

Georgia Southern University

LEVEL II University Implementation Plan

MARKETING AND COMMUNICATIONS PLAN

Revised by the President's Cabinet

in Cooperation with the Strategic Planning Council

Spring 2009

INTRODUCTION

The Level II Marketing & Communications Plan takes its course from the themes and Strategies prescribed in the Level I Strategic Plan. (The exception is the opening set of recommendations that are specifically related to marketing goals.) Level II strategies are also drawn from the SWOT analysis, seeking ways to capitalize on strengths and opportunities and to curtail weaknesses and threats. At the conclusion of each strategy, units with primary responsibility for the initiative are noted in *italic*. New or increased funding is denoted by \$, followed by the start date or status of each initiative.

VISION

Georgia Southern University will be recognized as one of the best public doctoral-research universities in the country within the next ten years. (from Strategic Plan, Level I)

MAJOR GOALS

- Coordinate proactive media placements and publication distribution to increase Georgia Southern University's reputation on the regional and national stage
- Assist and coordinate efforts with the Student Affairs and Enrollment Management to market and communicate with prospective students.
- Enhance communications with current students.
- Develop a strategic internal communications plan to streamline information delivery and provide timely and comprehensive information about the University to a variety of campus constituencies including faculty, staff and alumni.
- Demonstrate value of the University to local and state-wide audiences.
- Coordinate efforts with the Office of Government Relations to ensure Georgia Southern University's key messages are communicated to the state legislature.
- Provide lead counsel and staffing to the University on communication strategies for crisis issues.
- Create and advocate for a consistent Georgia Southern University identity through coordinated name, logotypes, seal and other graphics, language and images. Support of integration of marketing program throughout University materials.
- Design, develop and implement a new Web site and strategy for the University.
- Support and assist in defining and managing communications for and about University research and outreach.
- Support the communications efforts related to the University's development and other fundraising efforts.

MARKETING THE UNIVERSITY

STRATEGY 1: STRENGTHEN THE UNIVERSITY’S BRAND VISIBILITY AND IMAGE.

Tactic 1: Reach key target markets through advertising.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications	\$	Ongoing		Moved to Unit operations

Tactic 2: Contract market research to assess the University’s position.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications	\$	On hold pending funding		Completed

Tactic 3: Protect and manage the University’s visual identity.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Auxiliary Services/University Stores, Trademark and Licensing, Athletics Marketing and Promotions		Ongoing		Moved to Unit operations

Tactic 4: Create new channels for promoting brand visibility through the University logo, word-mark, or sports marks.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Athletics Marketing and Promotion, Trademark and Licensing, Auxiliary Services/ University Stores		Ongoing		Moved to Unit operations

Tactic 5: Increase media exposure in major in-state markets.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications	\$\$\$	Ongoing	launch video news service; Implemented proactive PR strategy and identifying "experts" on campus for placement	Moved to Unit operations

Tactic 6: Create visual resources to show the University's quality and image in off-campus presentations.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications		Ongoing	Redesigned and launched collateral for undergrad and grad programs. Creating University road-show presentation and brochure	Moved to Unit operations

Tactic 7: Make the most of the halo effect of athletics.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Academic Affairs, Admissions		Ongoing	As Athletics successes present the opportunity	Continue as ongoing

Tactic 8: Convey the strategic vision to the University's core external audience, encouraging them to help spread the message.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Southern Boosters, University Foundation, Alumni Association		Ongoing		Moved to Unit operations

Tactic 9: Build student pride and awareness of the quality of the University.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Student Affairs, Academic Affairs		Ongoing	develop plan	Continue as ongoing

Tactic 10: Teach students about Georgia Southern's heritage and traditions.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Student Affairs and Enrollment Management		Ongoing		Continue as ongoing

STRATEGY 2: DEVELOP A RECRUITMENT/RETENTION MARKETING PLAN.

Tactic 1: Develop a Recruiting/Marketing Plan.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Admissions, Enrollment Management Team		Complete and Ongoing	Enrollment Management Plans	Moved to Unit operations

Tactic 2: Implement a systemic research cycle to generate usable recruitment/retention data.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Strategic Research and Analysis		Complete and Ongoing		Moved to Unit operations

Tactic 3: Communicate a campus-wide understanding that recruiting and retaining students is “everybody’s business.”

