

Appendix A Relationship Marketing Plan

Marketing Plan: to include but not limited to,

- Introductory letter with brochure to alumni announcing Articulation Agreement and nursing programs
- Kickoff breakfast or lunch-and-learn sessions with Chamberlain College of Nursing representatives
- Brochures, lead cards, and posters with tear offs to be distributed and posted around Community College
- Promotion of partner microsite through alumni communications from Institution Leadership
- Flyer inserts in mailings to alumni
- Table displays in lunch room and meeting places at Institution
- Tri-annual meetings with chief contact to track progress on the partnership and to explore methods for increasing enrollments and expanding the partnership
- Press releases announcing partnerships
- Listing partnership on websites

Addendum B Transfer Credits

The courses below could be fulfilled while attending Stark State College post degree. This would allow for a deduction in required hours at Chamberlain to the 32 hour minimum. It would not reduce the hours required for NR credits, only GE credits. Such transfer would reduce the cost to students while maintaining the integrity and branding of the Chamberlain BSN. It may time-shorten the degree program except where the courses are sequential. Transfer of courses could reduce the cost and time by at least one session using only the courses that are part of the degree. There may be a need to take additional Stark State College credits in any of the processes to attain minimum hours for graduation.

Chamberlain Course	Credits	Stark State College Course
ENGL 135: Advanced Composition	4	ENG 231: College Composition II
MATH 114: Algebra for College Students	4	MTH 125: College Algebra
MATH 221: Statistics	4	MTH 222: Statistics
SOCS 350: Cultural Diversity in the Profession	3	SOC 225: Cultural Diversity
ECON 312: Principles of Economics	3	BUS 221: Microeconomics
ECON 312: Principles of Economics	3	BUS 222: Macroeconomics
History Elective	3	HIS 121: U.S. History I
History Elective	3	HIS 122: U.S. History II
Humanities Elective	3	ENG 233: British Literature I
Humanities Elective	3	ENG 234: British Literature II