



Supervisor ROI Guide

Helping you explain the value of the Marketing Leadership Performance Accelerator

Quick Approval Email (Copy and Modify)

Subject: Quick approval request for a marketing leadership program

Hi [Supervisor Name],

I'm requesting approval to participate in a six-week professional development program designed specifically for marcomms leaders.

The program focuses on improving how marketing work is prioritized and aligned with institutional goals so our team spends less time reacting to requests and more time working on initiatives that support enrollment, engagement, and program visibility.

The cost is about \$1,000, and the goal is to bring back practical frameworks we can apply directly to our current projects to improve how we focus marketing time and resources.

Even small improvements in how we prioritize marketing work or avoid low-impact initiatives could quickly exceed the cost of the program.

Happy to share the program overview if you'd like to take a look.

Thanks,

[Name]

Why This Investment Makes Sense

The value of the program is not the six sessions themselves.

The value is improving how marketing resources are used inside the institution.

The program focuses on helping marketing leaders:

- Prioritize work in support of institutional goals
- Diagnose communication or enrollment problems and developing relevant strategies and tactics before launching initiatives
- Focus marketing effort on the initiatives that actually move outcomes

Even modest improvements in these areas can produce a meaningful return.

Example:

If better prioritization helps recover even 3 hours per week of misdirected marketing team effort, that is more than **150 hours per year redirected toward higher-impact work.**

How to Answer Common Supervisor Questions

1. "Do we really have time for training right now?"

That's exactly the problem the program addresses.

Most marcomms teams spend a lot of time reacting to requests instead of focusing on the work that matters.

The program focuses on improving how marketing work is prioritized and implemented so the team spends less time reacting and **more time working on the initiatives that support institutional goals.**

The goal is not adding work. The goal is making the work we already do more effective.

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2. “How is this different from a typical marketing workshop?”

Most marketing workshops focus on tactics such as:

- social media techniques
- advertising channels
- creative ideas

This program focuses on how marcomms leaders operate inside an institution, including:

- how to prioritize requests that align with institutional priorities
- how to diagnose problems before launching campaigns
- how to align marketing work with institutional strategy

The focus is **improving decision making and operational effectiveness**, not just learning new tools.

3. “What will we actually get out of this?”

The goal is to bring back practical frameworks that help the marcomms team:

- focus effort on the initiatives that matter most
- reduce reactive cycles and last-minute work
- improve collaboration with other departments
- connect marketing activity more clearly to institutional goals

This **improves** how the institution uses its **existing marketing resources**.

4. “What if it ends up being interesting but not useful?”

The program is structured around applying the frameworks directly to real institutional challenges.

This is more than professional development. It is **applied learning about current marketing projects and institutional priorities**, so the benefits show up in actual work.

5. “Is \$1,000 worth it?”

Professional development programs often cost far more and focus primarily on marketing tactics.

Affordability and return on investment benefits:

- it is done online and requires no travel
- it takes place during the summer when the college is less busy
- it is condensed into six weeks
- participants workshop real challenges they have right now and develop real plans for how to tackle them
- work is done in concert with a cohort of fellow marketers

This program focuses on improving how marketing decisions are made and how marketing time is used.

If the program helps:

- recover even a few hours per week of misdirected effort
- improve the impact of a single recruitment or outreach initiative
- avoid one poorly targeted campaign

then the \$1,000 investment is easily recovered.

Bottom Line

The purpose of the program is to **help marcomms operate as a problem-solving function for the institution**, not simply a request-driven service.

Improving how marcomms leaders prioritize work and connect it to institutional goals can produce returns that far exceed the cost of the program.

