**Applied Bachelor Degree Marketing**

What is an applied bachelor’s degree?

Applied bachelor’s degrees provide pathways for students from a variety of educational backgrounds, but primarily for those with a professional technical associate degree or the equivalent.

These degrees incorporate both theoretical and hands-on knowledge and skills in a professional technical field.

Applied bachelor’s degrees engage industry to meet identified workforce demands of regional economies. They are career focused yet allow students to pursue a graduate degree or other educational opportunities.

**Applied Bachelor’s Degree Promotion Guidelines**

1. When promoting your applied bachelor’s degree, emphasize the strengths of your college’s program(s).
2. Avoid using negative marketing toward a Washington state college or university program.
3. Use "applied" when describing your applied bachelor’s degree.
4. Promote applied associate degrees as primary pathways to applied bachelor's degrees. Do not emphasize the DTA as a pathway.
5. Be mindful about promoting your programs outside your service area.

[Need to remember that applied bachelor’s degrees are broad—from management to teaching to healthcare and technology] [Being driven by local industry partnerships, with a collaboration continuum]

[DO we need more contrast with BA/BS degrees?]

[Highlight more that BAS degrees build on associate degrees?]

The applied bachelor degrees are designed to enhance the occupational/technical education provided by a professional technical associate degree.

Uses applied and contextual learning methods and significant learning on the job.

Equity and access: Community and technical colleges offer an open door/pathway to all students regardless of academic background or experience at a cost normally within their economic means.

We strive to advise students based on their personal and professional goals.

[Add language that emphasizes barriers to education and how community and technical colleges are posed to help with that]

What does place bound mean: To provide for your family where you are, rooted in a community

Designed for those who are rooted in their local economy/community

Keeping talent for the development of the community

Open access/inclusive/accessible/Open door

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