8	\$0	\$0	\$0	\$0	\$0
20-21 / 0.6	\$0	\$0	\$0	\$0	\$0
19-20 / 0.4	\$0	\$0	\$0	\$0	\$0
18-19 / 0.2	\$0	\$0	\$0	\$0	\$0
17-18 / 0.0	\$0	\$0	\$0	\$0	\$0

WESTERN UNDERGRADUATE EXCHANGE: \$7,480
NEW MEXICO RESIDENTIAL: \$1,600

TRANSFER ADMISSION & ENTRY



TRANSFER APPLICANTS

- ✓ OFFICIAL COLLEGE TRANSCRIPT(S)


LESS THAN 24 COLLEGE CREDIT \$?

OFFICIAL FINAL HIGH SCHOOL TRANSCRIPTS & ACT/SAT SCORES MUST BE SUBMITTED

ADMISSION REQUIREMENTS: **GPA 2.4**

APPLICATION FEE WAIVED FOR VISITOR!

TRANSFER SCHOLARSHIPS & AID



MERIT SCHOLARSHIPS

CUMULATIVE GPA	ANNUAL AWARD FOR WEST-STATE STUDENTS	ANNUAL AWARD FOR OUT-OF-STATE STUDENTS
3.5+	\$2,000	\$3,000
3.0-3.49	\$1,500	\$2,500

WESTERN UNDERGRADUATE EXCHANGE: 18 GPA: \$7,480
NEW MEXICO RESIDENTIAL: 14 GPA: \$1,600

SCIENCES



AREAS OF STUDY - SCIENCES

Biochemistry Biology Cellular & Molecular Environmental & Ecology Geology Mathematics Physics Public Health	Environmental Science Exercise & Health Promotion Exercise Physiology Geology Mathematics Physics Public Health
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ADDITIONAL OFFERINGS:

- Pre-Dentistry
- Pre-Medicine
- Pre-Pharmacy
- Pre-Physical Therapy
- Pre-Veterinary

BUSINESS



AREAS OF STUDY - BUSINESS

Accounting Business Administration Business Analytics International Business Management Tourism & Hospitality Management Economics Entrepreneurship Marketing Music Business	ADDITIONAL OFFERINGS: Data Analysis Finance Global Business Digital Marketing Certificate
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THE FLC DIFFERENCE

LIBERAL ARTS CORE CONCENTRATIONS

- ANALYTICAL THINKING
- SCIENCE COMMUNICATION
- DIVERSITY & INCLUSION



THE FLC DIFFERENCE

EXPERIENTIAL LEARNING

- Internships
- Field studies
- Study abroad
- Service learning
- Undergraduate research
- Public performance
- Professional presentation




Let's go for a walk!



90 MIN

• SKYHAWK STATION
• RESIDENCE HALLS
• STUDENT LIFE CENTER
• STUDENT UNION
• DINING HALL
• ACADEMIC HALLS



2019-20 Cost of Attendance		IN-STATE STUDENTS LIVING ON CAMPUS	OUT-OF-STATE & INTERNATIONAL STUDENTS LIVING ON CAMPUS
TUITION PER YEAR	\$7,056	\$17,712	
STUDENT FEES	\$1,984	\$1,984	
ROOM & BOARD	\$11,530	\$11,530	
DIRECT COST	\$20,560	\$31,216	
BOOKS, TRANSPORTATION, MISC.	\$4,850	\$4,874	
ESTIMATED COST OF ATTENDANCE	\$25,410	\$36,090	

TIMELINE

SEP 1	OCT 1	NOV 15	JAN 1	JAN 15	FEB 1
APPLICATION OPENS	FAPSA OPENS	EARLY ACTION DEADLINE FAPSA PRIORITY	PRIORITY ADMISSION	HOUSING APP OPENS	FOUNDATION SCHOLARSHIP DEADLINE

MAY 1 CONFIRM ENROLLMENT

18,000 POPULATION WITHIN THE CITY LIMITS

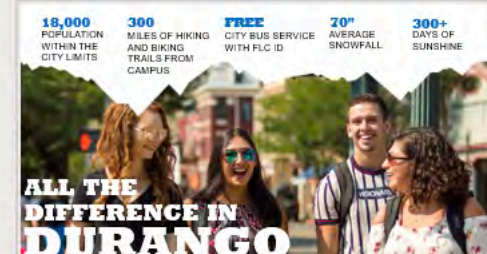
300 MILES OF HIKING AND BIKING TRAILS FROM CAMPUS

FREE CITY BUS SERVICE WITH FLC ID

70" AVERAGE SNOWFALL

300+ DAYS OF SUNSHINE

ALL THE DIFFERENCE IN DURANGO



Seeing is believing.

