

Marketing and Publicity

The goals of the Marketing and Publicity Department are to improve the positioning of the Open University, to increase awareness among the general public, and to encourage prospective students to view the OUI as the institution that can best help them achieve their academic goals. In order to fulfill the aims of the strategic plan drawn up by OUI management, a number of steps were taken:

- **Soft Landing project:** Marketing and publicity focused on the unique features of this project which is specifically adapted to the needs of new students from the Arab sector. These include 11 designated study centers in different locations around the country, guidance and tutoring in Arabic, textbooks translated into Arabic, the option of writing assignments and final exams in Arabic (in the first six courses), and extra time allocations in tutoring sessions and final exams.
- **"Project 100":** A program designed for 100 students from the Arab sector. The OUI offers structured study programs for bridges to other universities in four areas: Civil and Environmental Engineering, Social Work, Economics, and Nursing.
- The Department was directly and closely involved in **establishing a new OUI Call Center.**
- **Improving Open University Positioning:** According to a survey conducted by marketing at the end of the year, there was a significant increase in the percentage of people who acknowledged that an Open University degree is recognized by the Council for Higher Education. The study, conducted in October 2012, showed that 93% of respondents were aware that the degree is recognized by the CHE, as compared to 79% in May 2011.

In addition, publicity in 2011-2012 was focused both on the internet, and on regional radio, including Army Radio (*Galatz*), *Galgalatz*, *Reshet Bet* and *Reshet Gimmel*. Following marketing and publicity campaigns for the 2011-2012 Fall Semester, the number of inquiries into OUI studies rose by 46% as compared with the same period in 2010-2011.

Marketing activities aimed at registration for the 2012-2012 academic year began in the middle of 2012 and produced the following results: an increase of 20.3% in the registration of new students for the Fall Semester, as compared with the previous year, and an increase of 37.6% in the registration of all students in the Arab sector for the Fall Semester.