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Admissions, Deans and Department Chairs, Student Service units, Alumni Affairs, other units	Identify channels and a plan	Ongoing		Continue as ongoing

Tactic 4: Collect and utilize data on “legacy” prospects.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Alumni, Advancement Research Office, Human Resources (for faculty-staff legacies)		Ongoing		Moved to Unit operations

Tactic 5: Involve successful alumni at recruiting receptions and as contacts for high-ability students in their field.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Admissions, Alumni		Complete and Ongoing		Continue as ongoing

Tactic 6: Refine recruiting materials and “funnel” annually.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Admissions, Marketing and Communications	\$	Ongoing		Moved to Unit operations

Tactic 7: Develop and maintain a marketing component for international recruiting.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Admissions, Marketing and Communications, International Studies		Ongoing	Web site, plan	Moved to Unit operations

STRATEGY 3: DEVELOP AN INTERNAL MARKETING PLAN.

Tactic 1: Capitalize on the strategic vision of becoming a top-tier university.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Advancement		Ongoing	Promoting key achievements/rankings; Placing experts in the media; Ad campaign that reflects where we want to be.	Moved to Unit operations

Tactic 2: Keep the campus informed on points of pride and attuned to the marketing message.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, President's Advisory Council, All Divisions		Ongoing	Strategic planning processes, PAC, electronic newsletter; MyGeorgiaSouthern	Moved to Unit operations

Tactic 3: Identify campus rituals and traditions to engender student pride and alumni loyalty.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Student Affairs, Academic Affairs		Ongoing	Create new traditions/support existing.	Continue as ongoing

Tactic 4: Encourage faculty, staff, and student participation in University activities that build identification and pride.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications Advisory Council, Personnel Advisory Council, department chairs and heads		Ongoing	Launch of MyGeorgiaSouthern and ongoing updates. Creation of central University event calendar	Continue as ongoing

STRATEGY 4: INTEGRATE ATHLETICS MARKETING AND PROMOTIONS AS A PART OF THE LARGER STRATEGIC PLAN.

Tactic 1: Develop an athletics marketing plan which integrates institutional image and messages.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Athletics Media Relations and Promotions, Marketing and Communications		Ongoing	Creation of a formal Athletics marketing and communications plan.	Moved to Unit operations

Tactic 2: Encourage the campus community to support GSU athletics.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Athletics Marketing and Promotions		Ongoing	Increased overall attendance at events. Increase in season ticket sales by faculty/staff & students	Moved to Unit operations

ACADEMIC DISTINCTION

STRATEGY 1: FORGE A STRONGER ACADEMIC PROFILE.

Tactic 1: Strengthen the “outcomes” aspect of image building.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Academic Departments, Marketing and Communications		Ongoing		Moved to Unit operations

STRATEGY 2: EXTEND THE CULTURE OF ENGAGEMENT.

Tactic 1: Showcase examples of engagement and service.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communication, Academic Affairs, Student Affairs		Ongoing		Continue as ongoing

STRATEGY 3: SUPPORT AND STRENGTHEN THE EXCELLENT FACULTY.

Tactic 1: Spotlight excellent faculty.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Academic Affairs		Ongoing	Number of faculty spotlighted in internal/external publications	Moved to Unit operations

STRATEGY 4: ASSERTIVELY MARKET GEORGIA SOUTHERN UNIVERSITY ACADEMICS.

Tactic 1: Focus University communications, news stories, advertising messages, and publications on identified academic strengths.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications		Ongoing	Number of targeted media placements.	Moved to Unit operations

Tactic 2: Promote evidence of the University’s pursuit of academic quality.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications		Ongoing	Promotion of key rankings/achievements in various media	Continue as ongoing

Tactic 3: Influence the University’s academic reputation ranking in best-colleges.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications	\$	Ongoing	Increase in ranking from tier 4 U.S. News National Ranking to numbered ranking.	Moved to Unit operations

STRATEGY 5: CULTIVATE AN ENVIRONMENT THAT VALUES ACADEMIC ACHIEVEMENT.

Tactic 1: Spotlight academic achievement through meaningful public and campus recognition.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Academic Affairs, Student Affairs		Ongoing	Number and quality of related public and campus events/recognition.	Continue as ongoing

STRATEGY 6: PROMOTE THE UNIVERSITY’S INTELLECTUAL RESOURCES TO MEDIA AND THE PUBLIC.