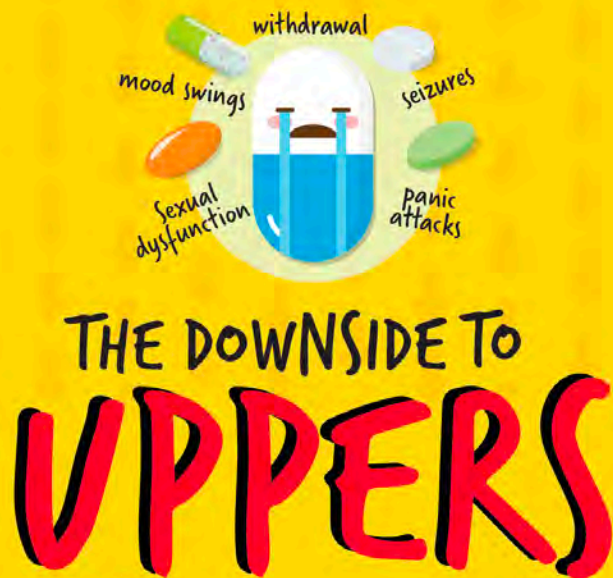
DAILY CAMPUS TOURS MONDAY-FRIDAY

FRIDAY @ THE FORT
October 11, 2019
November 15, 2019
February 14, 2020
March 6, 2020
June 5, 2020

FLC PREVIEW
March 28, 2020
April 11, 2020

FORTLEWIS.EDU/VISIT





**ADDERALL IS NOT
A CASUAL STUDY AID.**

89% of FLC students have never
misused a prescription stimulant.

Choose a healthy alternative.



Brought to you by FLC WellPac • facebook.com/Wellpac • 970-247-7508
Prevent abuse before it happens.



CTRL art(s)



**Communication
Design Students**
Garrett Comer
Clarence Cooley
Chilton Dickson
Logan Gassia
Larry Hogue Jr.
Adjoa Hurley
Shinnosuke Ishikawa
Emma Jones
Christina Lopez
Carlyle McCormack
Bradley Roderick
Steven Schnitzer
J'lye Wientjes
April Yazza

Studio Art Students
Eamon Aldridge
Korbin Barkey
Makema Cooper
Paige Fredericks
Danielle Hena
Shelby Hogan
Aaron Hyatt
Casey McClendon
Emily Perea
Connor Swanson
Hannah Taylor

**Graduating Senior
Art & Communication Design
Majors Exhibition**
April 3 - April 26

Opening Reception
April 3, 4:30pm - 6pm

Gallery Hours
Monday - Thursday
10:00am - 4:00pm

970-247-7167
www.fortlewis.edu/
art-design/artgallery



FINANCIAL AID

HOW-TO IN 4 EASY STEPS:

1 ACCEPT TERMS & CONDITIONS ONLINE

- Log in to your WebOPUS account.*
- Click on "Financial Aid."
- Click on "Award for Aid Year."
- Select the appropriate aid year and click "Submit."
- Click on the "Terms and Conditions" tab.
- Read the terms and conditions.
- Click on the "Accept" button at the bottom of the page.**

* You may access WebOPUS by going to www.fortlewis.edu and clicking on "theFort" and then "WebOPUS." If you have not already activated your account, click on "Activate Account" and follow the instructions. If you need assistance with your username or password, contact the Information Technology department at 970-247-7444 or askIT@fortlewis.edu.

**ACCEPTING TERMS AND CONDITIONS IS NOT ACCEPTING LOANS.

2 ACCEPT YOUR FINANCIAL AID

- In WebOPUS, click on the "Accept Award Offer" tab after you accept terms and conditions.
- Choose "Accept" or "Decline" for each award. You may notice that some grants and scholarships are automatically accepted on your behalf.
- Click "Submit Decision" at the bottom.

WWW.FORTLEWIS.EDU/FINANCIALAID





Fort Lewis College

Durango, Colorado



December 8
December 9
December 10
Create your own
booking tickets for
PURCHASE INSIDE
WWW.FORTLEWIS.EDU

HEADS UP.

- Timing is key.
- Create the cheat sheet.
- Be kind.
- Encourage the feedback loop.
- Be prepared.
- Be patient.



ANNA MCBRAYER

AFMCBRAYER@FORTLEWIS.EDU