Tactic 1: Expand the University experts’ directory.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications	\$	Ongoing	Directory	Moved to Unit operations

Tactic 2: Feature regional outreach projects and applied research.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications news service, Academic Affairs		Ongoing	contributions of features to outside marketing publications	Moved to Unit operations

STUDENT-CENTERED UNIVERSITY

STRATEGY 1: PROVIDE A RICH ON-CAMPUS RESIDENTIAL EXPERIENCE FOR ALL STUDENTS.

Tactic 1: Increase awareness of services offered to students.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Student Affairs and Enrollment Management, Marketing and Communications		Ongoing	Implementation of MyGeorgiaSouthern	Continue as ongoing.

STRATEGY 2: CONVEY HIGH EXPECTATIONS OF STUDENTS.

Tactic 1: Spotlight programs for student leadership, engagement and volunteer and service opportunities.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Student Affairs and Enrollment Management, Civic Engagement and Student Leadership		Ongoing		Moved to Unit operations

Tactic 2: Encourage awareness of the relationship between high academic expectations and personal and institutional responsibilities.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, All Divisions		Ongoing		Continue as ongoing

Tactic 3: Showcase alumni and student achievers in campus buildings.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
All units, especially Colleges, the Union, the RAC, residence halls, Administration buildings		Ongoing	Identify opportunities and means	Continue as ongoing

STRATEGY 3: SYSTEMATICALLY ASSESS THE QUALITY OF STUDENT INTERACTIONS WITH ALL ON-CAMPUS SERVICE UNITS.

Tactic 1: Promote a culture of student-oriented service in all units.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Student service units, Institutional Research, Human Resources		Ongoing	NSSE, ACT, IEP's	Continue as ongoing

TECHNOLOGICAL ADVANCEMENT

STRATEGY 1: IMPROVE AND MAINTAIN A RICH, INTERACTIVE UNIVERSITY PRESENCE ON THE WEB.

Tactic 1: Develop a new and improved Georgia Southern web site. Update as needed.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, Information Technology,		Ongoing	See Website	Moved to Unit operations

Tactic 2: Launch an on-line alumni community.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Alumni		Complete and ongoing	development of portal and other features	Completed

Tactic 3: Require brand identity and standards on official Web pages.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Web Oversight Committee, Computer Services		Complete and ongoing		Continue as ongoing

Tactic 4: Develop and maintain a student-interactive Web site.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Registrar's office, Information Technology Services		Ongoing	WINGS	Continue as ongoing

Tactic 5: Maintain a Web calendar of all campus events.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Student Affairs, All Divisions		Ongoing		Continue as ongoing Recommendation: Monitor progress towards one central calendar of events.

TRANSCULTURAL OPPORTUNITIES

STRATEGY 1: EXPAND TRANSCULTURAL OPPORTUNITIES AND EXPERIENCES FOR THE CAMPUS AND THE COMMUNITY.

Tactic 1: Spotlight transcultural programs.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications, All Divisions		Ongoing		Continue as ongoing

PUBLIC AND PRIVATE PARTNERSHIPS

STRATEGY 1: ACQUIRE THE FINANCIAL RESOURCES NEEDED FOR SUCCESS.

Tactic 1: Develop and maintain a fund-raising publications package.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Advancement, Marketing and Communications		Ongoing		Moved to Unit operations

Tactic 2: Use University publications to support fund-raising goals.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Advancement, Marketing and Communications		Ongoing		Continue as ongoing

STRATEGY 2: EMPOWER EVERY UNIT TO EXPLORE PARTNERSHIP OPPORTUNITIES.

Tactic 1: Showcase successful partnerships as models.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Marketing and Communications		ongoing through media contacts and University publications		Continue as ongoing

PHYSICAL ENVIRONMENT

STRATEGY 1: PROVIDE A PRIMARY ON-CAMPUS POINT OF FIRST CONTACT.

Tactic 1: Create a visitor-friendly campus.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Welcome Center, Physical Plant, Alumni, Marketing and Communications,	\$	Ongoing		Completed

Tactic 2: Capitalize on the beauty of the campus and public attractions.

Responsible for Implementation	Resource Requirements/Sources	Timeline	Measure of Progress	SPC REVIEW Spring 2009
Physical Plant, Marketing and Communications		Ongoing		Continue as ongoing